60 seconds is all it takes...

For centuries man tried unsuccessfully to fly. Yet, in less than 60 seconds of staying aloft with their heavier-than-air machine, the Wright Brothers made history. Mankind was no longer earthbound. Today, to get your sales campaign off the ground and winging—whether you’re selling transportation... for a time-saving business trip to the North, or a flying vacation plan to the South—or any other service... 60 seconds is all it takes on Spot Radio.

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

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

WSB...Atlanta..... NBC
WFAA*...Dallas..... NBC
WIKK...Erie..... ABC
KPRC*...Houston..... ABC
WJIM...Lansing..... ABC
KARK...Little Rock..... ABC
WISN...Milwaukee..... ABC
KSTP...Minneapolis..... NBC
WTKR...Norfolk..... CBS
WIP...Philadelphia..... MBS
WRNL...Richmond..... ABC-MBS
KCRA...Sacramento..... NBC
WOAI*...San Antonio..... ABC
KFMB...San Diego..... CBS
KMA...Shenandoah (Iowa)..... ABC

KTBS...Shreveport..... NB
KVOO...Tulsa..... NB
ABC...Pacific Radio
Regional Network

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

Represented by
EDWARD PETRY & CO., INC.
THE ORIGINAL STATION REPRESENTATIVE
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
WTVR EXCELS IN COVERAGE
Operating on CHANNEL 6 WTVR is the only station in the Richmond area authorized to operate in the PREFERRED LOW-END OF THE VHF BAND. No other station in this area can equal WTVR's WIDE AREA COVERAGE.

WTVR EXCELS IN FACILITIES
CHANNEL 6 with 100,000 WATTS is operated from one of the highest self-supporting antennas in America, 1049 FEET ABOVE SEA LEVEL. There is no higher elevation in the Richmond area, and only WTVR can assure coverage from its antenna located in the heart of the City of Richmond. WTVR is the only station in this area which has studio facilities in Richmond. In short "The South's First TV Station" is RICHMOND'S ONLY TV STATION WITH COMPLETE RICHMOND FACILITIES.

WTVR EXCELS IN PROGRAMS
WTVR LEADS IN THE LATEST PULSE SURVEY ACROSS THE BOARD. No station in this area equals it. In one day WTVR produces more local programs, starting at 7 a.m. each day, than all other stations in this area combined. And remember, WTVR programs require no antenna to be received.

WTVR EXCELS THROUGHOUT THE DAY--IN EVERY WAY

Represented Nationally by Blair Tv, Inc — Affiliated With ABC-TV Network.
"Take this down"

WJIM-TV
Lansing
Covering more
of Michigan
than any other
TV station!
Among the television markets foremost in the manufacture of apparel and related products, the Channel 8 Multi-City Market ranks sixth, based on production figures for America's top 100 counties (SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956). Apparel manufacturing is just one of the many widely diversified industries which make the WGAL-TV Channel 8 market of first importance in your advertising planning.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the MEEKER company, inc.
New York Los Angeles
Chicago San Francisco
NBC UNDER GLASS • Booz, Allen & Hamilton, management consultants which has figured prominently in number of top-level reorganizations in broadcast field, is back surveying NBC operations. Last time, BA&H appraised NBC was 1949 and far-reaching changes ensued.

FCC OFFICIALS were jubilant over Supreme Court's ruling that FCC has power to set numerical multiple ownership limits on stations. But, they were also somewhat wary of pending Congressional legislation (led by Sen. Bricker [R-Ohio]) which would prohibit limitation by numbers but would put ceiling on ownership through people covered (not more than 25% of U.S. population). In fact, there is some feeling that Commission might rather revise multiple rules than have Congress make changes according to pending bills.

PROTECTIVE SOCIETY • About 100 vhf stations have indicated intention of attending June 1 meeting in New Orleans to devise plans for organization to "assist Congress and the FCC" in coping with tv allocations problem. Their preliminary effort will be in direction of overall engineering study looking toward provision of maximum service without downgrading allocations through reduction of standards. It is understood that preliminary discussions will center around long-range study of tv coverage. Invitations for session were sent by Harold Gross, WJIM-TV Lansing, with P. A. (Buddy) Sugg, WKY-TV Oklahoma City, and John H. DeWitt, WSM-TV Nashville, also prominently identified with organizational effort, which got underway during NARTB convention in Chicago last month. Several committees will meet prior to June 1 session, at which WDSU-TV New Orleans, through Executive Vice President-General Manager Robert D. Sweezy, will be host station.

NAME of George E. Sterling, former member of FCC, has arisen as possible engineering consultant to proposed vhf protective group. If organization is agreed upon (and affirmative action is expected) it's presumed legal counsel also will be retained along with engineering counsel and that offices will be established in Washington. Advisory counsel to date has been Reed T. Rollo, Washington resident partner of Kirland, Fleming, Green, Martin & Ellis. Mr. Sterling, now residing at Peaks Island (Portland), Me., retired from FCC in September 1954 and is handling limited consulting practice. He had participated actively in drafting of Sixth and Final Tv Allocations Report.

A QUESTION OF QUESTIONS • While there's no indication proposed to President Eisenhower's nomination of Comdr. T. A. M. Craven for seven-year term on FCC, one or two flares have been sent up in this presidential election year which might indicate more than casual interrogation of Mr. Craven by Senate Commerce subcommittee, particularly in light of fact that he served one seven-year stint on FCC (1937-44). Questions which might arise: Should Democratic Senate confirm an Eisenhower appointee (even though he's a Democrat) this late in the session? Should an engineer be appointed rather than lawyer or broadcaster? Mr. Craven is odds-on favorite for quick confirmation, however. (See story page 75).

BIG TEN has evolved novel approach on filmed football coverage for fall, with plans to sell package to key station in each state within its conference area. Described as "states' rights" concept, plan actually would permit live feeds of film series to other outlets, with release date of prints less than 24 hours after game played. Key of feed stations also would have right to re-sell film to non-interconnected facilities.

RENEWAL REVISIONS • Another long stride toward realistic revision of FCC broadcast license renewal forms has been taken with imminent appointment of staff level committee of FCC to meet with Broadcasting Committee of Advisory Council on Federal Reports to draft proposals for FCC and Budget Bureau consideration. FCC Chairman McConnaughey, it's learned, agreed to move after consultation with Advisory Council Committee, comprising David Cohn, Bureau of the Budget staff executive; Ben Strouse, WWDJ Washington, chairman of committee, and other members. Changes would be in direction of revision of criteria on program balance as well as modification of "counting spots" requirements, whether out-and-out commercial or public service.

ANNOUNCED White House opposition to Johnston federal retirement bill last week cast shadow over administration's proposal for executive pay raise bill, which would boost FCC commissioners' salaries from present $15,000 to $19,220,000 area. Chairman Olin D. Johnson (D.S. C.) has stated there should be "reciprocity" and has indicated he won't press for action on executive pay raise bill unless his retirement measure is given administration blessing or is passed over White House opposition. Congressional and judicial salaries were boosted at last session but independent agencies and cabinet-subcabinet executives were shunted to this session. President Eisenhower has placed executive pay raise bill on his "must" list of 28 priority measures.

TV PORTABLES • Inside trade reports are that top 10 set manufacturers will devote 70% of 1956 production to portable tv sets in $100 and below range. GE alone, it's understood, plans to manufacture in excess of 1 million units, while Admiral has announced intention of producing 600,000 sets.

EMPHASIS on portable tv sets, with necessarily low profit margins, does not help effort toward all-band tv sets, according to informed trade opinion. Conversely, it's felt that color will get increased play because of higher prices per unit, but this does not necessarily mean that color sets will be produced on an all-band basis. Fact that several manufacturers (Stromberg-Carlson, Capehart, latter sold) have dropped out of tv set manufacture, may mean that they and other manufacturers are awaiting more favorable color market. It's predicted that several other manufacturers may also curtail or shut down production temporarily. (See story page 98).

CO-SPONSORS • Lever Bros., New York, in addition to half-hour alternate-week sponsorship of Sir Lancelot nights on NBC-TV starting in fall, will also co-sponsor On Trial with Campbell Soup Co. (see story, page 96), Fridays 9:30-10 p.m. BBDO, New York, is agency for both accounts.

POND'S Hand Cream, New York, co-sponsor of NBC-TV Friday night period with Campbell Soup Co., relinquishing its time (which Lever has picked up) but is expected to co-sponsor Impact three out of four weeks. Impact will probably land in Monday 9:30 p.m. period on NBC-TV. J. Walter Thompson Co., New York, is agency.

MORE RADIOS • New estimate on nation's radio set total is currently in preparation and due to be issued by Radio Advertising Bureau in next few weeks. It's expected to show around 126 to 127 million radios in good working order, gain of 5 to 6 million in past year.

NBC-TV reportedly set to announce sale of more than $1,1 million worth of participations on Today (Mon.-Fri., 7-9 a.m. EDT) sometime this week. It is understood that Grove Labs (Fitch shampoo and 4-Way cold tablets), St. Louis, through Harry B. Cohen Adv., N. Y., has bought 124 participations and B. C. Remedy Co. (headache and neuralgia powder), Durham, N. C., through N. W. Ayer & Co., May, New York, has bought 149 participations on eastern network of Today.
The April Telepulse reports 13 of the top 15 shows on WISH-TV.

The April ARB reports 22 of the top 25 shows on WISH-TV.

Reconfirming that... in every television market there is one dominant station... in Indianapolis, that station is WISH-TV channel 8.
FILEM FIRMS ACCUSED BY NBC ORGANIZE; CALL NEWORK CHARGES 'SMOKE SCREEN'

FOUR of five film firms, charged by NBC as being connected with broadcaster Richard A. Moore's attack on NBC's broadcast practices (story, page 27), Friday afternoon formed an Association of Television Film Distributors, ATFD — comprised of Official Films, Screen Gems, Television Programs of America and Ziv Television Enterprises. In a memorandum labeled NBC allegations as smokescreen to obscure the “hopeless” competitive tv disadvantage of local and regional advertisers with national competition. Mr. Moore, also on Friday, denied there was representing five film companies while ostensibly appearing in behalf of KTTV (TV) Los Angeles.

ATFD declared that the “real point of Mr. Moore's testimony, obscured by NBC’s smokescreen, is that local and regional advertisers are at a hopeless disadvantage with respect to the large national competitors in reaching the public on equal terms, namely during peak viewing hours. He also stated that independent tv stations were unable to acquire sufficient quality filmed programs because the market for independent film producers is unofficially restricted by existing network practices.

“Specific remedies to these problems, which affect the entire economy, were proposed by Mr. Moore and subsequently by Sen. John Bricker of Ohio. Instead of making any constructive contribution to the solution of these problems, NBC throws up a smokescreen by issuing an unwarranted and irrelevant claim that a status quo will destroy all television,” said the ATFD.

“The four companies attacked by the NBC statement,” ATFD pointed out, “are now responsible for a total of 17 regularly-scheduled sponsored network film programs. To suggest, as NBC has, that the film companies seek the destruction of television network structure is an absurdity tantamount to stating that the film companies wish to commit economic suicide.

“In attacking the quality of film programs, NBC is also criticizing its own program structure. NBC's present network schedule includes approximately 16 hours of films each week out of a total of 21 hours of peak evening viewing time. In addition, NBC, through its wholly-owned subsidiary, also distributes film shows, among which is a substantial backlog of feature motion pictures. Yet another attack on the television film industry is not supported by public reaction to film programs. National Nielsen reports from November 1955 through March 1956 reveal that never less than 7 of the top 10 television programs were offerings of film producers.

“The NBC accusation that the film companies, with their investment of millions of dollars in production facilities, with their record of creative achievements in programming, with their list of awards for public service and with their stature in all the television communities of the nation, are ‘film-come-latelys’ is not supported by the facts. The companies under attack have been supplying tv entertainment to the nation since before the advent of national television networks, often at great financial loss to themselves as their contribution to the advancement of the medium.

Mr. Moore said Friday: “Soon after the FCC established its network study committee, KTTV took the lead in focusing attention upon the restrictive practices of the network companies which deny competitive opportunity to others. Acting on its own and at its own expense, KTTV presented its views to the Senate Committee on Interstate Commerce at the committee's request.

“We are delighted, however, to know many companies who are victims of the network restraints have already made common cause with us or have indicated their agreement with our conclusions.

“KTTV, as was its right, has consulted with film distributors and other television stations and several of us have come together for the purpose of common research, both factual and legal. From the outset, KTTV has advised the staff of the network study committee and the Senate Interstate Commerce Committee of this community of interest and activity. Apparently, these facts, which have been referred to often in the trade press, seem sinister to NBC, which apparently expects that the victims of its restraints should lick their wounds separately, privately and passively.”

**Four Arraigned in Chicago On Bait Advertising Charge**

FOUR PERSONS, including two advertising agency executives and head of automobile sales agency, were arraigned Friday on bait advertising charge following return of indictment by Cook County (Ill.) grand jury. Indicted were Irving Rocklin, head of Rocklin Irving & Assoc.; Ira Segall, agency copywriter; Irving Cole, president of Cole-Finder Inc., auto dealer, and automobile salesman.

Indictment and arraignment stemmed from Better Business Bureau probe, which charged bait advertising on tv commercials aired Feb. 25 and 27. Offers were made on WNBQ (TV) Chicago.

**Esty, General Mills Sever**


**BUSINESS BRIEFLY**

**KIDS' TIME** Three "kiddie spectaculars," man-sized but primarily for youngsters, to be sponsored on ABC-TV by International Shoe Co.'s Friedman-Shelby branch, St. Louis. Eight half-hour black-and-white Div.-scheduled Aug. 25, Oct. 6 and Dec. 8 from 11 a.m. to 12:30 p.m. Program from St. Louis Zoo is slated as inaugural. Agency: D'Arcy Adv., St. Louis.

**CAKE MIX SPOTS** Dromedary Div. of National Biscuit Co. (cake mix), N. Y., using one-minute transcribed spots on radio in approximately 20 markets starting May 30 and continuing through end of November. Ted Bates, N. Y., is agency.

**LOOKING SOUTH** Robert Otto & Co., international advertising agency, reportedly "very interested" in tv film adventure series for placement in Latin American market. Radio client's identity was not revealed, it's understood to be one of large U. S. food manufacturers seeking to expand South American operations.

**MAIL POUCH LOOKING** Chain, Hat Co., planning to launch early morning, 13-week radio spot campaign in Midwest for Mail Pouch Tobacco Co., Wheeling, W. Va., on or about June 18. Agency currently looking for availability on 40 stations.

**COFFEE CAMPAIGN** Hills Bros. (coffee), San Francisco, starting four-week radio spot announcement campaign early in June in about 15 markets through N. W. Ayer & Son, N. Y.

**TEA TIME** Tetley Tea, N.Y., starting radio spot campaign June 11 in North in series of four and two-week flights for 26 weeks; in South effective June 4 for 15 or 16 weeks. Agency: Ogilvy, Benson & Mather, N. Y.

**BEER BUY** Liebman Brewers' (Rheingold beer) eastern and western divisions to sponsor "Code Three," ABC-TV film syndication property, in about 20 markets starting in October for 52 weeks. Foote, Cone & Belding, N. Y., is agency.

**KVSM San Mateo, Calif., Bought by Intercontinental**

SALE of KVSM San Mateo, Calif., by Mr. and Mrs. Les Malloy for $400,000 to Intercontinental Broadcasting Corp., subject to FCC approval, announced Friday. Intercontinental comprises John D. Feldman, owner of KDON Monterey, Calif., Arthur B. Hogan, president, Alfred Zugsmith Corp., west coast radio and television station brokers which handled the sale; Alfred Zugsmith, Edward Muhl, James Pratt, and Melville Tucker, all Universal Pictures executives; Bert Kooden, Lockheed Aircraft executive, and Frank Oxart, executive vice president, Alfred Zugsmith Corp.

Messrs. Zugsmith, Muhl and Oxart own KFOX Los Angeles. They made application to purchase KITO San Bernardino, Calif. Mr. Hogan has bid to buy KFOX Long Beach, Calif. [At Deadline, May 21].

Broadcasting • Teletesting

May 28, 1956 • Page 7
There Can be Only **ONE** Leader
In Central New York it's . . .

WHEN-TV

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**KANSAS CITY**
- **KCMO**
  - Radio: 810 kc.
  - TV: Channel 5

**SYRACUSE**
- **WHEN**
  - Radio: 620 kc.
  - TV: Channel 8

**PHOENIX**
- **KPHO**
  - Radio: 910 kc.
  - TV: Channel 5

**OMAHA**
- **WOW**
  - Radio: 590 kc.
  - TV: Channel 6

**MEREDITH Radio and Television STATIONS**
affiliated with Better Homes and Gardens and Successful Farming magazines

Page 8 • May 28, 1956
Indianapolis, New Orleans
Cases in Oral Arguments

CHARACTER and financial qualifications, respect-atively, shared spotlight Friday in oral argu-
ments before FCC on hotly-contested Indianap-
ils ch. 13 and New Orleans ch. 4 tv case.

In Indianapolis argument (initial decision favor-
ed Mid-West TV Corp., recommended denial of Crosley Broadcasting Corp., WIRE and WIBC, both Indianapolis), attorneys for Broad-
cast Bureau and losing applicants charged

House Bill Would Split Hill Recording Facility

MOVE to split Joint Senate-House Recording
Facility (which at moderate cost tapes and films
campaign speeches and other programs by congressmen for use on radio and tv sta-
tions) was indicated in bill reported Friday
by House Appropriations Committee, provid-
ing blanket funds to set up separate House
facility. Present equipment and funds would
be divided equally, Senate setting up its own
establishment.

May 16 testimony by House Clerk Ralph
Roberts before subcommittee, released Friday,
indicated Senate (which carries several House members have objected to pre-

mission gets final grant
for san antonio ch. 12

FCC issued final decision Friday granting San
Antonio, Tex., ch. 12 to Mission Telecasting
Corp., 50% owned by KONO-AM-FM that city.
It denied Walmac Co. (KMAC and KISS
FM San Antonio) for lack of financial qualifi-
cations. It also relieved Mission of any culpabil-
ity in activities of private financier, charged
as impersonating Federal officer but
acquitted in court. Decision upholds examiner's
recommendations last year [B&T, June 20,
1955]. Grant brings to three number of vhf
outlets in San Antonio. They are KENS-TV
on ch. 5 and WOAI-TV on ch. 4. Both are
operating. Also operating is ch. 41 KCOR-TV.

people

ELECTION of four new vice presidents will be
announced today (Mon.) by Foteo, Cone &
Belding, Chicago. They are: JAMES CAM-
eron, assistant secretary and assistant
research director; EDWARD TOLLESON,
production department manager, and CURTIS
BERRIEN, copy group supervisor.

Hugh stanley hole, executive producer for
radio-tv on Gillette Safety Razor account,
Maxon Inc., to Van Praag Productions, tv
filmmaker and commercial packager, as head of new
Hollywood office.

Edgar B. stern jr., president of WDSU
Broadcasting Corp., New Orleans, appointed
chairman of public relations advisory com-
mittee, United Community Funds & Councils
of America, James A. Linen, publisher of
Time and president of UCF, is announcing
today (Mon.).

More Ups Than Downs
In ABC-TV Auto Accounts

WITH Chevrolet Div. of General Motors
Corp., through Campbell-Ewald, Detroit, re-
newing Crosstraf (Fri., 8:30-9 p.m.) on
ABC-TV, network spokesman said Friday that
automobile business will be increased on
ABC-TV next season. Boxscore: Studebaker-Pack-
ard has dropped TV Readers Digest (half hour
weekly); Dodge has dropped 15 minutes week-
ly via Break the Bank and half-hour weekly via
Danny Thomas' Make Room for Daddy.

This adds up to 1 hour, 15 minutes weekly.
Picked up by network, however: Dodge's addi-
tional one hour per week for Welk show; Ford
Motor Co.'s sponsorship of Ford Theatre,
half-hour per week, which when combined with
Chevrolet's half-hour per week renewal and
one-hour weekly renewal by Dodge of original
Welk show, mean total for next sea-
son comes to 3 hours weekly, compared to this
season's 2 1/2 hours weekly, a gain of quarter-
hour per week. This, according to spokesmen
at ABC-TV, defies alleged general trend of
network tv cutbacks by top automobile makers.

'Paid-Plug' Firm Folds

Adolph Wenhlan & Assoc., Holly-
wood, prominent in radio-tv giveaway prizes
and "paid-plug" promotion [B&W, May 21],
closed for business pending settlement of claim
filed by former creditor, Los Angeles city mar-
tial on premises told B&T Friday. Firm also
defendant in petition for involuntary bank-
ruptcy filed in U. S. district court by three
former employees Ben Brown, Charles Stuart,
and Lester Cotlen. Trio has opened new firm at
8278 Sunset Blvd. under name of
Brown, Stuart & Lester to engage in similar
"product promotion."

USIA Money Clears Senate

SENATE voted $115 million for United States
Information Agency 1956-57 operations Friday.
This is $20 million less than requested by
Pres. Eisenhower, but $5 million more than
House voted. Measure now goes to joint con-
ference to iron out differences between House
and Senate appropriations. Passage in Senate
came after Democratic Majority Leader Lyn-
mour Johnson assured members there would be
full investigation of USIA activities. This will
be done by Senate Appropriations Sub-
committee headed by Sen. Johnson. Proposed
$115 million appropriation for 1957 compares to
$85.3 million for 1956.

at deadline

Indianapolis, New Orleans
Cases in Oral Arguments

In Indianapolis argument (initial decision favored Mid-West TV Corp., recommended denial of Crosley Broadcasting Corp., WIRE and WIBC, both Indianapolis), attorneys for Broadcast Bureau and losing applicants charged hearing examiner committed error by striking from record matters relating to non-payment of federal and state income taxes between 1941 and 1946 by banker George Sadlier, Mid-West principal. Mr. Sadlier's tax troubles, on which he paid penalties, reflect adversely on Mid-West as tv licensee, attorneys said.

Three-way battle for New Orleans vhf channel was narrowed to two in hearing when examiner ruled James A. Noe & Co. (WNOE) failed to establish basic financial qualifications. Examiner (not considering WNOE in comparative analysis) recommended examiner to set up separate House facility, Present equipment and funds would be divided equally, Senate setting up its own establishment.

May 16 testimony by House Clerk Ralph Roberts before subcommittee, released Friday, indicated Senate (which carries several House members have objected to present setup.

Mr. Roberts recently fired Helen Coar, facility's studio director, on grounds she and her husband, Robert J., facility coordinator, operate identical private business in nearby Virginia. No action has been taken on Mr. Coar, Senate employees.

Related proposal (H Res 509) by Rep. Eugene McCarthy (D-Minn.) would require facility to provide free to each congressman one hour of tapes and 15 minutes of tv film
monthly during each session.

Food Freezer Plan Ads
Cited for Misrepresentation

RENAIRE food and home freezer plans were cited by Federal Trade Commission Friday on 12 counts of alleged false advertising and mis-

representation in national radio-tv and news-
paper promotions. Firm's customers do not get food at wholesale, FTC complaint charged, and participants in "Renaire Plan" in no case would save enough over a reasonable length of time to "pay for a tv set, remodel a home, pay for a vacation, buy an automobile or pay for a freezer."

FTC also attacked Renaire representations as to certain exclusivity-of-product statements and alleged expertise of some of its employees.

Parties are granted 30 days in which to file
answer to complaint. Hearing is scheduled July 17 at Washington before FTC hearing ex-
aminer.

SCBA Names 1956 Officers

SOUTHERN CALIFORNIA Broadcasters
Assoc. Friday announced new officers for 1956.
Lloyd Sugen, 22 Station Hollywood, named
chairman and Howard Gray, KGIL San Fer-
nando, named vice chairman. John Hansen,
KABC Los Angeles, is secretary and Selma
Kirchner, KGJF Los Angeles, treasurer. Elect-
ed to board are Herb Comstock, KAVI Lan-
caster; Calvin J. Smith, KFAC Los Angeles;
Ernest O. Spencer, KWZ Santa Ana, and
Bert West, KNX Los Angeles.

Favor Radio-tv Coverage

CAPITOL Hill radio-tv correspondent Joseph McCaffrey said Friday night's roll of House mem-
ers on whether they favor opening House com-
mittee proceedings to radio and tv shows
2-1 support for radio-tv coverage in about 200
tapes received so far. Of "yess," five qual-
ify it to radio only, saying tv is "too disrup-
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THE BATTLE IS JOINED

NBC takes up arms against Moore's denunciation of network option time, must-buy requirements, charges KTTV (TV) president acted in conjunction with TV film group. 27

Meanwhile, Sen. Bricker and CBS President Frank Stanton exchange disagreements about the senator's intentions in regard to network regulation 30

M-E GETS CHESTERFIELD

$12 million cigarette account leaves Cunningham & Walsh Aug. 1 for McCann-Erickson 38

WHAT CHILDREN WATCH

All age-groups, from under-6 to 12-14, rate Disneyland first, BBDO survey discloses. Rin Tin Tin, Lassie and Lone Ranger are also top favorites of juvenile viewers 42

TV NETWORK TIME SALES

B'Tm's monthly digest of PIB data shows foods, toilet goods, autos and soaps leading groups advertised on TV networks in February, when gross time sales totaled $37 million 44

DAYTIME BEST FOR CIGARETTE ADS

Tv during daytime hours reaches more smokers per dollar than at night, Katz Agency study claims 46

TOYS AND TELEVISION

Kids' love of tv makes it profitable medium for American Character Doll Co. and other toy makers 48

TV NOW DOMINANT MEDIUM

Typical national advertiser today devotes more than half his budget to tv, split 60-40 between network and spot, T.V.B tells advertiser-agency meet 62

FCC WINS ONE DECISION, LOSES ONE

Supreme Court upholds Commission's right to set numerical limit on multiple ownership of stations; Circuit Court orders WIRT (TV) Flint, Mich., hearing reopened 66

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Supreme Court upholds Commission's right to set numerical limit on multiple ownership of stations; Circuit Court orders WIRT (TV) Flint, Mich., hearing reopened 66

CRAYVEN'S LONG VIEW ON TV

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In FIRST PLACE AGAIN

KTLA in Los Angeles
tops
all other stations
in
Daytime Programming
Noon — 6:00 p.m.
Monday through Friday

KTLA  . . . . 4.3
Station B . . . . 4.2
(Network)
Station C . . . . 3.6
(Network)
Station D . . . . 3.3
(Network)
Station E . . . . 2.9
Station F . . . .  .8
Station G . . . .  .5

(April ARB)

KTLA

CHANNEL 5 LOS ANGELES

5800 Sunset Boulevard
Hollywood 28, California

Represented Nationally by
Paul H. Raymer Company

Broadcasting • Telecasting

May 28, 1956 • Page 11
THE STEVENSON-KFAUVER 'DEBATE'

A DEBATE—or discussion—we’ve always understood, has two sides to a given question. Because of seemingly unanimous agreement between the two principals, the most apt description of last Monday's much-heralded (by ABC-TV) telemeeting between Sen. Estes Kefauver (D-Tenn.) and ex-Gov. Adlai E. Stevenson (D-Ill.) would be "a chat." There they sat—two otherwise- vociferous opponents for the Democratic nomination for President—in the studios of WTVJ (TV) Miami, spending most of the time concuring with each other on the various "hot" items submitted to them by moderator Quincy Howe and behaving less like tooth-and-nail politicians than like courteously gentlemen, agreed on one thing: that the G.O.P.'s "big business and big-what-have-you" administration has got to go. The only grounds for "mild" disagreement were provided by Mr. Stevenson's feelings on H-bomb testing and Sen. Kefauver's feelings on Mr. Stevenson's feelings on Sen. Kefauver's "absenteeism." What little acid there was, was applied by a feather.

So far as tv is concerned, it was a most unusual experience. It might have deluded some viewers into thinking—or hoping—that campaigning has taken on a new look of "love thy fellow candidate." We doubt that it has. Last week's tv chat might have been revolutionary in scope, but certainly, not so much as to revolutionize the art of politicking.

Produced as a special event by the ABC Department of News & Public Affairs, May 21, 10-11 p.m. EDT from WTVJ (TV) Miami, directed by Marshall Diskin. Moderator: Quincy Howe.

THE GABBY HAYES SHOW

IN THIS new Saturday afternoon juvenile series on ABC-TV, bewhiskered Gabby Hayes is a combination teller of tall tales, master of ceremonies for a condensed Western film and salesman of Popsicles to the under-six set for whom these programs are apparently intended. It seems doubtful that anyone beyond the age of six would sit through more than one of these programs, for the main attraction, the Western story, is edited with no attempt to retain any plot line, just plenty of action. Gabby, however, is as usual thoroughly professional and just as enjoyable to viewers of all ages in all three capacities. He even whistled as if it was for real.

Production costs: Approximately $10,000.
Sponsored by Joe Lowe Corp. through Paris & Pearl, New York, on ABC-TV, Sat., 5:30-6 p.m. EDT.
Producer-director: Joe Clair.

THE MAURICE CHEVALIER SHOW

CHEVALIER surpassed himself in his last 90-minute appearance on NBC-TV. If ever a foreigner left (as M. Chevalier declared was his intention to do right after the show) with an audience in the palm of his hand, it surely was the man in the straw skirt.

Mr. Chevalier's contagious gaiety demonstrated another big advantage tv has over the theatre. In one's own home it's possible to sing and whistle with the master—"On the Avenue," "La Vie en Rose," "Bridges of Paris," and other favorites. On the other hand, you don't mind keeping still to hear about "A boy and a girl sitting on a park bench, kissing in public because they were French," or to find out about Barcelona from Mauricio, the Spanish dancer.

Supporting talent, Roger Price and his Droodle drawings, Stanley Holloway and his British monologues, Chita Rivera and Polly Bergen, kept up a spirited pace while the master caught his breath between numbers. The modern music of Michel Legrand, brassy and fast, had a proper Gallic touch in the nostalgic accordion.

All these, arranged around the star, provided a balanced and wonderfully pleasing show, a

Behind the Wall," May 20th telecast of the March of Medicine series.

The appalling lack of facilities, trained personnel and money needed to care for these unfortunate children was presented in straightforward statements bluntly delivered by top officials, who were careful not to call attention to the audience to rectify today's sorry situation. What can be done and is being done where proper people and plant are provided was shown in several filmed case histories, presented by the doctors in charge.

So skilful was the whole presentation that what might easily have been a depressingly morbid picture of how bad things are became instead an encouraging report that, while not glossing over the seriousness of the present, showed what the future may bring if the public is willing to work and vote and pay to bring it about. Here is tv adult education at its best.

Sponsored by Smith, Kline & French Labs in cooperation with American Medical Assoc. through Doremus Eschelman, on NBC-TV, May 20, 5:30-6 p.m. EDT.

...and how we love it!

Here's why—in 58 out of 60 quarter-hour periods between 3:30 and 6:30 p.m. (Mon. thru Fri.) WNDU-TV has the top-rated programs.

What's more—over half the top-rated weekday programs between 3:30 and 11:30 p.m., both network and local, are now on WNDU-TV.

These gains reflect the pronounced success of WNDU-TV in all rating periods. More proof that your advertising dollar does a better job in the South Bend-Elkhart market with WNDU-TV...for full details call Meeker today!

*Source: Arbitron February B14

Represents National by MEKER TV

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All these, arranged around the star, provided a balanced and wonderfully pleasing show, a
the radio station for the young at heart

Enjoyable music... complete news and weather... 24 hours a day

1130 on your radio dial
IN REVIEW

show that seemed to belong to the star and not to the producer as sometimes happens. It was in truth The Chevalier Show, if and the gods are kind, there will be many more to come.


Producer-director: Max Liebman; associate producer-director: Bill Hobin; writers: William Friedberg, Neil Simon; choreography: Felisa Conde; costumes: Paul diFonzi; scenic design: Frederick Fox; music director: Charles Sanford; orchestral arrangements: Irwin Kon; choral director: Clay Warnick; choral arrangements: Mr. Warrick and Mel Pahl; NBC supervisor: Hal Jans.

CAMERA THREE

WCBS-TV New York's Camera Three—currently seen on 49 CBS-TV affiliates these Sunday mornings—was launched its third birthday last week. It did so by launching a two-part series on "Freedom and Restraint," the first program being a discussion on the Fifth Amendment, the second (yesterday) a dramatization of Plato's "Crito."

As a full treatment of the "fifth," that of moderator James Macandrew and guest C. Dickerman Williams, partner in the New York law firm of Maclay, Morgan & Williams (and author of the Fordham U. Law Review's "Problems of the Fifth Amendment") left a lot unsaid. The fault was hardly that of Mr. Williams, whose role today is to be continually derailed at every thoughtless juncture by Mr. Macandrew's many—often pointless—questions.

Yet, despite the obvious flaws of this "prepared-ad libbed" discussion, progress was made. Those televisioners who bothered to sit indoors before their tv screens on a bright spring Sunday morning, heard the "fifth" explained to them as a package of safeguards to individual freedom, rather than as a mere dodge for use by blackbearded anarchists and communists.

Production costs: Approximately $5,000. Broadcast sustaining on CBS-TV, Sun., 11:30 a.m.-12 noon EDT, originating from WCBS-TV New York.

Producer: Lewis Freedman; director: Clay Yurdin; writer: John McGiffert; moderator: James Macandrew; narrator: Jim Parker; guest: C. Dickerman Williams; production supervisor: Clarence Warden; advisory consultant: Dr. Edward C. Bowen, N. Y. State Dept. of Education.

BOOKS


THIS IS A book that should have come out around the time last year when Madison Ave. was badly shaking its collective head, mumbling, "but is he really worth $12 million?"

Whether he was—or still is, today, in the face of a plummeting Nielsen—is not the case here; what is, is that as subject material for an "unauthorized biography," Mr. Gleason is worth his weight in gold—every last pound of him.

Mr. Bishop, whose last year's The Day Lincoln Was Shot showed his talent for critical evaluation of events, this time uses this same talent on Mr. Gleason. For 298 pages, Mr. Bishop probes beneath the comedian's exquisitely-draped epidermis with all the finesse of a Park Ave. neuro-surgeon, exposing to view all the vital parts that make Jackie run. Little wonder Ralph Kramden's alter ego is said to have wined as he read the galley proofs.

COLOR TELEVISION—SIMPLIFIED THEORY AND SERVICE TECHNIQUES, by Electronic Education Unit, Philco Corp., Philadelphia. 164 pp. THE THEORY, design, transmission, reception, installation and service of color television receivers are covered in this new book, written and prepared by Philco's Electronic Education Unit under the direction of Richard D. Hershey and edited by Donald G. Fink, former editor of Electronics and now director of research for Philco. Prepared specifically for the electronic serviceman, the textbook begins with a review of black-and-white tv, progresses to colorimetry, the measurement and analysis of color, and describes transmission and reception methods and standards for color tv before beginning its detailed description of the circuitry of a color tv receiver and its cathode ray assembly and the matters of adjustments, alignment and installation needed to insure perfect rendition. The book contains 288 illustrations, more than 100 in color.


NEWS ON THE AIR, as seen by one newsman-commentator who was there in February 1925 when WHAS Louisville broadcast bulletins of the attempt to rescue Floyd Collins from a Kentucky cave and its cathode ray assembly and the matters of adjustments, alignment and installation needed to insure perfect rendition. The book contains 288 illustrations, more than 100 in color.


IF PRACTICE makes perfect, the aspiring actor who follows faithfully the guidance given in this book by Mr. Strickland, of Stanford U.'s department of speech and drama, should be well on the road to success. For essentially The Technique of Acting is an exercise book, filled with exercises which "must be practiced regularly over a long period of time if the student is to derive any benefit from them," the author says in his foreword. "The system of training proposed in this book is designed to help the actor give an intelligent and consistent performance, even when inspiration is lacking, and—equally important—to show him how to use an inspiration when he is fortunate enough to have one."


THIS basic textbook, which emphasizes the physical and mathematical analyses of the essential practices and circuits in radio communications, is designed to provide an understanding of the fundamentals underlying the broad field of communication. The author is professor and head of the department of electrical engineering at Case Institute of Technology.
MEMO: TIMEBUYERS!

Are YOU up to DATE?

Are you aware of TODAY'S story in the important Northeastern Pennsylvania television market? Do you know that WILK-TV now leads the field? Do you know that complete saturation of this top dollar market is IMPOSSIBLE . . . unless you use WILK-TV. We've worked hard with top programming, promotion and sales know-how. NOW . . ARB has proven our leadership.

Here are the results of the ARB 15 county regional survey, (March 25th thru March 31st, 1956). Here is the rating story for the valuable time period from 5 P.M. to 11 P.M.

FIRST PLACE QUARTER HOURS

WILK-TV . . . 71
STATION "B" . . . . 65
STATION "C" . . . . 32
STATION "D" . . . . 1 (tie)

★ COVERAGE...

WILK-TV reaches better than 85% of the 314,984 TV sets in its coverage area. With WILK-TV, you reach nearly 2 million with an annual spending power of over 4 billion dollars! WILK-TV reaches more cable subscribers than any other local TV station! This IS Coverage!

★ POWER...

WILK-TV speaks with PERFORMANCE! ONE MILLION sales-packed watts carry your message to ALL the rich Northeastern Pennsylvania market area. From Reading to New York state . . . from Lock Haven to New Jersey . . . they’re watching WILK-TV!

LEADERSHIP . . . COVERAGE . . . POWER!

NOW . . more than ever . . . WILK-TV gives you TOP AUDIENCE at LOW COST per THOUSAND! GET THE FACTS!

avery-knodeL, inc.

★ NEW YORK  ★ CHICAGO  ★ LOS ANGELES
★ SAN FRANCISCO  ★ ATLANTA  ★ DALLAS

WILKES-BARRE SCRANTON

Affiliated with the ABC-TV Network

Broadcasting  Telecasting

May 28, 1956  Page 15
NOW ON THE AIR

You can buy full color time in the Milwaukee market for less than you’d pay for competitive black and white. Enhance your product or boost your service with compatible color and get added impact. Class A, VHF availabilities. Channel 6 gives Greater Milwaukee the most colorful reception for her.

600,000 TV SETS

SPECIAL NOTICE:

WITI-TV is the world’s first Vitascan color station pioneered and developed by Dumont and WITI-TV. Vitascan color sets new standards in the television industry with its greater clarity, depth and balance in reception for both color and conventional black and white sets. You’ll be well received in Greater Milwaukee.

Get in touch with the Branham Co., our national representatives!

OPEN MIKE

Important Stake
EDITOR:
Thank you for the timely and powerful editorial support of our efforts to get every American to register and vote [B+T, May 21]. The terrific voter apathy which exists throughout the land makes this a tougher problem to lick than it was in 1952, but we certainly share your feeling that if it is to be done, radio and tv are the means for doing it.

There is every indication that the industry intends to give this campaign full support, for broadcasters are aware that as citizens and as businessmen in a free enterprise system, they have an important stake in the outcome.

NARTB, Washington, D. C.

Mazeltov
EDITOR:
Thanks for the story on our new setup [B+T, May 21]—it’s stylish to do it and we did it. And we think it’s a move in the right direction.

One thing hasn’t changed, and that’s the noise I’ve been making till now. I’m still at it—swinging and howling as usual.

Here’s a big mazeltov to you, too—on the fine magazine you’re bringing out!

Joseph Katz, Chairman of the Board
Joseph Katz Co.
Baltimore, Md.

[EDITOR’S NOTE: “Mazeltov” means “congratulations.”]

Ardent Subscriber
EDITOR:
... Now that I’m heading away from Madison Ave., your magazine will become even more important to me. It’s a wonderful way to keep abreast of the fast-breaking developments in this business. You will have an ardent subscriber as general manager of KCBS.

Henry Untermeyer, Sales Mgr.
KCBS New York

[EDITOR’S NOTE: Mr. Untermeyer on June 4 becomes general manager of KCBS, CBS-owned station in San Francisco (B+T, May 14).]

Broadcasting Yearbook
EDITOR:
The Broadcasting Yearbook is a rich store of information, which I am already finding useful, especially since the situation in radio has been in such question recently.

Here at Young & Rubicam we are making a definite effort to increase the interest in and use of radio.

W. E. Matthews, Executive Asst. to Director of Media Relations
Young & Rubicam, New York

Paid Programs, Free Sets
EDITOR:
Subscription tv as a plan is based upon a fallacious principle: the idea that Americans, by and large, would pay for programs, that is, pay beyond the investment for sets, antenna, electricity and other items. Pay-as-you-go tv would result in great interest on the part of the public in movies, which at this time are technically superior.

Those who would gamble with the American public’s investment in home sets have overlooked the fact that television has not yet reached the stage mechanically—picture size, clarity, and other features—that would merit competition with the motion pictures. There is still another fact: the “stealing” of the air and of the current investment in tv would stop...
KABC & KABC-TV

THE ABC STATIONS FOR AMERICA'S NUMBER ONE COUNTY IN RETAIL SALES

LOS ANGELES

ANNOUNCE THE APPOINTMENT OF

THE KATZ AGENCY, INC.

AS NATIONAL ADVERTISING REPRESENTATIVES

EFFECTIVE JUNE 1, 1956

FOR INFORMATION ON KABC & KABC-TV

Call or wire one of these 8 Katz Agency offices:

New York 22, 477 Madison Avenue, Pl 9-4460
Chicago 1, 307 N. Michigan Avenue, Central 6-7343
Detroit 26, Penobscot Bldg., Woodword 3-8420
Atlanta 3, 1321 Fulton Bank Bldg., Jackson 5-1637
Kansas City 6, Bryant Bldg., Victor 7095
San Francisco 4, Russ Bldg., Sutter 1-7434
Los Angeles 5, 3325 Wilshire Blvd., Dunkirk 5-6284
Dallas 1, 2006 Bryan Street, Riverside 4036
further development of present experimentation and investment.

Subscription tv would open the way to “socialized” tv; it would be an easy move for the government to reach into a medium that would be so controlled anyway...

I might say that my opinions are not based upon “sour grapes” attitude. The kind of program I have been promoting—The National Milk Bowl—is actually one that the public would pay for willingly on subscription tv. I do feel that, if the pay tv group is sincere, they will supply free tv sets to all of their potential customers, tv sets which have been constructed to give real competition to the motion pictures themselves.

Eugene C. Weafer, Executive Dir.
The National Milk Bowl
Bryan, Tex.

Uhf Acceptance

EDITOR:

We’ve had much favorable comment on Frank Beatty’s well-written article, “Where Vhf Isn’t, It Isn’t Missed,” in your May 7 issue. This has confirmed the strong acceptance by the general public and by the advertisers of uhf in northern Indiana and southern Michigan. Here’s hoping that all of the taboos of recent years against uhf have been laid to rest.

I know that every agency man in America read the article but I’d still like to buy 1,500 reprints of it to send out as a WSJV promotion...

Paul C. Brines, Dir. of Bstgr.
WSJV (TV) Elkhart, Ind.

EDITOR:

Because of traveling commitments, this is the first opportunity I have had to commend you for the article which appeared in the May 7 issue of BT. It was a well done piece and I am sure it will help to dispel some hazy thinking relative to uhf.

Incidentally, from your article, I gained many interesting bits of information myself about the South Bend-Elkhart market.

(Rev.) Edmund P. Joyce, C.S.C.
Exec. Vice Pres., U. of Notre Dame
(WNDO-TV) Notre Dame, Ind.

Wisconsin Merger

EDITOR:

A remarkable thing happened at WEMP this month. We “merged” with our Waukesha competition, WAUX. But this is one merger that won’t have to be approved by the FCC for there were no contracts to be signed other than a marriage license. Our continuity director, Marylou Lenken, married a WAUX salesman, Bob Shanahan. And, as if this weren’t complicated enough, he is the brother of our afternoon disc jockey, Tom Shanahan.

WEMP Milwaukee, Wls.

EDITORS:

I want to congratulate you on your two very fine articles on uhf television. Not only are they very, very interesting but certainly very timely.

Harry Tenenbaum, Vice Pres.
KTV1 (TV) St. Louis, Mo.

[EDITOR’S NOTE: BT’s two articles on uhf, May 7, 1956, were reprinted individually as four-page brochures. Copies of either article are available at $1.00 per 100.]
FORJOE TV is sold on WMUR-TV coverage!
Unduplicated network programming in over a million homes!

FORJOE TV is sold on WMUR-TV’s low cost!
The lowest rate in the country for stations with comparable number of viewers!

FORJOE TV is sold on WMUR-TV’s sales punch!
901 local advertisers are, too! And their unsolicited testimonials prove the impact!

AND
FORJOE TV Inc. can sell you!
Get the facts today!
Call one of these ForJoe-TV offices:

New York  Seattle
Chicago  Los Angeles
San Francisco  Atlanta
Dallas  Philadelphia

ABC TV primary
CBS supplementary

WMUR-TV
Channel 9 in New England
Manchester, New Hampshire
WEEKEND VIEWERS STAY UP LATE FOR “3-STAR THEATRE”

Here’s the record of “Three Star Theatre,” on KCRA-TV, presenting big-name, late evening feature films that dominate the Sacramento market!

AVERAGE RATING: 13.7*

AVERAGE SHARE OF AUDIENCE: 79.3%

“THREE STAR THEATRE” is seen at 11 p.m. Saturday, following “Hit Parade” (33.5 lead-in) and at 11 p.m. Sunday (24.1 lead-in).

YOUR PETRY MAN KNOWS all about “Three Star Theatre” on KCRA-TV. Give him a call about participations.

* Sacramento Television Audience
ARB: February 8-14, 1956

“Three Star Theatre” on KCRA-TV, presenting big-name, late evening feature films that dominate the Sacramento market!

“A RARE combination of administrator, engineer, writer and expert in advertising and sales promotion...”

Thus reads, in part, a citation made to John Taylor in 1952 when he received the RCA Victor Award of Merit, the highest that RCA makes among its salaried employees. Mr. Taylor, who bears the impressive title of advertising and sales promotions manager for RCA commercial and defense electronics products, was cited particularly for “extraordinary service” to RCA.

“Extraordinary” is apt word for John Taylor. Both inside and outside of RCA, men who have known him over a long stretch of years—a stretch that in some cases goes back through a quarter-century of radio—will tell you that this summary excerpt from the 1952 citation, accurate though it is incomplete.

They will tell you, for example, that he is one of radio’s master salesmen and that the proof of this talent extends from the 1930’s when John Taylor, then like radio in the formative days of his career, “equipped” many of the most important stations in the country today. They will tell you that, along with being an engineer, he is especially expert in a number of difficult engineering subjects, such as uhf and color television, for instance. Others will cite his ability as an editor. At least one man, who has had occasion to work closely with Mr. Taylor although not himself employed by RCA, says he quite often is amazed by the range of the man’s knowledge and interests.

It is his considered opinion that there are few advertising men, at the most, who possess Mr. Taylor’s all-around radio-tv knowledge.

These are things that those who know him will tell you. The official biographical files on him are surprisingly skimpy. For Mr. Taylor is also a modest man. He shuns personal publicity.

The 1952 citation does fill in significant parts of the picture:

“While guiding the advertising and promotion of a bewildering variety of product lines, Mr. Taylor also found time to continue editing Broadcast News, a magazine of such excellence and authority that it compares favorably with the best professional publications in the field; and, furthermore, to inaugurate a second periodical, Communications News, which gives promise of equally high standing.

“In a field where exhibitions and trade shows are of great importance, John Taylor has proved himself a master exhibitor. His ingenuity and sense of showmanship made possible the participation by his department in an unusual number of exhibits.

John Pratt Taylor was born in Williamsport, Pa., on Sept. 1, 1906, son of Edward and Bertha Pratt Taylor.

He has been an active participant in the radio and television broadcasting field since his graduation from Harvard U. in 1929 with a degree in electrical communication. His early interest in this field led, soon after his graduation, to participation in the development and testing of some of the earliest broadcast transmitters. He became a member of the staff of W2XAF, often described as first of the high-powered transmitters that made shortwave communication a reality.

He also displayed in those days the quality of industry that still marks him. He joined RCA in November 1930 as an engineer in the Camden (N. J.) plant—meanwhile continuing his education with postgraduate courses at Union College (1930) and the U. of Pennsylvania (1931).

During 1930, Mr. Taylor was assigned to the broadcast transmitter sales department, where he began a long association with members of the broadcasting field. From 1938 to 1941 he was field representative for RCA broadcast transmitter sales in the southwest district.

In 1941 an important new area of electronics—that of high-frequency heating—beckoned to him, and for the next three years he took part as a sales engineer in pioneering efforts to apply this outgrowth of radio wartime manufacturing processes.

Broadcasters today generally associate Mr. Taylor with the advertising and sales promotion of RCA radio and television broadcast equipment, which he has been supervising for the past 13 years. Less well known to them is the fact that these activities represent only a part of the Taylor package. Simultaneously, he has supervised the advertising and sales promotion of RCA’s broad lines of electronic products for commercial and military applications. As advertising and sales promotions manager for RCA commercial and defense electronics products—to which full title and responsibilities he was named in 1935—he is as widely known in the industrial, defense, communications and theatre fields as in radio-tv.

Moreover, as editor of Broadcast News, an RCA publication with wide circulation in the industry, he has won a name as one of the most dedicated diggers for facts in the business.

Mr. Taylor is married to the former Ethel Larned of Schenectady, N. Y. They have two children, Edward L. and Dorothy Jane. He lives at Haddonfield, N. J., where he practices—almost like perfection, according to many visitors—his prime hobby of gardening, with azaleas as his specialty.

He is a member of the Institute of Radio Engineers, the Acoustical Society and the American Society for Metals.

Our respects to John Pratt Taylor.
JACKSONVILLE, FLORIDA announces with pleasure the immediate appointment of Edward Petry & Co., Inc. as exclusive national representatives in New York, Chicago, Atlanta, Detroit, Los Angeles, San Francisco, and St. Louis.

Broadcasting • Telecasting
May 28, 1956 • Page 21
THE CALIF.-ORE.TV TWINS
...bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 3 & 5.

THE CALIF.-ORE.TV TWINS
...bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 3 & 5.

JODY CALDWELL on all accounts

HAVING a background of station and on-air experience in both radio and television is a significant help to the work of an agency time-buyer, according to Jody Caldwell, media director of the Carl Falkenhainer Agency, Los Angeles.

Carl Falkenhainer founded his agency two years ago, after three decades as an executive and marketing consultant in the retail drug and related fields. Therefore, it is only natural that Mrs. Caldwell finds herself placing radio-tv business for accounts familiar in the corner drug store and requiring heavy point-of-sale merchandising in addition to regular consumer advertising in mass media like radio-tv.

Topping her list is the Southern California Pharmaceutical Assn., representing 1,300 independent retail stores, whose extensive radio-tv advertising is part of a total marketing package sold by the association to national manufacturers. Under this plan, she buys time to promote such products as Paper-Mate pens, Schick electric shavers, Analist, Charles Antell Inc., Tartan (McKesson & Robbins), Mystik Tape, St. Joseph aspirin and Zotox, a poison ivy remedy of Zotox Pharmaceutical Co.

Born Jody Green in Bartlesville, Okla., Mrs. Caldwell wanted to become another Katharine Cornell so she went to New York and studied serious drama for several years at various professional schools. She did summer stock and then opened her own school at Bartlesville in 1940. Two years later she joined the announcing staff of KVOO Tulsa and in 1944 switched to WWVA Wheeling, W. Va., where she did copy writing, retail contact and other advertising chores in addition to announcing.

She went to Los Angeles in 1946 to work for Howard Hughes Productions and soon became Mrs. William T. Caldwell. She left Hughes in 1947 to keep house and plan for the arrival of Debby, the Caldwells' only child. By 1951 she was anxious "to get back in business" and joined KFI-TV Los Angeles as sales secretary. Subsequently changing to part time work, Mrs. Caldwell "helped out" at Irwin-Los Angeles Adv. and Telemount Productions.

By 1954 she was back to fulltime work as media director and timebuyer for Noel Lent Adv., Los Angeles, and early last year switched to her present position with Falkenhainer.

Her husband is in charge of customers' relations for the electronic division of Rheem Mfg. Co. The Caldwells have their own home in North Hollywood where "I try to keep down the volume on my husband's hi-fi system," she says.

THE CALIF.-ORE.TV TWINS
...bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 3 & 5.
WCCO Radio's stature as the Northwest's 50,000 watt giant is greater than ever. Fact is, its 56.1 per cent share of audience in the Minneapolis-St. Paul market is a national record. This 56.1 per cent is the largest share captured by any station in any of the 27 major markets currently measured by the A. C. Nielsen Company. It's the result of unmatched program popularity and enormous power which carries your sales message throughout 109 primary counties in four Northwest states. Check with WCCO Radio or CBS Radio Spot Sales for full details about this record-making buy!

**GREATEST IN THE NATION!**

*Only WCCO Radio Delivers 56.1% Share of Audience!*
---IN THE PUBLIC INTEREST---

Houston handles ROA Drive
BRYAN HOUSTON Inc., New York, last week was appointed "volunteer agency" for The Advertising Council's "Religious Overseas Aid" drive. Sponsors of the campaign are the Church World Service (National Council of Churches of Christ U. S. A.), Catholic Relief Services-National Welfare Conference and the United Jewish Appeal-Synagogue Council of America. All-media backing is planned for the campaign, to be coordinated by Palen Flager, advertising director of J. P. Stevens, one of the accounts serviced by the Houston agency.

$10,000 for Olympic Team

MORE than $10,000 was raised to aid the 1956 U. S. Olympic team in a telethon by four commercial television stations in central Michigan and Michigan State U.'s educational station.

Staged in MSU's ice arena, the telethon originated over the facilities of WKAR-TV, the university's station, with WKNX-TV Saginaw, WJIM-TV Lansing, WMOT-TV Lansing, and WHTV (TV) Lansing, carrying the program.

WTIC Fosters Scholarship

A $1,000 SCHOLARSHIP—part of an award to WTIC Hartford by the Thomas A. Edison Foundation last winter in recognition of the station's "service to youth in the community"—was made Thursday to a 17-year-old high school student. The award will be used toward a college education in electrical engineering.

According to Paul W. Morency, president of the Travelers Broadcasting Service Corp., which owns and operates WTIC, the Thomas Edison Scholarship Committee selected the engineering field because it felt the grant thus keeps with the foundation's efforts to fill a critical shortage of able scientists.

They Counted on Radio

NARTB is distributing a 15-page booklet describing the role of commercial radio in disaster warning, control, interpretation and relief during the 1955 tornadoes. The pamphlet carries praise for broadcasters in the form of letters to NARTB President Harold Fellows from the chief of the U. S. Weather Bureau, F. W. Reichelderfer, and the chairman of the American Red Cross, E. Roland Harriman. Title: "When Disaster Threatened . . . They Counted on Radio!"

Heat on Gamblers

AN INVESTIGATION by the news bureau of WKY-AM-TV Oklahoma City is credited with leading to a crackdown on gambling syndicates in that community by local police.

The police campaign began after WKY-TV newsman Ralph Combes checked the Internal Revenue Bureau and discovered 40 gambling stamps in Oklahoma City. Inquiries were made of the police department, which then released a statement to the effect that it planned to drive the bookies out of business.

Subsequent news stories using Mr. Combes' gambling-list information triggered a raiding campaign two days later.

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The $250,000,000 Give-Away Show!

by Harold F. Walker

A Quarter of a Billion Dollar Market is available in the Memphis Negro Trade Area. Naturally, the $250,000,000 Question Is: HOW YOU can get in on this cash award? Here's the answer. WDIA's $250,000 and consistent top-ratings control, almost to monopoly, Negro consumer contact in this section of the South.

SPECIALIZED MARKET

There is, within WDIA's radius, a total of 1,237,666 Negroes—nearly 10% of the entire Negro population of the United States. They will earn in excess of a quarter of a billion dollars in 1956, and they will spend 80% of their income on such commodities as coffee, detergents, drug supplies, and soft goods. WDIA is meeting this specialized market with customized sales promotion for name-brand merchandise, such as:

Curtiss-Wright Pilla, Brown, Maxwell House Coffee, Cheer, Kellogg, and Colgate Dental Cream.

SPECIALIZED STATION

WDIA can channel your sales messages directly to ready-made, loyal audiences, because this 50,000 watt station is operated exclusively for Negroes. Programs feature only Negro talent—announcers, MC's disc jockeys, musicians, and home economists.

Listeners, with a quarter of a billion dollar pay check, feel that WDIA is their station. They respond to Negro stars with racial pride and support products, which they represent, with stout fidelity.

MARKET DEVELOPMENT

Moreover, this market potential is just developing. As industry moves more and more rapidly to this section, Negroes become a stronger integral factor in the expanding economy. They are evolving a social consciousness, elevating their standard of living, constantly buying more and better goods.

MARKET FOUNDATION

The market foundation is, already, an established order. WDIA can sell your consumer goods over radio programs that offer more opportunities than a Give-Away Show. You ask the questions, we furnish the answers on how to win your share of a $250,000,000 Market. Send your name and address, on your letterhead, today. We will mail to you irrefutable facts and figures, along with your bound copy of, "The Story Of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

Broadcasting • Telecasting
ON KTTV-TV—LOS ANGELES...
FULLY SPONSORED BEFORE THE FIRST TELECAST!

104 FINE FIRST RUN FEATURE FILMS
"HOLLYWOOD MOVIE PARADE"

Presented by

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF
COLUMBIA PICTURES CORP.
233 WEST 49 ST., NEW YORK 19, N.Y.

...and these great stations are also on the way to full sponsorship of
"HOLLYWOOD MOVIE PARADE!"

KOB-TV—Albuquerque, New Mex.
WBRC-TV—Birmingham, Ala.
WTTN-TV—Bloomington, Ind.
KIDO-TV—Boise, Idaho
WWTV—Cleveland, Ohio
WBNK-TV—Columbus, Ohio
KOAA—Denver, Colo.
WJJK-TV—Detroit, Mich.
KFJZ-TV—Fort Worth, Tex.
KFRE-TV—Fresno, Cal.
KGBR-TV—Harlingen, Tex.
KCTA-TV—Honolulu
KPRL-TV—Houston, Tex.
WBBX-TV—Jackson, Tenn.
KCMO-TV—Kansas City, Mo.
KLAS-TV—Las Vegas, Nev.
KARK—Little Rock, Ark.
WHAS-TV—Louisville, Ky.
KNID-TV—Midland, Tex.
WCCO-TV—Minneapolis, Minn.
WLAC-TV—Nashville, Tenn.
WDSD-TV—New Orleans, La.
WABS-TV—New York, New York
WOWTV—Omaha, Neb.
KGO-TV—Phoenix, Ariz.
KDKA-TV—Pittsburgh, Pa.
KCBS-TV—Sacramento, Cal.
KUTV-TV—Salt Lake City, Utah
KFSD—San Diego, Cal.
KRON-TV—San Francisco, Cal.
WARM-TV—Scranton, Pa.
KREM-TV—Spokane, Wash.
WVETV—Boston, Mass.
WADC—Cleveland, Ohio
KSTV—Heartland, Kan.
KSWB—Wichita Falls, Tex.
WPTF FACT SHEET

THE MARKET

HOMES USING RADIO

SHARE OF AUDIENCE

FOUR-YEAR TREND

WPTF NCS COVERAGE MAP

2,955,000 People with $2,249,749,000 Retail Sales

NCS Coverage
Population 2,955,000
Families 693,900
Effective Buying Income 2,912,255,000
Farm Gross Cash 864,679,000
Retail Sales 2,249,749,000
Food Sales 458,272,000

General Merchandise 307,297,000
Furn. H. H. & Radio 124,226,000
Automotive 484,289,000
Gas Stations 177,089,000
Lumber, Bldg., Hdw. 187,011,000
Drugs 61,601,000


1955 22.6% 24.4% 24.4% 26.6%
1956 25.2% 27.0% 26.6%

WPTF Share of Audience

Year 6AM-12N 12N-6PM 6PM-12M Average
1953 31% 30% 33% 31.33%
1954 32 32 35 33.00%
1955 35 36 37 36.00%
1956 35 35 40 36.67%

* Source: Area PULSE Covering 32 Counties

Radio Listening Up 10% Over Last Year

WPTF Has More Than Double the Listeners of Its Nearest Competitor, a Regional Network

WPTF’s Share of Audience Keeps on Growing!

50,000 Watts 680 KC
NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager
Peters, Griffin, Woodward, Inc., National Representatives

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NBC CHARGES FILM INTERESTS ARE BEHIND NETWORK ATTACKS

Two months ago, on March 26, independent tv broadcaster Richard A. Moore, in testimony before the Senate Commerce Committee, loosed an all-out attack on network television opinion time and must-buy requirements (B&T, April 2).

Last Friday, NBC returned Mr. Moore’s fire. In a 42-page “Statement of Facts” supported by 16 exhibits, that network filed with the committee its defense of those two arrangements. The document preceded by 18 days the first formal network testimony on the subject: CBS President Frank Stanton will appear on June 12, NBC President Robert W. Sarnoff on June 14 and ABC President Robert E. Kintner on June 15.

First and most telling salvo of the NBC answer was a charge that Mr. Moore, ostensibly representing independent KTTV (TV) Los Angeles, of which he is president, is in reality in league with a group of film syndication firms: Ziv Television Programs, Television Programs of America, Official Films, Screen Gems and RKO Tele- radio Pictures. It further charged that these and other film interests were seeking to destroy the network structure so that they could flood U. S. tv stations with their product, the various syndicated film series and Hollywood feature films.

In passing, NBC also took note of other interests out to intrigue the television programming industry, including the advocates of pay-as-you-see television. It classified these interests as seeking to exploit the developed tv circulation which was pioneered by the networks at the cost of great monetary loss which only recently has begun to be regained.

The Moore testimony had suggested that FCC regulations be amended to prohibit the option time and must-buy arrangements, saying they (1) restrict the tv licensee from exercising its own judgment in programming in the public interest, (2) restrict advertisers, large and small, from using tv on a freely competitive basis, (3) restrict creative talent from presenting its products on tv and (4) restrict unaffiliated stations from presenting “the finest possible programming.”

NBC’s statement dealt in detail with all facets of Mr. Moore’s arguments, and threw in a comprehensive explanation of the entire network concept and structure for good measure. The most significant parts of that statement are reproduced below and on the next seven pages.

THE attack on opinion time and the policy of selling a basic network is an attack on the very foundation of the network system. Those who call for the elimination of these procedures make the pretense that they are proposing only a few minor adjustments in the network operation. Such “adjustments” would be as minor as cutting off the current from a tv set, on the claim that this would improve the picture.

Who is levelling this attack on the fundamentals of the network service? It is not the viewing public, or the affiliated stations, or the national advertisers—all of whom derive great benefits from this service.

The attack on opinion time and the basic network policy ostensibly comes from the president of KTTV Inc., the licensee of an unaffiliated television station in Los Angeles, who testified at length before this committee on the alleged “restraints” involved in these network procedures.

His testimony falls into clearer perspective in the light of the undisclosed interests for whom he was speaking when he testified before this committee.

We understand that Mr. Moore’s presentation was part of an organized campaign previously agreed upon and financed by a group of film syndicators and related interests, whom Mr. Moore served as treasurer and to whom he has made periodic progress reports. We further understand that this film group had a series of meetings, agreed upon the retain of counsel who represented Mr. Moore at his appearance before this committee, and consulted together on the network attack to be made through Mr. Moore.

Among the members of this film group were Ziv Television Programs Inc., Television Programs of America Inc., Official Films Inc., Screen Gems Inc., and General Teleradio Corp. (now RKO Teleradio Pictures Inc.). The first four companies just named are television film syndicators; one of them—Screen Gems—is owned by Columbia Pictures, a major Hollywood motion picture producer. The fifth company, RKO Teleradio Pictures, is part of the RKO motion picture organization with principal interests in Hollywood film production.

We do not know how many other film or related interests have become associated with this group; but if the committee desires to obtain further information on the matter, Mr. Moore is undoubtedly in a position to supply such information at the committee’s request.

If this film group should succeed in undermining the network system, the great national service provided today by three intensely competitive television networks would ultimately be reduced to the lowest common Hollywood denominator. The wealth of fine entertainment, educational and cultural programs available in the diversified schedules of the networks would be replaced by a continuing flow of stale and stereotyped film product.

In this connection, it should be emphasized
ABSTRACT OF TESTIMONY OF RICHARD A. MOORE, PRESIDENT, KTVV-FOX TELEVISION STATION, SPRINGFIELD, MO.

The network systems have provided the opportunity for the development of television as a communications medium by promoting the promotion of individual programs.; and although, like the film syndicators, they are looking for the networks to serve them, the networks are the only interests seeking to profit by displacing the network system of national broadcasting.

A wide variety of promoters and financial traders are now entering the television field with the advent of old Hollywood film backlogs which the motion picture studios are selling to them in bulk packages. Now that television has been developed to a national system serving 37,000,000 homes, these promoters and financial traders are looking to this new public communications medium as a source of quick profit from the old Hollywood movies, most of which have outlived their theatrical usefulness. To obtain such profits, they must force huge amounts of television time for thousands of these movies; and the disruption of the network service offers an inviting route to achieve this objective.

The Hollywood backlog recently released aggregates 1,888 old Hollywood features, and 4,072 movie shorts. These have been released to television for a total of well over $42,000,000.

Over and above this recent release of movie backlog are more than 7,500 old Hollywood features already in the hands of TV distributors.

In addition, among the transactions in current negotiation is the release for television use of the M-G-M backlog of 770 feature films and 900 shorts. According to press reports, a value of at least $50,000,000 has been placed on this package.

The foregoing totals over 10,000 full length feature movies, moving into the television market. These, together with the movie shorts now in syndication would absorb all the broadcast time of a station operating 16 hours daily for more than three years running. Moreover, the amount of film available for television is constantly increasing and is not reduced through use.

A third group of film and related interests seeking to exploit the national television system are the proponents of pay-as-you-see television. Their purpose is to force a public-television coin box; and although, like the film syndicators, they disavow any intention to supplant the network service, any proposal—successful—could displace the network system that it could not accommodate the type of free programming which has made television the vital force it is in American life.

There are various associations between the promoters acquiring these television film backlogs for television and the pay-as-you-see promoters. For example, C & C Television, which has acquired the RKO backlog from RKO Tele Radio Pictures (a member of the Moore group), is headed by Mr. Marty Skaton, a leading advocate of pay-as-you-see television, which has also testified before this committee.

These film interests and financial traders, if successful in their designs on television, could reap a mountain of profit from the molehill of their contribution to the broadcasting art. But if they achieve their objectives, the American public and the vital new industry of television will be the twin losers.

The networks, which are under direct and indirect attack from these various groups, are the same networks which in 30 years have provided the basis for the creation of three great industries-first, radio; then black-and-white television, and now color television.

It was the networks which developed the facilities and skills and undertook the financial risks of building a national television program service—not the film-come-latelys or the promoters with Hollywood backlogs in their portfolios. While the networks were chalking up annual losses of millions of dollars to develop the new medium, the film interests withheld their product from it; and turned to television only after it had been built by others.

Since then, the film syndicators have been expanding rapidly in television. With Mr. Moore as their spokesman, they are now seeking to expedite this expansion by asking the government to create artificial vacuums in the network service—so that they can move in and occupy the field.

FROM 1947 through 1954, the NBC television network was substantially in the red on a cumulative basis. Indeed, it was only last year—in 1955—that the cumulative operating results of the NBC television network first showed a profit. And Mr. Fox, this point was reached, NBC had undertaken—and is now actively pursuing—a major and costly new development: the development of color television.

The nationwide audience created by the network service has provided the basis for all forms of television advertising: not only national network advertising, but also local spot advertising, used by regional advertisers and by some national advertisers for selected-market campaigns; and local advertising, used by manufacturers and retailers operating within a single market area. All three forms of television advertising—national network advertising, local spot advertising, and network advertising—have provided the opportunity to exploit the national television system.

*Also illustrative of the risks and costs of the network business is its high break-even point, reflected by the ratio of net income to sales. The ratio of net income to sales for the years 1947-1953 was 9.4% of net sales. For the year 1954 the network's net income as a percentage of net sales was 3.4%. The Federal Trade Commission and Securities & Exchange Commission have reported that, for all United States corporations in the size classification in which NBC and the other network companies fall ($100,000,000 or more in assets), the ratio of net income to net sales of the same nine year period was 6.9%, and for the years 1954 and 1955 the ratio was 6.2% and 7.4% respectively.

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BROADCASTING • TELECASTING
veriting have flourished. Indeed, national spot and local television advertising volume has had a rate of growth almost precisely parallel to the rate of growth of network advertising volume. Yet the establishment of the new, non-commercial, non-networking networks, a new market was opened for Hollywood film. As stated before, the foundation of the Moore position is that film production and syndication for television are being supported by the so-called option service to the stations under option time arrangements; on this foundation, his film group constructs a series of other alleged restraints—against affiliated stations, against independent stations, and against advertisers.

The fact is that television film production and syndication are doing a record business. The film syndicators themselves predict an even greater expansion in their production and sales in the coming months. The huge expansion in the number and earnings of Hollywood television writers, as officially reported by the Writers Guild of America, also reflects the booming condition of television film production:

"According to WGAW records, the highest number of television writers employed during 1955 was 10,397 for February 1956; 9,087 for February 1956, 9,997 for February 1956, etc. -- the writer's equivalent of the networks, with whom the Guild did not have contracts, or were included in major studio and independents plans. By Jan. 1, 1957, the number of writers writing for the major film television stations in the United States was 12,384, according to the Guild's records." 

Why Films Go on Networks

Mr. Moore cites several instances in which KTTV was unsuccessful in obtaining a new film series for use only in Los Angeles because a network or national advertiser had bought the series for use on a nationwide basis. The simple economic facts of the syndication business, rather than any network practice, provide the reason for KTTV's inability to get such programs. The producer of a film series will always prefer to sell it initially to a national advertiser or a network, and subsequently to syndicate on a market-by-market basis, because an initial nationwide sales program will cut production costs and eliminates the producer's risk.

If there is any prospect of decrease in the production of new film for television syndication, it will not be the result of any aspect of network or advertiser control; but rather, the result of the release to television of huge masses of Hollywood backlog, referred to previously.

Over and above the many thousands of movie films recently released to promoters for television, and the further Hollywood backlog for which distributors are negotiating—plus the 9,000 half-hour film programs made for television syndication—the syndicators use film program series which have completed their network broadcast. For example, a substantial number of film series, which were broadcast on networks during the past season—and were not renewed because they did not make the grade—are now going into syndication. In addition, the inventory of film for syndication is not reduced through use, but is progressively increased through "reruns."

With this plethora of film for television, there is the most active jockeying for television placement of film product. The film syndicators represented by Mr. Moore are acting as the spearhead in a direct attack on the network system. They want to create a vacuum in the existing service so that they can fill it with their product. If they succeed, they may see it filled—not by their own product—but by repeated re-runs of Hollywood feature films. The accumulated product in Hollywood's vaults—most of it musty and outdated—would hit television with the impact of a tidal wave. The American viewing public would literally drown in a celluloid sea. This likelihood is given added reality by the huge sums at stake in the trading of Hollywood backlog from motion picture studios to prom- tomers for tv distributors.

In the play and byplay for additional film profits from television, the public interest in an expanded television service would be subjugated if the network system is dismantled at the instance of film syndicators and traders. The disruption of the structure of live networking would mean the death of a national communications service of great range and vitality, with rival film interests fighting over the remains of the television system, which would shrink in scope and public value to a tiny fraction of its potential.

In any event, as regards the specific issues raised before this committee by the Moore presentation, the record is clear that the availability of film programs for use by television stations and advertisers on a non-network basis is not being suppressed by the network service. The facts show, on the contrary, that existing television usage of syndicated film is so active and widespread that it has stimulated continued expansion in this field.

With the demolition of the basic charge of suppression of television film production and distribution, the structure of the Moore argument falls apart. The essential nature of option time arrangements and the propriety of the basic network policy in providing a national network service will be discussed in the following sections.

T HE propriety of option time agreements between networks and stations is specifically covered in the Chain Broadcasting Regulations adopted by the Federal Communications Commission in 1941 after protracted hearings, and upheld by the Supreme Court in 1943.

The range of discretion provided for stations to reject network programs offered in option time, as provided by the regulations and the contracts, is a far cry from the Moore claim that by virtue of option time, "all affiliated stations are compelled to broadcast during certain periods, whatever programs the network company offers, and only those programs."

The regulations also were carefully designed to give stations freedom to use a maximum of their time to network. Thus, the regulations divide the broadcast day into four segments, all determined in terms of local time at the station. Stations are prohibited from granting more than three hours of network time in any one of these segments. Thus in Class A time, which generally is from 6-11 a.m., a network may not and does not offer more than three hours. Again, the facts do not support the Moore claim that virtually all of the "prime viewing hours" are subject to network option.

The particular hours subject to network option are specified in the affiliation contracts. The hours specified in NBC contracts vary from time zone to time zone, since the option arrangement is designed to provide for simultaneous coverage across the four time zones. Generally, NBC options three hours in each of the morning, afternoon, and evening segments—or nine hours out of the total broadcast day of its affiliated stations. It has the option of three hours each of the segments 6-11 a.m., 11-6 p.m., and does not exercise the option of the 6-11 p.m. segment.

The Mooney statement that net- works option 12 hours of time a day is simply not true.

Stations Want Affiliation

Nobody requires any station to enter into an affiliation contract with a network. Stations seek network affiliation because of the great values they obtain from the network service. The affiliation relationship involves mutual undertakings on the part of the network and the station. For example, among the obligations which NBC undertakes in its affiliation contracts are the following:

a. NBC undertakes to furnish the station with a variety of sponsored and unsponsored programs. The NBC network schedule consists of about 80 hours of programming a week. NBC's talent and production cost of this programming currently averages $1.5 million a week. NBC assumes these costs, furnishes the programs to stations and takes the risk of recovering such costs from sales to advertisers. If such programs are not recovered, NBC alone bears the loss.

b. NBC undertakes to provide the intercon- nections which link the station to others on the network so that the programs can be simul- taneously broadcast on a nationwide basis by its affiliates, at the time periods for which the programs are designed. NBC leases from the telephone company almost 14,000 miles of intercity circuits on a regular basis for its television network, with a total annual cost for all circuits of over $14 million. The existence of such a facility for simultaneous broadcasting, as implemented by the option time arrange- ments with stations, provides an incomparable means for instantaneous, simultaneous, country- wide communications in times of national emergency.

c. NBC undertakes to share with the station, under an agreed formula, the revenue from the sale of time for sponsored network programs carried by the station. NBC assumes the function of selling network time and programs to national advertisers in connection with magazines, newspapers and other na- tional advertising media. The price charged the advertiser for this time consists of the network rates for each station, aggregated for the total number of stations, plus the advertiser's cost for the particular network program.

On its part, as indicated before, the affiliated

* These segments are 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m., and 11:00 p.m. to 8:00 a.m.

PART II of NBC's rebuttal to the Moore anti-option time testimony will come June 14 when President Robert W. Sarnoff appears as a witness before the Senate Commerce Committee.
bricker, Stanton exchange rebuttals

sen. John W. bricker (R-Ohio) last Wednesday issued a reply to CBS President Frank Stanton's charge that the Ohio Republican seeks "suppression" of the TV networks [B&T, May 21]. Dr. Stanton penned a reply to his own a few hours after Sen. Bricker's letter was made public Thursday.

Sen. Bricker said he was releasing the letter to "clear the record" concerning "misleading and outright false statements" made in Dr. Stanton's speech to the American Marketing Association. Letter writer John Crosby, taking the radio-TV columnist to task for describing Sen. Bricker's bill (S 825) for FCC regulation of networks as "malarky" and criticizing his recent report, "The Network Monopoly."

Dr. Stanton, in his reply, stated he was encouraged to learn that it was not Sen. Bricker's intention to seek public utility regulation of networks and proceeded to point out why he thought the senator's feelings must inevitably lead to such regulation.

The Bricker letter to Dr. Stanton:

"Dear Mr. Stanton:

"A condensation of your recent speech before the American Marketing Assn. which appeared in the May 21 issue of BROADCASTING & TELECASTING magazine has been called to my attention.

"From a reading of that speech it would appear you feel I am opposed, per se, to the operation of radio and television networks and am unaware of their considerable cultural, economic and national interest. Your speech implies I propose federal regulation of networks as a means to put them out of business.

"Nothing could be further from the truth. I am an ardent advocate of freedom from regulation except when it is proved such regulation is in the public interest. I am well aware of the importance of networks and do not propose their 'suppression'—to quote your term.

"However, the use to which the public airwaves is put assuredly is a matter of concern to the public interest. Federal guardianship of networks does not connote 'suppression.'

"Your speech further states I seek to regulate 'private radio and television networks—from transmitter to receiver—as public utilities.' No recommendation of public utility status for radio and television networks as public utilities was included in my recent report on 'The Network Monopoly.' It does not follow that federal regulation of networks is synonymous with regulation to assure 'public utility.'

"At present the FCC has regulatory authority over individual stations through its licensing functions and in other ways. But such stations are not regulated as a public utility nor does the FCC attempt to decide rates, as is done in the case of a public utility.

"On the other hand, networks are not licensed by the Commission, which thus finds itself in the anomalous position of having some directive control over individual stations but no licensing authority over what is agreed is the all-important network operation.

"I believe it is in the public interest to provide for the licensing of radio and television networks and to vest in the FCC statutory authority to enforce the stated objectives of the Congress, particularly with regard to the development of local stations.

"Freedom of the networks from regulation has brought about an economic picture I find extremely disturbing. It is not a healthful condition for two networks and their owned stations to account for approximately one half the net income of the entire television industry. There are other disturbing parts of the picture discussed in my report."

TEXT of reply sent by Dr. Frank Stanton to Sen. Bricker late Thursday:

"My Dear Senator Bricker:

"The text of your May 23 letter to me, as released to the press today, has been reported from Washington.

"It is encouraging that you say that you are not opposed to networks, that you recognize their considerable cultural, economic and national interest value, that you do not propose regulation 'as a means to put them out of business,' and that you do not seek to regulate networks as public utilities.

"I have difficulty in reconciling the statements in your letter with the implicit and explicit thrust of your report, 'The Network Monopoly.' In that report you devote major attention to an analysis of network profits and to the profits of network affiliates. You charge that these profits are 'exorbitant.' You state specifically on page six 'that the figures cited herein on revenue, income and profits are but one link in the chain of facts which demand regulation of the networks to assure proper equity in the industry.'

"It seems to me that in this respect your report most clearly looks toward regulation which

Sen. Bricker Dr. Stanton

in fact would equate networks with public utilities. I do not understand how regulation of networks explicitly designed to achieve what you believe to be a more equitable distribution of "revenue, income and profits" can be accomplished by a mere licensing function, confined, as you suggest, to the same kind of 'guardianship' as now obtains in licensing individual stations. Control of "revenue, income and profits," to me is synonymous with public utility regulation.

"Similarly, the major attention in your report of the networks' affiliation practices, to the rates stations charge for network programs and to 'access' by stations to network programming, all seem inevitably to mean that these are factors which underlie your proposal to regulate networks.

"If you propose to have the FCC regulate a station's network rate, regulate to whom networks will provide network service and regulate on which specific stations specific programs will be placed, it would appear to me that you are advocating regulation of networks as public utilities. I believe that your report itself compels the conclusion that regulation not at all dissimilar from public utility regulation is, whether you intend it or not, what is contemplated.

"In recent statements by you confirm this conclusion. Your public statement on the record in the course of the current hearings of the Senate Interstate & Foreign Commerce Committee that there should be regulation 'from transmitter to receiver' and your recent statement to the Associated Press of May 13 that an added reason for the passage of your bill to regulate networks is to provide a 'check' in the networks' handling of news and controversy, further suggest conclusions in my American Marketing Assn. talk.

"But in any event, you have explicitly suggested regulation of networks as public utilities. On March 26, 1956, you stated (pages 1656-7 of the current 'television inquiry' hearings before the Senate Committee on Interstate & Foreign Commerce):

"'Now, if you are going to charge the networks (with a public utility) fee see why the ordinary public utility rules should not apply to that just the same as it does to any other public utility . . . . the (networks') power is so great that I think if ever there was a duty for the government to exercise public utility regulation, and it is an essential responsibility of the federal government in this case because of crossing state lines, it should be in this industry. I can't see any other answer to it.'

"'I am persuaded, and I hope to be able to persuade you when I appear before the committee, that the perhaps inadvertent result of the enactment of your proposals would indeed be to suppress and possibly destroy networks. It is reassuring to learn now that this is not your intention.'

station undertakes to broadcast in designated periods of option time the sponsored programs offered to it by NBC, subject to its right to reject such programs for any of the reasons which have been previously detailed.

These are the basic elements of the obligations assumed by a network and a station in their affiliation relationship. None of these network obligations is assumed by film syndicators.

The option time arrangement is the basic undertaking of a station in its network relationship. The destruction of that arrangement would also destroy the network-affiliate relationship on which the network system rests.

The Context of Network Programming. Network programming is distinguished from syndicated programs in that it is: an overall service, covering the full range of audience interests, and not a series of unrelated shows; furnished on a regular daily schedule; developed under uniform standards, since the networks themselves are licensees of a limited number of the stations carrying the network

service, and based on the technique of live presentations.

The latter characteristic makes use of television's special quality—the feature which distinguishes it from other media: its immediacy and ability to communicate events as they are happening. This attribute is indispensable for certain presentations, such as special event coverage, actually programming and sports, and spontaneous presentations which add values to many other types of programs.

Live programming on a national basis is
possible only through networking. Networking, in turn, requires interconnection facilities and a program clearance arrangement with stations which is accomplished by option time. Without the network service, television would shrink from its potential as a national communications system to a film transmission mechanism, supplemented by locally produced shows.

Live programs accounted for 88.1% of the total program time on NBC network stations for the week ending March 18-24, 1956. By contrast, KTTV's schedule for a similar week consisted of only 9.8% live programming, with an additional 15.9% combined live and recorded presentations. The network program service is not only unique in the four broad characteristics just listed, but in its individual elements, which also require the networking procedures which are under attack by the film group. These elements include:

1. A visual news service in which outstanding reporters and analysts collect, present and interpret the news on a nationwide and worldwide basis. To provide this daily news service, which is a basic source of information to the public, NBC has its own news organization with a staff of over 250, including commentators and foreign correspondents who work in NBC foreign offices in London, Paris, Rome, Bonn, Tokyo, Hong Kong, Taipei, Singapore and Cairo. This news organization shoots almost an hour's worth of film a week. The annual cost of this news operation exceeds $3 million. Film syndicators provide no such service to stations and the public.

2. Coverage of special events of national importance. Networks are the only program organizations which, as part of their overall service, undertake to furnish stations with live coverage of important public events such as the political conventions and national election campaigns, addresses by the President and national leaders, the presidential inauguration, and congressional hearings; or with comprehensive live sports coverage of leading sports events, including the World Series, the major football classics, championship fights, the principal golf matches and tennis tournaments.

3. Significant cultural and public affairs presentations on a national basis, for which networks furnish the costs and furnish to stations whether or not they are sponsored. As distinguished from film syndicators, networks furnish stations with programming produced at the networks' cost as a public service, such as the variety, quiz and serious series. Examples in the field of information and culture are series like The Search or Adventure on CBS; NBC's Elder Wise Men series—which has brought a nationwide audience face-to-face with such outstanding personalities as Herbert Hoover, Robert Frost, Wanda Landowska, Pablo Casals, Nehru, Sen. O'Casey, Bertrand Russell, or the NBC Opera Theater series, including Goyescas, which have been transmitted by NBC. The Opera Theater has cost the network over $2.5 million to date in presenting opera performances on television without a sponsor.

4. The Innovation of new program forms and techniques which have tremendously enlarged the value of television to the public. Film syndicators are program merchants, not program innovators. Their product falls largely into the standardized pattern of the half-hour drama, adventure, situation comedy or western series. While this type of program has a place in the television service—and is included in the NBC schedule—such a program schedule—must be recognized that the principal program experimentation and development in television—the type of presentations which have opened new and broader horizons for the medium—have come from the networks, which have undertaken the risks and costs of program innovation. To cite a few examples from the NBC service:

- **The Spectator**: This program form did not exist in television until it was created by NBC in 1954. It consists of 90-minute live special entertainment events, with each series scheduled in May for four weeks, so that the individual productions can have the benefit of maximum creative attention, long and thorough preparation and the participation of outstanding talent who are only occasionally available. The television series are the only shows and the only events which Sadler's Wells Ballet in "The Sleeping Beauty"; Shakespeare's "Taming of the Shrew" and Shaw's "Devil's Disciple," both with Maurice Evans, "Heidi," "Babes in Toyland," and "Alice in Wonderland"; Robert Sherwood's "Petriified Forest"; "Cyrano de Bergerac"; Katharine Cornell in "The Barretts of Wimpole Street" and Mary Martin in "Peter Pan," NBC each of which has thus far presented about 70 major productions of this type. They have given the whole television medium a broadened scope and value.

- **The Telematories**: This is another form developed by the networks. *Victory At Sea*, a 26-episode history of the Navy, with a specially-commissioned symphonic score by Richard Rodgers, is one example. Others are the treatments in depth of a given subject like "Three, Two, One, Zero," on the atomic bomb; "Nightmare In Red," a history and analysis of Russian communism; "Assignment India," and the recent "Evil under Satan's Spell," which documented the rise and fall of Nazi dictatorship—major contributions to public information, furnished in many cases on an unsponsored basis, at NBC's cost.

The Network Service Shouts "Home," "Home," "Home," Today, each costing several million dollars a year, would not have been developed by any other program source and scarcely could be produced by any organization other than a national network. NBC's four broad characteristics, as outlined above, are demanding of a new kind of program planning organized at the top. Each hour-long program each weekday, presents national authorities dealing with homemaking, health news, child care, fashions, family management and new products. Today, scheduled two hours daily, five days a week, is a more general news and information show, keeping viewers current on national and international affairs and the forthcoming events of the day; reviewing books, plays and movies, and presenting the leading personalities of our time.

Wide World. This novel program series takes a nation-wide audience around the country—and to neighboring countries—with tours of theaters, museums, so that the viewer can see America's ways of life and activities while they are happening. A single program, like the one of May 13, 1956, covering the U.S. Armed Forces, takes several months of planning and preparation. It is the kind of presentation which is possible in its structure.

**The Structure of Network Programming.** The foregoing has dealt with special characteristics of network programming from the point of view of its productive elements and its structure. This structure—a schedule of consecutive programs related to each other in a planned sequence—also makes option time arrangements unnecessary, so that the values of the program sources and program forms at each station can be utilized.

He added that station's local programming responsibilities are pre-empted by distant network executives; advertising agencies could not gain the same market exposure in "option time" and "must buy" eliminated, and that this elimination would precipitate an "upward spiral" of program quality; it might also help unh in making more programming arrangements possible if station's management and advertisers could come to an agreement on more equal shares. Small-market stations might exist without network through lower costs.

If program sources had equal access to distribution, existing denial of programs to certain stations would be overcome, Mr. Moore said. He doubted elimination of "option time" and "must buy" would lead to government rate regulation for stations, since rates are imposed where there is protection from competition, while the Moore proposals would introduce free competition.

ANSWERS by Richard A. Moore, KTTV (TV) Los Angeles, to questions asked by Sen. John W. Bricker (R-Ohio) during Mr. Moore's testimony before the Senate Commerce Committee March 26 (B+1, April 2) have been submitted. Taking 45 typed pages to answer 50 questions asked by Sen. Bricker sympathetic to Mr. Moore's testimony charging tv networks' "time option" and "must buy" policies violate antitrust laws, the KTTV president described KTTV's former relations with CBS and elaborated on his March 26 testimony.

Mr. Moore said network affiliates can't individualize programs for fear of losing affiliation; option time has helped CBS and NBC get an edge on ABC through shortage of outlets; affiliates telecast virtually 100% of network programs, network control over type of shows; national advertisers have no alternative but to deal with networks; same for independent producers; networks are middlemen for sale of time to stations they don't own, getting up to 70% commission.

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The planning of the network program structure has as its objective the scheduling in each period of the type of program—and the particular program within the general type—which will be most effective, light of the program structure. The network schedule cannot be preserved—subject to any station's veto of any program in its market—as it is broadcast nationally over multiple outlets.

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**Sources and Responsibility for Network Programming.** The provision on what specific programs shall go into which time periods programmed by the network cannot be delegated to the many different program sources on which the network draws. Stations, who have an individual interest only in a particular program or time period, the responsibility for organizing the overall network schedule.

Although the network must itself decide on the development, selection and organization of its program structure, many of its programs come from organizations and individuals outside the network itself. This is a development in recent years. Running over 80 hours a week of diversified programming, will have the benefit of as many different creative talents as possible.

In NBC's case, more than half of the program forms are produced by a variety of outside organizations.

It is obvious, as Mr. Moore states, that there may be programs not on the air, which, if given

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public exposure, might be more attractive than certain programs which are on the air. This truism applies to every entertainment medium, and it would apply to television even if networks did not exist. The appeal of a program cannot be finally tested until it is on the air, and there are always more potential programs than can be broadcast. The networks themselves screen thousands of program ideas, auditions them, and dismiss them from which the programs of the future are developed. Each network, in fierce competition with the others, strives for hits, and together, they are giving the public the finest program service available in the world.

The Economics of Network Programming. The provision of this network program service in a highly competitive industry is an undertaking requiring huge financial commitments for talent and program development. The network provides a regular volume of programs whether or not they are sponsored. It takes the risk of obtaining sponsorship on a basis which ultimately will recover the costs of the programming. And when the popularity of an established program or performer declines, the network has to absorb the costs of the long-range commitment. It is not to assure that it will obtain the program or performer in the first instance.

Accordingly, the significant financial dimension in the network business is money at risk—money at risk in the conventional sense, but it is the same financial commitment for talent, program properties and the other elements for which networks must commit on a long-term basis.

$100 Million at Risk

In the case of the NBC television network, money at risk may often exceed $100,000,000—only a minor part of which is represented by liabilities and other properties. Considerations of this magnitude are the concomitant of developing and maintaining—on a regular, continuing basis—a unique national program service of great scope and diversity, which offers such values to the public and the medium.

Another distinguishing aspect of the network program operation is reflected by the fact that the NBC television network’s revenue from program sales is a small portion of meeting its network’s program costs. This is true because a network—unlike any other organization supplying programs to stations—furnishes costly unsponsored programming from which it obtains no value. It is an expensive program development and experimentation at its own cost; maintains programs on the air to build audience and income; and furnishes important program services which are designed for use by limited-budget advertisers on a “participation” basis, and which are seldom sold out.

The ability to provide a program service of the type just described depends on the networks’ ability to attract and retain their program advertisers and a saleable adjacencies function filled by a network. In conducting this advertising function, a network competes with every other network and all other national media for the patronage of national advertisers.

This competition is vigorous and intense. Within the network field, it has in the past year reached the third revision of the network as a major competitive force. Once ABC undertook the costs and risks of developing an overall program service of value to stations and national advertisers, its volume of business doubled, and its profits have suddenly and rapidly increased, and in a number of periods, it now has competitive superiority in audience.

For the national advertiser’s dollar is no less intense as among networks and other national media. Network television is far behind magazines and newspapers in national advertising volume. National advertising volume for network television in 1955 was $520 million, as against national advertising of $724 million for magazines and $750 million for newspapers. And the latter two long-established media have continued their growth during the years of television’s expansion.

In order to compete effectively for the national advertiser’s patronage, networks maintain extensive sales organizations supported by a multiplicity of independently operating services. In NBC’s case, the television network sales organization has grown from a staff of 10 people in 1947 to 201 in 1955. This sales operation is assisted by a Planning and Development Department which undertakes a fundamental research project on the advertising effectiveness of television as a medium. These NBC television research studies, each costing over $25,000, have given new impetus to the development of all forms of television advertising. Their results have been made available to the whole broadcasting industry—to other networks, stations, advertisers and their agencies, independent program producers, and film syndicators.

No matter how aggressive and thorough a network’s sales operation may be, it would be unproductive if the network could not give the national advertiser some assurance that it is capable of delivering what he wants to buy and can buy from other national media: national exposure of his sales message.

The station advertisers recognize that they are able to bring to the public a well rounded high-quality program service because of the network’s affiliate relationship and its essential ingredients.

The high percentage of clearance by stations for network service in option time, upon which Mr. Moore places so much emphasis, is neither sinister nor surprising. Such simplicity simply reflects the stations’ recognition of the unusual values of the program service furnished by the network, in terms of audience attraction, the strengthening of the stations’ standing in their communities, and the economic benefits to it. The network acknowledges those values but asserts that some network programs are “inferior” to available non-network shows. This is, of course, a matter of judgment, and it is the station’s judgment that is operative.

The film industry report that Mr. Moore catalogues various non-network programs which obtained higher local audience ratings than a number of network programs in the same market; and from this, it is argued that the network’s position is that of carrying “inferior” non-network programs. The illustrations used in no way support such a conclusion, because:

a. The non-network programs cited for their superiority in most cases carried by network affiliates the very stations claimed to be “restricted”; and
b. The network and non-network programs compared were broadcast at different time periods, against different competing programs, and with different preceding and following programs—factors which strongly influence audience attraction.

Although the percentage of clearance for network programs in option time is high, there are many cases where an affiliate exercises its judgment to carry a syndicated film show in such a position that, in an analysis of the syndicated programs cited by the Moore group, to determine the extent to which they were carried in evening time by network affiliates in the 48 markets listed. The results are set forth in the following tabulation:

<table>
<thead>
<tr>
<th>Affiliates Carrying Program in Evening Time</th>
<th>Other Time Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program (Cited by Moore)</strong></td>
<td><strong>Option Time</strong></td>
</tr>
<tr>
<td>Days</td>
<td>Highways</td>
</tr>
<tr>
<td>Highway Patrol</td>
<td>19</td>
</tr>
<tr>
<td>Waterfront</td>
<td>8</td>
</tr>
<tr>
<td>Dr. Kildare</td>
<td>Journal</td>
</tr>
<tr>
<td>Science Fiction</td>
<td>17</td>
</tr>
<tr>
<td>Lois</td>
<td>Silver</td>
</tr>
<tr>
<td>Superman</td>
<td>16</td>
</tr>
<tr>
<td>Search for Adventure</td>
<td>2</td>
</tr>
<tr>
<td>Confidential</td>
<td>7</td>
</tr>
<tr>
<td>Amos and Andy</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>95</td>
</tr>
</tbody>
</table>

As appears above, in 44 of the 48 markets, Highway Patrol was carried by network affiliates, and in 19 of these cases it was carried in network option time. Another syndicated film series, Science Fiction Theatre, was carried by network affiliates in 41 of the 48 markets and 17 of these affiliates carried the program in option time. All told, 31% of the broadcast time devoted by affiliated stations to carrying these syndicated programs was evening time subject to network option.

It is clear from the foregoing that affiliated stations are not, as Mr. Moore claims, deprived of their freedom of action by option time arrangements.

Option time is the clearance procedure agreed upon between a network and affiliated stations whereby the network program service, consisting of the planned and organized program structure, can be simultaneously broadcast over multiple facilities across the country. This is the essence of network service to national advertisers, stations, and the public.

For national advertisers, option time provides the means for obtaining from a network the collective national circulation generated by a specified network program series, which is broadcast at a designated time for which the advertiser has contracted, over multiple outlets which he has ordered across the country for the specified time period and program series. No network advertiser has objected to the option time policy. Without it, the network system would disappear as an effective medium for national advertisers.

For affiliated stations, option time enables making orderly provision for receiving from network a daily volume of programming which provides the stations with their principal audience attractions; builds their audience; increases the value of their time; gives them network revenues; it adds, all of which provide highly saleable adjacencies from which they obtain national spot and local advertising revenue.

No affiliated station has objected to the option time principle. On the contrary, stations eagerly seek affiliations with networks, and the option time agreement is the heart of the affiliation relationship.

In urging the elimination of option time, the

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These H-R men are going places... as they do everyday. Carrying the facts, figures and sales story of the stations we represent to the desks of buyers of time. They may be the mature, experienced, resourceful, sales minded members of the H-R staff, or the working partners who head up this firm, all of whom make daily calls. But whether its one of the partners, or the newest member of our staff, you can be sure he has what it takes to fulfill our promise to "always send a man to do a man's job."
16% more viewers* per rating point!

Here's proof of dominance! In the Grade B area of WXEX-TV, there are 16% more TV homes* than in the Grade B areas of either Station B or Station C. You get a bonus of two TV homes with every 12 homes you buy on WXEX-TV.

The dominant station serving

RICHMOND

Petersburg and Central Virginia

WXEX-TV

NBC-TV Basic Network — Channel 8

*Service contours of stations considered are for maximum power and tower calculated from information on file with FCC, and based on latest available ARF figures. Station B now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers 57% more TV homes than does Station B.

Tom Tinsley, President
Irvin G. Abeloff, Vice Pres.
HOW NBC'S LAWYERS STATE THE CASE

NBC's brief, prepared by its attorneys, Cahill, Gordon, Reindel & Ohl, New York, and filed with the overall network statement, differed, point-by-point, with a brief prepared for KTTV (TV) of Los Angeles by A. Moore and Mar- yard U. Law School Prof. Donald Turner and presented with Mr. Moore's testimony and addi- tional remarks by Dr. Turner.

Defending option time and NBC's must-buy requirements as necessary for its very survival, the NBC brief made these points:

I. FCC made an exhaustive consideration of the public interest and the Sherman Act before it issued the Chain Broadcasting Regulations "now under attack" and the Paramount and Griffith motion picture cases have "nothing to do with this matter." Regarding the "rule of reason" by which the Sherman Act is inter- preted, it is necessary in determining whether a restraint is unreasonable, and hence unlawful, to examine the industry in which the restraint occurs to find whether it is in furtherance of a reasonable business purpose.

II. To advertise on a national scale by TV, NBC (1) must option time on affiliates to pro- vide simultaneous exposure throughout the country; (2) must require advertisers to buy national network time in the option period in the form of a basic minimum of 56 stations in order to be a national network; (3) must present a full program, sponsored or not, to affiliates to maintain a network of stations with broad circulation.

As a radio network entering TV, NBC trod where the major industry was afraid to tread and to achieve a national network had to secure a minimum audience (through option time) and national circulation (through must-buy sta- tions).

III. Option time is not an unreasonable re- straint of trade.

A. It's not illegal per se (as claimed by Dr. Turner). The Paramount Case, if it held "block booking" to be illegal per se, did so only because of copyrights of properties in- volved. These bear no relation to option time because (1) NBC sells nothing to stations, but buys time for programs the station may veto; (2) there is no tie-in of one program with an- other for acceptance; (3) no copyrighted ma- terial in a program is being licensed to sta- tions, for instead the network pays stations for broadcasting sponsored programs containing the copyrighted material.

B. Option time is essential to a network and if a network is in the public interest, so is option time. A network must have a daily schedule of time available to depend on; other- wise it will have no assurance of circulation and nothing to sell to national advertisers.

reasons for option time are so pressing (and of limited nature) that "it cannot be held viola- tive of the Sherman Act."

C. Option time is reasonable. A network can option only 60% (21 hours) of a station's 35 hours of Class A time. The network's op- eration has many limitations. Non-network pro- gram supplies can option time, too, and one reason they don't is that NBC affiliates prefer NBC programs.

IV. NBC’s basic must-buy policy is not an unreasonable restraint of trade.

A. It's not comparable to the Griffith case because (1) most NBC basic affiliates are in markets with competing stations and there is no monopoly of an audience to gain an outlet in another; (2) NBC charges advertisers for "one homogeneous thing—a nationwide audience," while the Griffith situa- tion involved gaining a competitive advantage for aggregating theatres and bargaining for them as a group, with each theatre showing different films at different times.

B. NBC's top quality shows could not be presented without national circulation. NBC uses its must-buys out of 200 affiliates.

C. A basic network is reasonable. NBC is a national network, not a regional, and cannot be expected to make regional advertising deals available to a single nation-wide network station, or to those desiring national coverage. Those desir- ing less have many paths open to them."

ALTHOUGH A NETWORK BROADCASTING REGULATION may seem to be a conflict of interest for a network's lawyer, a network's lawyer at the same time is the advocate for the public interest through the network's broadcasting regulations. A network's lawyer is the one who must point out the essential, the unique, the constitutional, and the economic aspects of a network's broadcasting regulations, while the network's public relations people point out the popular, the everyday, and the colorful aspects of these same regulations.

Because this is so, the network's lawyer has to be a judge in his own case. He must know that he has the burden of proving both its validity as a restraint of trade and its reasonableness as a matter of public interest.

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Mr. Moore's further claim that ABC has no basic network policy (and that accordingly such policy can be asserted as a restraint of trade) is not in accordance with the facts. The ABC basic network policy is in terms of a minimum dollar purchase, including the ABC-owned sta- tions. As follows: "Advertisers are required to purchase a minimum cleared gross for station-time equivalent at $30,000 per Class A hour. Ad- vertisers are required to order as part of the applicable minimum the ABC-owned stations...and any other ABC-owned stations added during the effectiveness of this rate card."

This is sheen fantasy. The designation of an advertising matter because:

1. It would put the NBC network at a disadvantage in competing with such na- tional media as Sunday supplements, new- papers, etc.

2. Marketing problems of many national ad- vertisers are not solved by such complete and intensive coverage as would be provided by the full network.

3. The cost of the full network would be too large for various national advertisers to whom network TV was advantageous.

On the other hand, if there were no mini- mum network purchase requirement at all, the national character of NBC's service would be atomized, with the result that network programs could be withheld from a majority of the tele- vision-equipped public at the instance of a sponsor with limited distribution and an adver- tising operation designed for national scope might be used on a restricted basis that would be uneconomic in meeting the network's costs of providing a national interconnected service.

On these considerations is based the view that it is reasonable to require the network and stations "whereby a collective agreement not to deal to the stations among them- selves and with the network.

The following summarizes the background and evolution of NBC's basic network policy:

Since NBC policy to be illegal program serv- ice desired by all its affiliates, it would be prefer- erable if its minimum purchase unit for adver- tisers were the full network. This would assure that all sponsored programs would be available to all affiliated stations, and through them, to the total television population. But such an extreme requirement would not be feasible as

gramming and embody the essential attribute of television, which distinguishes it from all other communications media.

THE BASIC NETWORK SALES POLICY. Under this sales policy, NBC establishes a minimum unit of purchase by advertisers, in order to provide a fragmented and more national network facilities. This minimum purchase unit consists of a group of "basic" stations, selected on the basis of objective economic criteria described below. Beyond this minimum station group, an NBC advertiser has complete choice in the selection and purchase of almost 150 optional affiliated stations, which provide valuable supplementary coverage and additional penetration of the national market. The basic network policy represents an agreement between a net- work and stations "whereby each station agrees to withhold certain desirable time periods from sale to any advertiser unless the advertiser agrees to purchase equivalent time on all sta- tions throughout the country who are parties to this agreement."*

This is sheer fantasy. The designation of an

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ent advertisers. These facts demonstrate the absurdity of a claim that advertisers are foreclosed from using television for regional or selected market campaigns, or that spot television cannot effectively operate because of the national network service.

So far, the practical requirements of national advertising are concerned, they normally involve advertising exposure going well beyond the basic network. The advertisers who use NBC's facilities generally order and order many more affiliated stations than are included in the basic group. Currently, the facilities ordered by NBC advertisers for sponsored evening programs average 129 stations, although the minimum purchase unit, consists of only 56 stations.

There is no merit to the claim that the basic network policy facilitates small-budgeted national advertisers from use of the network medium. Although NBC's minimum facilities unit is designed to provide basic national coverage, its purchase units are so varied that they make network television advertising available to small advertisers to all types of national advertisers, regardless of the size of their budgets.

Thousands to Millions

For example, on the NBC network, national advertising can be bought in forms ranging from a single time message costing a few thousand dollars to annual sponsorship of a color spectacular series at a cost of over $4,000,000 with every gradation between these extremes, to fit any budget or requirement of national advertisers.

The actual use made by advertisers of this national medium reflects this range and diversity of opportunity. In 1955, the advertiser with the smallest expenditure on NBC was Edward Chemical Co., which bought one announcement in Home for $6,700; the advertiser with the largest expenditure was Procter & Gamble, which spent $11,000,000 for a number of NBC daytime and evening programs.

A great variety of small companies with national distribution have used and are currently using network television for low cost campaigns. Through the use of this medium, they are increasing their markets and enlarging their operations.

In 1955, the composition of national advertisers on the NBC television network broke down as follows: National networks & Foreign licensees, 40% of their gross time expenditure on the network:

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>Number of Advertisers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $50,000</td>
<td>58</td>
<td>231</td>
</tr>
<tr>
<td>$50,000-$99,999</td>
<td>69</td>
<td></td>
</tr>
<tr>
<td>$100,000-$199,999</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>$200,000-$499,999</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>$500,000-$999,999</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>$1 million or more</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>231</strong></td>
<td></td>
</tr>
</tbody>
</table>

The foregoing puts to rest the claim that the basic network policy has the effect of constricting network television to the advertising plans of NBC's large sales patterns are deliberately designed to demoralize the advertising use of the medium for all national advertisers.

Although NBC's interconnection costs represent only one of the many elements in its fixed cost structure, they illustrate what could result from the elimination of the basic network sales policy. NBC leases intercity circuits which make possible the interconnection of 176 towns (seven circuits, each leased under monthly contract in a minimum unit of eight hours a day, seven days a week, which represents the most economical way for NBC to buy the service from the telephone company.

If NBC could not establish a minimum facilities purchase requirement, presumably it would have to accept the business of an advertiser who wants to buy only 10 or 15 stations with revenue to the network which would not even meet its interconnection costs. This is like arguing that Life magazine should be forced to sell advertising at one-quarter of its published rates to an advertiser whose distribu-


tion is limited to one-quarter of the country, and who wants to buy the circulation Life furnishes in that quarter only.

Perhaps the most absurdity in the media field is the Sunday supplements, such as the Metro Sunday Magazine Network, which acts as sales representative for national advertising in Sunday supplements published locally by a group of newspapers. Between Metro and its "affiliated" newspapers has some marks of similarity to that between a network and its affiliated stations. You set the problem with the practical difference that Metro provides only the advertising and is not responsible for the editorial material in the supplements; whereas a network undertakes the provision of a costly program service to its affiliates, as well as the development of advertising in the network medium.

Despite the fact that it does not have the fixed cost of producing the supplement, Metro operates under a "must buy" policy in the sale of national advertising in these supplements. In its case, the minimum purchase requirement is a supplement in each of 26 "Basic Group" cities, out of the total Metro group of 30 supplements in 27 cities. The Los Angeles Times, published by the Metro publisher, is a "basic" ("must-buy") affiliate of Metro.

Apart from its advertising and economic justification, NBC's basic network policy serves an important public interest function in assuring that the public receives the great public value, which NBC has equipped itself to furnish to a nationwide audience, will be available at least to a majority, if not a majority, of the public's viewers, and assures against the possibility that an advertiser could, by limiting the number of stations he orders, confine the program to a minority of the public.

It is curious that there should be an attack on this sales policy by those who purport to speak for the public interest. Indeed, it is because such a policy cannot, as a practical matter, go far enough in providing for the availability of network programs in additional smaller markets, that NBC developed two plans to help affiliates in smaller markets obtain network sponsored programs which they need and wanted, but for which they were not able, through the network advertiser. Until these plans were adopted, the normal practice in network broadcasting was to furnish sponsored programs only to stations ordered by the program sponsor. Accordingly, where the advertiser ordered a relatively small number of stations in addition to the basic group, many communities were deprived of access to the programs.

Under one of these plans—the NBC Program Service Plan established in September 1954—various NBC sponsored programs, with the network commercial announcements deleted, are made available, as a service to optional affiliates which are not ordered by the sponsor. These smaller-market stations have eagerly welcomed this additional network service. As a result of it, they have been able to furnish their own local guests to their regular network shows, which they otherwise would not have received. This in turn has increased television circulation in their markets and has made them more effective elements in the national television service.

A related procedure to make more network sponsored programs available to smaller-market stations is the new NBC Program Extension Plan, adopted in October 1955. Under this procedure, NBC established a group of some 50 "optional" affiliated stations which were most in need of additional programming.

Under the plan, the network advertiser may order these stations at reduced costs by virtue of a "dividend" system, the cost of which is borne by NBC.

These plans have brought about a notable increase in network programs for smaller-market affiliates which had great need for such programs. NBC's action in developing these plans was applauded by the stations and by government leaders.

The proposal of the film group to outlaw the basic network policy would foster the opposite results—the withdrawal of network service from many communities at the dictate of any advertiser who sought to use a national medium for restricted coverage.

Conclusion

Option time and the policy of selling a basic network involve no unreasonable restraints.

They are necessary and proper procedures in conducting a national medium for the public interest.

The network service has been the basis for the development of television to its present scope, and is now the basis on which the new industry of color television is being created. It has been and is the source of television's outstanding contributions to the public. Without an effectively operating network structure, there could be no live programming or special event coverage on a national basis; the country's television source would be limited to local programs and films.

Adoption of the film group's proposals would have the effect of supplanting a vital, diversified and responsible service furnished by NBC's network syndicated film programs and old Hollywood movies. The result would be a contraction of the scope and usefulness of television and a grave disservice to the public.

PROBE DATES RESET FOR NETWORK HEADS

RESHUFFLING of dates was announced last week for the appearance of the three radio-television network presidents in June before the Senate Interstate and Foreign Commerce Committee. Kenneth Cox, special committee radio-television counsel, also announced the names of two NBC-TV affiliates who will speak on behalf of the network following the week.

CBS President Frank Stanton, originally scheduled to testify June 11 (BET, May 21), will appear instead the following day, June 12. CBS President Robert W. Sarnoff, scheduled to testify June 12, was moved to June 14, and ABC President Robert Kintner, originally set for June 14, was rescheduled to June 15.

The changes were made so Sen. John W. Bricker (R-Ohi0), ranking committee Republican, could be present at all three sessions. Sen. Bricker could not be present on June 11 because of a firm commitment to attend a meeting that day of Ohio GOP delegates to the San Francisco convention.

The two NBC-TV affiliates, Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., and Joseph L. Floyd, KELO-TV Sioux Falls, S. D., will testify June 20. CBS-TV and ABC-TV affiliates, representatives of networks not yet named, will appear June 18 and 19, respectively.

Edward Breen, KQTV (TV) Fort Dodge, Iowa (ch. 21), last week offered to testify before the Senate group. Mr. Breen did not indicate the specific subject or position he would take.
“Then try that big league team up there in Maine, like all these sharp young radio and TV buyers keep saying!” Smart counsel from Al Schacht, baseball's famous clown-prince-turned-restaurateur, who delivers a great pitch at his East 52nd Street dugout in New York. A big favorite with his fans from Madison Avenue.

“No curve about it,” he says. “The best nine in Maine are those pay-off counties around the Bangor home-plate. Half-a-billion retail sales tucked right in their back pocket! And the hottest double-play combination to cover ‘em is WABI radio and WABI-TV. Got the bleachers packed with 432,000 customers, all hollering for more!”

Al knows what he hears — and he hears a lot these days. When it's three and two, and you're looking for the big one, the wise timebuyers know you can always count on WABI radio and WABI-TV to belt out the winning run on your product. Get your advertising out of the sandlots and play it big league up in Maine!
CHESTERFIELD'S $12 MILLION AD ACCOUNT MOVES TO M-E

Cigarette account leaves Cunningham & Walsh on Aug. 1. Addition will put McCann-Erickson's annual radio-television billings over $200 million.

LIGGETT & MYERS (Chesterfield regular and king size cigarettes and institutional), New York, will move all of its 37-year-old account with Cunningham & Walsh, New York, to McCann-Erickson, New York, effective Aug. 1. The shift of the approximately $12 million advertising budget for Chesterfield's regular and king size cigarettes, follows the April 1 transfer of L&M filter cigarettes from C&W to Dancer-Fitzgerald-Sample, New York.

Chesterfield currently sponsors Dragnet on NBC-TV, Gunsmoke on CBS-TV and CBS Radio, Warner Brothers Theatre on ABC-TV, as well as the Red Sox baseball games on radio and television. Chesterfield also uses a major radio and television spot announcement campaign.

Cunningham & Walsh ranked 17th in radio and television billing [B&T, Dec. 12, 1955] with its combined radio-television at $17 million during 1955. In an interoffice memo last Thursday, however, John Cunningham, C&W's president, who had notified his staff that "tomorrow, Liggett & Myers will announce the appointment of McCann-Erickson to handle the advertising of Chesterfield cigarettes," added that, "nobody here, who is engaged in servicing the 39 remaining accounts, needs have any undue concern." He continued:

"While we regret the loss of Liggett & Myers' business, we are today a much bigger and much stronger agency—both in billing and personnel—than we were when we started Cunningham & Walsh just six years ago." Cunningham & Walsh is the successor to Newell-Emmett, New York, which also had handled the Liggett & Myers account. In fact, the account started with Newell-Emmett on April 19, 1916.

The appointment of McCann-Erickson by Liggett & Myers puts the agency in an overall billing class of well over the $200 million mark. Terrence Walsh, in charge of McCann-Erickson's radio-television department and plans board chairman, will be management officer on the Liggett & Myers account.

Nathanson Answers Hudnut 'Copy' Charge

DON PAUL NATHANSON, president of North Adv. Inc., has vigorously denied claims by William B. Lewis, president of Kenyon & Eckhardt Inc., that the Toni Co. copied part of Lambert-Hudnut's campaign to introduce New Quick home permanent [B&T, May 21].

Mr. Nathanson said, May 18, that a personal letter from Mr. Lewis containing charges against Toni Co. advertising, was used as a "springboard to a promotional news conference" by Lambert-Hudnut.

In a letter to Mr. Lewis, he scored the fact that Mr. Lewis' letter had been circulated to the trade before (Nathanson) had an opportunity to reply.

Mr. Nathanson said North and Toni were "most disturbed" at charge by current Hudnut New Quick advertising, feeling it "would confuse the consumer and harm the home permanent industry." He said they felt Tip Toni advertising was "necessary if for no other reason than to distinguish between 20 curl and full-size permanents." He said he felt Hudnut did not so distinguish, save in post-purchase package directions.

He charged that Hudnut campaign theme few years ago was "out and out attack upon self-neutralizing permanents and definitely was a setback to the home permanent industry." Mr. Nathanson admitted it's "always difficult to trace origin of advertising ideas but added, "Toni's concern over using left-over lotion should be no news to you," having been "so static" since 1944. Avoidance of using such lotion, he added, was "basic reason for launching of Tip Toni last June" and preceded Hudnut campaign by nine months.

4A Advertiser Unit Silent On Compensation Review Pleas

THE GROWING TIDE of advertiser spokesmen calling for a review—at least—of the media commission system of compensating advertising agencies was studied without public comment last week by the advertiser relations committee of the American Assn. of Advertising Agencies.

A spokesman said it would be "premature" for the committee to comment now regarding either its own deliberations or the views that have been expressed by several leading advertiser executives, who feel that agency compensation should be more an advertiser-agency matter than one between agencies and media [B&T, May 21].

There were indications that some statement might be forthcoming later, however. The 15-man committee, headed by Harry Harding of Young & Rubicam, New York, and William Marsteller of Marsteller, Rickard, Gebhardt & Reed, Chicago, met Wednesday in New York. Other meetings will be held, but exact date for the next session has not been set.

The group is a regular committee of AAAA, but officials said some time ago when the vocative issue of agency compensation methods began to arise that "a vigorous and thorough inquiry into all phases of this subject" would be its "primary assignment." AAAA members and leaders contend the commission system is "the sparkplug of the agency's creative contribution" and "has in every way proved its worth."

The board of directors of the Asn. of National Advertisers, on the other hand, claims that the function of agencies has changed materially and recommends that advertisers individually review the situation with their agencies, definitely considering compensation to be "a prime responsibility of the advertiser." ANA also has set up a special committee under Kraft Foods Sales and Advertising Director James B. McLaughlin to study the problem.

Mahoney to C&W From B&B

EDWARD H. MAHONEY, vice president in charge of tv commercial production and executive producer on the Procter & Gamble account, Benton & Bowles, New York, last week was appointed vice president in charge of radio-television for Cunningham & Walsh, New York. The move becomes effective this Friday.

With B&B since 1949, Mr. Mahoney had been instrumental in making such clients as General Foods Corp. and Norwich Pharmaceutical Co. tv-active. Before joining Benton & Bowles, he was an executive with the International Bank for Reconstruction & Development in Washington and a consultant art director for Louis de Rochemont Productions.

Geyer Adv. Elects Two V.P.'s

DONALD J. SLATTERY Jr., and Robert P. Wilson, both account executives at Geyer Adv., New York, have been elected vice presidents, Sam M. Ballard, president, announced last week.

Mr. Slattery came to Geyer in 1948 from Lennen & Mitchell (now Lennen & Newell) as a copywriter. Mr. Wilson, with Geyer since 1952, formerly was account executive with W. Earl Bothwell & Co., which merged with Geyer at that time.
The American Broadcasting Company

announces the appointment of

BLAIR-TV

as national representative for

WABC-TV NEW YORK
KGO-TV SAN FRANCISCO

EFFECTIVE JUNE 1, 1956

Two ABC-owned television stations—WBKB Chicago and WXYZ-TV Detroit—have been represented since 1952 by Blair-TV
Radio-Tv Ad Skirts Relatively Clean

DESPITE widespread criticism of radio and television for carrying so-called "misleading" advertising, a report issued by the Assn. of Better Business Bureaus shows that in 1955 both radio and television lagged far behind newspapers in the number of advertisements requiring contact with advertisers or referrals to authorities.

The report noted that of 396,504 complaints made by consumers during 1955, a total of 19,618 required contact with the advertisers or referral to authorities. With respect to this latter figure, ABBB said, 17,829 advertisements appeared in newspapers; 474 on radio and 356 on television.

The association said that of advertisements on television necessitating advertiser contact or referral to authorities, the leaders were: home appliances (68), used cars (36), furniture and home furnishings (36) and new cars (27). On radio, the list was headed by new cars (87), followed by home appliances (84), used cars (32) and radio, television and music sales (24).

During 1955, the report said, 9,346 spot announcements were carried on radio, acquainting the public with the activities of the Better Business Bureaus. The story of ABBB also was told during the fall by means of about 600 tv spot announcements and 524 mentions on radio programs and 328 announcements on tv programs, the association said.

C-P Returns to CBS Radio; Sleep-Eze Makes Record Buy

COLGATE-PALMOLIVE is returning to network radio next September, purchasing time on three CBS Radio daytime shows under a $1.5 million contract for time and talent. In another buy involving CBS, Sleep-Eze (sleeping pads), Long Beach, Calif., bought its largest block of time on that network.

The Colgate programs involve sponsorship of 10 units weekly of 7 1/2 minutes each, of Backstage Wife, Our Gal Sunday and The Second Mrs. Burton. C-P, whose last appearance on CBS Radio was in 1954 when it sponsored three programs, will use the shows to plug Colgate Palmolive products, Ad, Alax and Pab.

The advertiser recently canceled three daytime, Monday-Friday, shows on NBC-TV [CLOSED CIRCUIT, May 14], reportedly to devote its budget to its other television sponsorship and spot TV.

CBS Radio also signed Sleep-Eze for three daytime serials, effective June 4. The new purchase represents that firm's largest schedule ever on CBS Radio, according to John Karol, CBS Radio vice president in charge of network sales. The contract provides for an alternate weekly schedule of seven 7 1/2-minute segments every two weeks on Young Dr. Malone, Road of Life and Romance of Helen Trent.

Mr. Karol also reported the return to CBS Radio of still another advertiser, Phillips Packing Co. (canned pork and beans, franks and soups), Cambridge, Md. The firm will sponsor an effective May 29 three-five minute segments weekly on Wendy Warren and The News on a southern hookup of stations. The last time Phillips sponsored a show on CBS Radio was in 1937.


GE Expands 'Warner' Buy

GENERAL ELECTRIC Co.'s sponsorship of Warner Bros. Presents (ABC-Tv, Tuesday, 7:30-8:30 p.m. EDT) will be expanded next season when GE's Lamp Div. joins the Housewares and Radio-Tv Div.'s as alternate week backers of the film program. Meanwhile, starting July 3, the Appliance & Tv Receiver Div. of GE will sponsor part of the Warner show.

The GE Lamp Div. purchases—through BBDO, Cleveland, and Grey Adv., New York—will fill the void created by the departure of Monsanto Chemical Co. (detergents), St. Louis, an alternating sponsor this past season. The latter's agency is Needham, Louis & Brorby, Chicago. The other sponsor of Warner Bros. Presents is Libbey & Myers Co. (Chesterfield cigarettes), New York, through Cunningham & Walsh.

M-E Moves L. A. Office

THE LOS ANGELES office of McCann-Erickson Inc. has moved to larger quarters for the second time in two years. The agency has leased the entire 13th floor of the new Tishman Bldg. at 3325 Wilshire Blvd. The Southern California headquarters covers 16,300 sq. ft. and includes 40 private offices, a television theatre, conference room, model kitchen, lounge, library and general offices.
Announcing a FOURTH Blackburn-Hamilton Company office in ATLANTA

NATIONWIDE, PERSONALIZED SERVICE

Radio and television are keeping pace with the thriving Southland—where industry and agriculture are setting the tempo for national growth. Blackburn-Hamilton Company, acknowledging the expanding need for its pioneer services, has opened offices at 1101 Healey Building in Atlanta, under the direction of Clifford B. Marshall.

Mr. Marshall's talents as salesman, negotiator and appraiser are well known to the Southern broadcasting community—where he has traveled for twelve years. He will welcome an opportunity to serve you.
CHILDREN'S TV LOYALTIES PINPOINTED

BBDO's client research analyzes viewing by age group and sex. Throughout all categories, 'Disneyland' has greatest general appeal.

THE magic of Walt Disney's Disneyland continues to be the strongest fascination for children's television viewers. And, according to BBDO findings, next loyalties are shared by canine capers of Rin Tin Tin and Lassie, along with the heroes of The Lone Ranger.

A study of children's viewing habits has been completed by the research department of BBDO, New York, under the supervision of Ben Gedalecia, director of research. The findings reveal a growth in taste according to age and sex. The survey covered 22 shows the children watched frequently or occasionally.

The survey was conducted through BBDO's National Children's Panel, a new consumer research facility which BBDO has established for research in the children's market. The panel included 3,397 families with children up to 18 years. Actually, there were 7,524 children on the panel. The study was made specifically for the use and benefit of BBDO clients.

The survey discovered that the favorite show of children under the age of six is Disneyland. Vying closely for second place in audience viewing is a group of eight shows—Ding Dong School, Howdy Doody, Lassie, Lone Ranger, Mickey Mouse Club, Pinkey Lee, Rin Tin Tin and Super Circus.

Among children six to eight years old, Disneyland is still first, Rin Tin Tin is second while The Lone Ranger holds third position. Captain Midnight and Robin Hood begin to come into their own among the six to eight group, while Lassie and Mickey Mouse Club continue among the favorites.

Evening viewing also shows an increase for such shows as Jack Benny, Our Miss Brooks, Ozzie and Harriet and The Perry Como Show.

In the nine to eleven age group The Lone Ranger replaces Mickey Mouse Club in the group of four leading shows. Disneyland continues as leader, Rin Tin Tin is second and Lassie a close fourth.

The late evening shows Your Hit Parade and The $64,000 Question gain a substantially larger audience from this group, where bedtime has been extended.

In the 12 to 14 age group a 'general' change in taste becomes apparent. Although Disneyland remains first, it is closely followed by The $64,000 Question. Still very popular are The Lone Ranger and Rin Tin Tin but Your Hit Parade has now become one of the favorites.

You Bet Your Life now appeals to as large an audience as Lassie.

Perry Como and Eddie Fisher both attract more viewers than Robin Hood but as in the previous case, the audience is more constant for the adventure serial.

Among youngsters from 15 to 18 years of age the "adult" taste begins to appear: "There is a marked increase in preference for shows which have general appeal and a sharp drop in shows with specifically a children's orientation."

This age group's four leaders include Your Hit Parade, The $64,000 Question, Perry Como Show and Disneyland, in that order, with You Bet Your Life a close fifth.

Eddie Fisher and Jack Benny all reach larger audiences than previous favorites like Rin Tin Tin and Lone Ranger.

As for differences in sex, the survey discovered that more boys than girls watch Captain Midnight, The Lone Ranger, Rin Tin Tin and Robin Hood. Although the differences are not very great, they also seem to be more of an audience for Mickey Mouse Club and Disneyland. Lassie also has a slightly higher appeal for boys, as have Super Circus and Zoo Parade.

The four top shows for boys are Disneyland, The Lone Ranger, Rin Tin Tin and Lassie, in that order.

In comparing boys and girls, one thing was clear in the survey: girls definite-like shows featuring popular music more than boys do. The audiences for Bob Crosby show, Eddie Fisher, Perry Como and Your Hit Parade are considerably larger.

Situation comedies like Ozzie and Harriet and particularly Our Miss Brooks have a greater appeal than boy appeal.

In the morning both Arthur Godfrey and Ding Dong School attract a higher proportion of girls. In the evening this is true of The $64,000 Question.

Generally the adventure serials which are so attractive to boys do not have a similar strong appeal for girls.

Disneyland is first, but there is a tie for second between Lassie and Rin Tin Tin. Second among boys, The Lone Ranger is a close fourth among girls, and Perry Como is right up there also.

WHAT THE BOYS WATCH

WHAT THE GIRLS WATCH

Television Enters Homes; Movie Take Goes Down 25%
The committee gave high praise to CBS Station KIRO, in Seattle, Wash., in presenting the “Radio Public Service” award to its president, Saul Haas. The citation read: “Since 1948, Station KIRO has broadcast a community development program entitled ‘Democracy is You’. In co-operation with the University of Washington, the station has developed community rehabilitation programs in a unique and effective manner. ‘This program has received national and international recognition as an unusual method in focusing community attention upon a wide range of social and economic community problems. The introspective development of these problems has in many cases produced solutions of a far-reaching and permanent nature. Recently in the struggle between the Free World and the communist ideology, KIRO has made the services of the director of this program available for Far Eastern areas, including Japan, Taiwan and the Philippines. The extension of this technique on a community, national and international basis is radio public service of the highest and most distinctive quality.”

- Broadcasting in the Public Interest has always been the basic operating policy at KIRO; Seattle, Washington.

- Recognition of this service to the community as the best in the Nation is summed up in the comments of the committee (reproduced here) in naming KIRO for the top “Radio Public Service” award — a fact well known to KIRO listeners in Seattle and the Pacific Northwest.

- Wise advertisers know the power of such high principled policy and performance.

- For complete information and availabilities on — this 50,000 watt, CBS station — 710 kc. call:

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

NEW YORK
250 Park Avenue
Plaza 1-2700

DETROIT
Penobscot Bldg.
WOodward 1-4235

ATLANTA
Glenn Bldg.
MUrray 8-5667

CHICAGO
220 N. Michigan Ave.
Franklin 2-6373

FT. WORTH
406 W. Seventh St.
EDison 6-3349

HOLLYWOOD
1750 N. Vine St.
HOLlywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798

May 28, 1956 • Page 43
GROSS TIME SALES LAST FEBRUARY TOTAL OVER $37 MILLION

GROSS time sales by the tv networks in February of this year ran $6 million ahead of the totals chalked up in February of 1955. According to a compilation of Publishers Information Bureau figures, the February 1956 gross was $37,191,571, as compared to $31,135,540 recorded for February 1955.

Among groups showing increases were automotive-auto equipment-accessories, food-food products, drugs-remedies, soaps-cleansers-polishes and toiletries-toilet goods. Other leading product categories such as household equipment-supplies and smoking materials held their own.

Procter & Gamble as usual stepped out in front as the No. 1 network tv spender with its gross time purchases at $3,257,762 in February nearly twice the amount of the runner-up, General Motors Corp. GM and Chrysler (in the third spot) each were ahead of its spending of a year ago February by about a half-million dollars. Colgate-Palmolive, second in the top ten in February 1955, was fourth in the listing, although last February it spent more that it did for the corresponding month of last year.

The same leading 10 network tv advertisers appeared in the listings this year’s February and same period last year except for American Home Products, which spent over $1.4 million, replacing Lever Bros. American Home, placing fifth in the list, also was the top time purchaser on the tv networks in the drugs and remedies field in February.

The tv networks had nearly $11.5 million more in gross billings for the January through February period as compared to the same period of 1955.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR FEBRUARY AND JANUARY-FEBRUARY, 1956, COMPARED WITH 1955

<table>
<thead>
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</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$ 32,679</td>
<td>$ 63,091</td>
<td>$ 31,951</td>
<td>$ 59,120</td>
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<td>Apparel, Footwear &amp; Access.</td>
<td>287,429</td>
<td>626,449</td>
<td>329,844</td>
<td>595,120</td>
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<td>Automotive, Auto Equip. &amp; Access.</td>
<td>4,830,716</td>
<td>10,305,603</td>
<td>3,238,592</td>
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<td>Beer, Wine &amp; Liquor</td>
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<td>1,096,193</td>
<td>499,832</td>
<td>1,001,006</td>
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<td>415,328</td>
<td>72,889</td>
<td>130,523</td>
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<td>Confectionery &amp; Soft Drinks</td>
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<td>1,731,004</td>
<td>740,848</td>
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<td>Consumer Services</td>
<td>35,580</td>
<td>98,793</td>
<td>120,591</td>
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<td>Drugs &amp; Remedies</td>
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<td>6,253,184</td>
<td>1,808,559</td>
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<td>Food &amp; Food Products</td>
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<td>14,566,911</td>
<td>6,597,719</td>
<td>13,457,527</td>
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<td>Gasoline, Lubricants &amp; Other Fuels</td>
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<td>714,570</td>
<td>344,298</td>
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<td>Horticulture</td>
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<td>Household Equipment &amp; Supplies</td>
<td>2,382,084</td>
<td>5,044,063</td>
<td>2,669,759</td>
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<tr>
<td>Household Furnishings</td>
<td>206,190</td>
<td>406,642</td>
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<td>Industrial Materials</td>
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<td>Insurance</td>
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<td>766,369</td>
<td>139,224</td>
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<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>389,545</td>
<td>673,509</td>
<td>372,558</td>
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<tr>
<td>Office Equipment, Stationery &amp;</td>
<td>315,822</td>
<td>694,345</td>
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<td>Writing Supplies</td>
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<td>207,181</td>
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<td>Radios, TV Sets, Phonographs,</td>
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<td>1,173,724</td>
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</tr>
<tr>
<td>Musical Instruments &amp; Access.</td>
<td>649,575</td>
<td>1,495,880</td>
<td>793,127</td>
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<td>Smoking Materials</td>
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<td>Toiletries &amp; Toilet Goods</td>
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<td>Travel, Hotels &amp; Resorts</td>
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Source: Publishers Information Bureau

LEADING TV NETWORK ADVERTISERS IN PRODUCT GROUPS DURING FEBRUARY 1956

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<td>General Foods</td>
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<td>R. J. Reynolds</td>
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<td>General Mills</td>
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Ralston Purina Co. $32,679
Knamark Manufacturing Co. 109,197
Chrysler Corp. 1,649,155
Joseph Schlitz Brewing Co. 194,427
General Electric Co. 92,076
The Coca-Cola Co. 386,989
Western Union Telegraph Co. 35,580
American Home Prods. Corp. 1,339,004
General Foods Corp. 1,166,339
Gulf Oil Corp. 164,988
Scott Paper Co. 446,264
Armstrong Cork Co. 144,455
Aluminum Co. of America 165,240
Prudential Ins. Co. of America 242,004
Eastman Kodak Co. 213,015
Hallmark Cards Inc. 107,464
Time Inc. 49,740
Columbia Broadcasting System 193,726
R. J. Reynolds Tobacco Co. 1,049,082
Procter & Gamble Co. 3,012,848
Mattel Inc. 31,398
Colgate-Palmolive Co. 1,172,847
Pan-American World Airways 41,400
Armour & Co. 62,795
you need tools... tools that will do the best possible work and the quickest!

WGY's 35 years of leadership provide you with the best sales tools in Northeastern New York and Western New England—where listeners prefer WGY 3-to-1 over the nearest competing station.*

If you're building a market in the Great Northeast, it will pay you to study WGY's rich 33-county market area, including the important tri-cities of Albany, Schenectady and Troy.

*Alfred Politz Research Survey.

Represented Nationally by Henry I. Christal Co., Inc.

WGY

A General Electric Station
KATZ PITCHES DAYTIME FOR CIGARETTES

New presentation by station representation firm points out that cost-per-thousand smokers is less in daytime television than advertisements on evening shows.

NOTE to cigarette manufacturers and their agencies: You're missing a lot of sales by not getting into daytime spot television.

This is the point of a presentation prepared by the station representation firm, to sell cigarette advertisers on the advantages of using daytime tv, an area they have left largely untouched up to now.

Along with the presentation, unveiled last week, the Katz firm has developed a new formula for determining the number of actual smokers a cigarette advertiser reaches with his television dollar. As pointed out in the Katz study, the new formula demonstrates that television can be just as good as nighttime in terms of reaching people who buy and smoke cigarettes.

The formula translates "total viewing audience" into a "reasonable approximation" of the number of actual smokers who are viewing a given program. It was worked out by the Katz sales development staff, under Saul Rosenzweig, as a yardstick to show tobacco advertisers how daytime tv announcements stack up—in both cost and impact—against nighttime announcements.

Based on tobacco industry figures, the formula has been discussed with—and apparently accepted by—most of the leading cigarette advertisers, Mr. Rosenzweig reported.

The concept starts with the tobacco industry's estimate that 60% of the nation's males and 40% of the women are smokers. These estimates are then applied to television viewing patterns. In daytime, it is estimated that the adult audience statistically consists of one woman and one-sixth of a man per set. Using the 40% "smoker factor" for women and 60% for men, this reduces to 0.48 smoker-viewers per set in the daytime. At night, assuming one male and one female viewer per set, the smoker-viewer total is one (0.4 women and 0.6 men).

To get the "smoker rating" of an announcement, the formula uses as its "cost per thousand smokers," the formula applies these "smoker factors" to total ratings and cost. As an example, Katz cited 15 daytime ID's a week on WSAZ-TV Huntington, W. Va. They cost $180 and had, in the period measured, an ARB total weekly rating of 234.9.

Multiplying this total weekly rating by the daytime smoker-factor (0.48) produces a weekly "smoker rating" of 112.7. To get the daytime cost per thousand smokers, the weekly smoker rating is multiplied by the number of tv sets in the area, and the product is then divided into the cost per week. In the WSAZ-TV example, this came out to $0.27 per thousand smokers.

By the same formula, the cost of three well-rated nighttime cigarette ID's on the same station—which also cost $180 per week—was shown to be $0.18 per thousand smokers, or 11 cents more per thousand.

Mr. Rosenzweig projected this method of comparison on a national scale and found average evening once-a-week shows getting 22.4 ratings and, by Klatsch's method, for adult smokers aging 9.4. This translates to a "smoker rating" of 22.4 at night, 4.6 in daytime. Cost factors were then applied on the theory that on most television stations 15 daytime ID's per week cost approximately the same as 3 nighttime ID's per week. The result was a total smoker rating of 67.2 at night, 59.0 in daytime.

The point, Mr. Rosenzweig noted, is that "the same dollars deliver more smokers with daytime ID's than a nighttime campaign. Daytime ID's are in much greater supply and the opportunity now exists to buy better-than-average ratings. Evening television, with considerable programming and announcement business, is much tighter."

The Katz presentation summarizes the "qualitative advantages of such a daytime schedule" as follows:

"... Sheer mass of repeated impact on the large daytime segment of viewers.

"... Relative dominance during daytime as compared with your competitors.

"... The appeal of increased cigarette smoking to women.

"... Immediacy of daytime television to shopping hours of women."
We don’t know about the rest of the Country but . . .

In Springfield, Mass. it’s WWLP Ch. 22 and NBC programming that rate high.
AN ADVERTISING SUCCESS STORY

TOYS AND TELEVISION: PAYING PARTNERSHIP

HOW can the $1.3-billion-a-year U. S. toy industry—that does 78% of its actual business and 89% of its advertising in the 10-week pre-Christmas season—get more mileage out of the television dollar?

This question was posed earlier this year to more than 3,000 toy dealers coast-to-coast by one of the country's largest doll manufacturers, American Character Doll Co., New York.

In a questionnaire mailed to the nation's toy dealers in advance of the annual Toy Fair in New York in March, ACD asked them what they thought about television. Specifically: what—if any—sort of tv advertising they had done in 1955, how much of it, how frequently, whether it was supported by other media and what the sales results had been. To assure what ACD called "an equitable response," it offered an award, the Television Toy Merchandising Award Gold Plaque, to the dealer who used television most "wisely... with creativity, planning and productivity."

Within days of the initial mailing, the first completed forms trickled in. "They were still arriving by the bagful by the time we were to make the awards," Bernard J. Schiff, ACD's advertising and sales promotion manager, told B&T. Out of 3,000 questionnaires dispatched, the firm received a 25% return. From these, 15 were chosen for serious consideration by the judges—NBC's Merchandising Director Murray Hellwell, Sidney Rubin, director of CBS-TV Enterprises, and John Eckstein, ABC's advertising and sales promotion director. Out of the 15, three top winners were picked:

1. **DEPARTMENT STORE:** Denver Dry Goods Co., Denver. Store in 1955 sponsored a 26-week live program series on KOA-TV, supported by an all-media campaign. Sales increased 18.5%.

2. **RETAIL CHAIN STORE:** Darling Distributing Corp., New York. A 44-store enterprise, Darling's sponsored two local daytime kiddies' programs on WABC-TV and WOR-TV, supported them with premiums, newspaper campaigns and in-store celebrity appearances, saw its televised items jump 200% in sales, its over-all sales 53%. President I. M. Weintraub reported 37,381 children "pulled into the store" by one premium alone, said "we had to call in the cops to keep the crowds orderly."

3. **INDEPENDENT STORES:** Orr's Bookshop, Wichita, Kan. Orr's sponsored local and syndicated film programs and participations on KAKE-TV and KARD-TV in addition to buying heavy spot, and despite its gain of only 5%, was picked because it used "frequency."

What, exactly, did the TVTMA contest prove? According to Herbert Brock, ACD's executive vice president, "it told us that tv is the only effective medium through which we toy people can reach the ultimate consumer—the child in the 2-10 age group. He makes up 87% of the entire toy market. He initiates the purchase by 'asking Daddy.' Furthermore, "what child regularly reads the Ladies Home Journal?!"

Mr. Schiff added: "It also showed us that the dealers are deluding themselves by staying in print and out of tv. They seem to be scared of tv. They think time costs a fabulous amount of money. Well, we now have visible proof that it doesn't. There's no juicer carrot to hold in front of them than their competitors' sales charts after television. . . ."

Will they see the carrot? "Not all will," thinks Mr. Schiff. "Trouble is that most dealers depend on the tremendous free publicity their wares have been getting on tv, thanks to the shrewd promotion value of merchandising franchised items (see box). Frankly, we're to blame for that ourselves."

Illustrating his point, Mr. Schiff said that since television's advent, toy promotion has followed more or less a three-step procedure:

"First the manufacturer pitches woo at television. He purchases rights from networks or packagers to reproduce or name his items after well-known tv fixtures. Then, he promotes that item—for nothing, if at all possible—by plugging it on audience participation shows like they're doing right now on CBS-TV's Jack Paar Show. Should that work and result in kids rushing into stores saying, for instance, 'I saw Tinker Bell on television,' he knows he has something. Only then will he prod his dealer into buying time. It's a long courtship. Too long. We aim to shorten it a bit with these re..."
Get the whole audience picture

100% TV HOMES
This 87-county area, surveyed in ARB's Area Report (March 8-14, 1956), puts WLAC-TV 'way out front.

20% TV HOMES
This home-county area, surveyed in Nashville Report (March, 1956), puts WLAC-TV 'way out front. It represents 20% of the tv homes in our viewing area.

Sell the city ... and the Whole Area!

with
WLAC-TV Ch5
NASHVILLE, TENN.

The South's Great Multi-Market Station

CBS Basic Required
T. B. Baker, Jr.
Executive Vice-President and General Manager
Robert M. Renzie
National Sales Manager
The Katz Agency
National Representatives
ports," Mr. Schiff said, waving a sheaf of completed questionnaires.

It took ACD "some time" to realize the inherent selling power of television, says Milton A. Weiss, president of Webb Assoc., its agency. Before forming his own agency last fall, he had serviced the account at Sterling Adv., New York.

In 1946—10 years ago—ACD spent its entire yearly advertising budget of $11,000 in can. Today, with business tripled plans to spend close to $750,000 on advertising, 85-90% in tv. Following its 1952 participating sponsorship of the Thanksgiving Day Macy Parade telecast, it was left unconvinced about television, quickly changed its mind when an overflow of orders forced it to open a second plant. In 1954, it spent $250,000 "just convincing our retailers that tv time didn't run into the millions," persuaded them to buy spots on 45 high-rated local shows throughout the U. S. In 1954, it practically discarded print advertising for tv spot, the following year bought into NBC-TV's Pinky Lee Show and an additional $85,000 "pre-selling" Pinky's faithful flock as far ahead as June, although the NBC-ACD contract did not go into effect until September. That year, it also sponsored the syndicated Little Rascals ("Our Gang") film on KNO-TV Seattle, KTRK (TV) Houston and KWKV-TV St. Louis; in 1956, it spent $750,000 on advertising "to convince our retailers that tv time didn't run into the millions," persuading them to buy spots on 45 high-rated local shows throughout the U. S.

According to Webb's Mike Weiss, 1956 will account for ACD's heaviest tv spending to date. It is providing free, one-minute open-end filmed announcements by Shari Lewis (see photo page 48) to its dealers as an incentive to buy local time adjacent to highly rated network programs. It plans to capture what Mr. Weiss calls "the wasted audience," by sharing sponsorship on several forthcoming network programs with Remco Toys, Newark, manufacturer of electric trains; and ACD also plans to allocate funds to provide an "advisory tv board" to local dealers who don't know enough about tv.

Recently, Columbia U. announced that ACD had established an annual $2,500 Dr. Frances Horwich Scholarship for Advanced Child Pedagogy (named for Miss Frances of NBC-TV's Ding Dong School). Asked about that, Herb Brock commented laconically, "I love kids. They buy my toys. I also love Miss Frances. She motivates 'em."

It would not be immodest to say, Mr. Schiff points out, that Miss Frances and Co. have more than just "motivated" the youngsters. "In fact," he says, "television has put us on the map." ACD, which five years ago was eyeing its budget nervously, now maintains a luxurious suite of executive offices in Manhattan, two factories, showrooms and, this spring, plans to add to its operations a multi-million dollar five-story factory in Brooklyn—its third.

"As you see," Mr. Schiff declared, "we've stopped pitching woo at television. We're happily married now, but that won't stop us from revealing the 'secrets' of our courtship to our competitors." He adds, "by the way, that'll all we'll tell them."

**TELEVISION spot or program sponsorship?**

These stores used one or the other or both "wisely" in the eyes of the TVTMA jury (see story) and thus merited particular consideration for their efforts. Out of the 12, only one-third gave station call-letters:

- **THE HOBBY SHOP, Savannah, Ga.**—President I. G. Osterwell reported that after only seven weeks of a 13-week sponsorship of its own, live, 30-minute Santa Claus workshop program, "nearly the whole toy department was sold out." Store, which asked Savannah residents to write Santa, c/o The Hobby Shop, reported 5,000 replies and 25% sales increase over the previous year.

- **PUNCH 'N JUDY TOYLAND, Dayton, Ohio.**—President Sherm Caplan has been using spot tv in Class A time for several years; sees "all boats" then, with newspaper ads showing toys displayed via tv the night before and changes window layout as frequently as tv spots. Result: 20% sales gain.

- **BREWSTER'S, Tulsa, Okla.**—President Bill Brewster has put tv to work "consistently" since 1950. Sponsored eight of the TGC's Winchell-Mahoney films; bought 15 minute Class A spots and participated in a "90-minute kids' spectacular." Tied in window displays with TGC films, reported a 28% sales hike.

- **BURDINE'S INC., Miami, Fla.**—Buyer R. L. Binney of this department store (branches in Miami Beach, Ft. Lauderdale and Palm Beach) reported an unusual eight-day closed-circuit store-wide tie-in with Owens-Corning Fiberglass Co.'s "1955 color cavalcade" touring the U. S. last winter. Utilized WTVJ (TV) staff personalities to beam toy demonstrations to 51 color sets scattered in the four outlets. Notched 15% sales increase "particularly due to color tv," says Mr. Binney, "which shows off merchandise to a terrific advantage."

- **MAXWELL'S TOYS & RECORDS, Detroit—Owner Herb Maxwell bought saturation spot campaigns back-to-back with WWJ-TV's pick-up of the Pinky Lee Show. A 13% store-wide sales gain was reported, 80% jump in American Character Doll Co. sales (which sponsored the program).**

- **HILLMAN'S, Columbia, S. C.—Proprietor O. S. Hillman created a 15-minute "commercial" built around toy-shop motif, invited local children to partake in show, backed audience participation with full-page newspaper ads, reported 10% new business.**

- **SOLWAY'S FURNITURE CO., Cincinnati—Advertising Manager John C. Tines for past three years has been integrating commercials on total of 23 local programs, supporting all in both store ads and radio-1v listings, page, tied in window displays, said sales jumped 5%.**

- **TOYLAND, Amarillo, Tex.—Owner Art Knopp Jr. used a live horse as "giveaway," premiums and toy prizes in supporting his 13-week Dixie Dice Review (station unnamed). Also backed show with saturation spot campaign of 60- and 30-second duration; on Saturdays, used star of show as "salesman," reported 100% sales increase for 1955.**

- **SIBLEY, LINDSAY & CURR, Roches- ter, N. Y.—Says Buyer Alfred Larre: "Thank you, Miss Francis!" Dr. Horwich, who brought NBC-TV's Ding Dong School to WHAM-TV last fall, accounted for a 6.3% sales jump at SL&C's toy department. Store also bought intensive spot schedule over WVET-TV and WHEC-TV, identified store items shown on video with a "tv tag special."**

- **TRIPLETT'S TOY TOWN, Des Moines—President Charles Triplett sponsored KRTV-TN's Don Bell's Boys' Town throughout for past three years, blanketeted Des Moines with picture postcards of Don and unidentified dog, asked recipients to name dog and appear on show. Also participated in Macy's Thanksgiving Day Parade on KRTV-TV, set up store booth at local home and garden show, gave away dolls, invited touring band-leaders and vaudeville acts on show, reported 30% business gain. Plans to launch 30-minute audience participation show on WHO-TV this spring.**

- **PARK AVENUE VARIETY STORE, Memphis—Partner R. F. Hamilton is a firm believer in buying spots adjacent to Pinky Lee and other "expensive shows" on WMCT (TV) for little money. Reported "substantial gain" over 1954.**

- **McKELEY'S, Youngstown, Ohio—Picked because of her "maverick approach," Ad Manager Vera Friedman tried the "adult approach," bought late Sunday night spots in post-midnight movie, appealed strictly to parents and reported "good results."

**Survey Reveals How Children Affect Purchases by Family**

A SURVEY of 213 families revealed that commercials on children's programs seem to play an important part in the purchasing patterns of the family. Conducted by Dr. Myron S. Heidingsfield, chairman of marketing department, Temple U., Philadelphia, the study found that children between three and six years old make important demands upon the family purchases.

Candy, soft drinks and foods were found to have the greatest impact, with many purchases made to accede to the children's requests. It was also found that repeat purchases were made at a later date.

A copy of the complete study will be available shortly and may be obtained by writing Dr. Heidingsfield at Temple U.
It's a Rough Business...

Searching for oil in Saudi Arabia is a rough business. ARAMCO oil explorers have to outwit treacherous sand areas where sand dunes 30 to 100 feet high, with no predictable pattern, block the movement of equipment. In the spring, crews are hampered by sand storms and intense heat forbids summer field exploration.

But the search for more and more oil goes on and on in an effort to satisfy the world's constantly increasing demand.

ARABIAN AMERICAN OIL COMPANY
DHAMRAN, SAUDI ARABIA • NEW YORK, N.Y., U.S.A.
Ronald Colman • Merle Oberon • Joan Fontaine

Thomas Mitchell, Broderick Crawford, Angela Lansbury, Frank Lovejoy, Joanne Dru, Edmond O'Brien
and over 30 other top stars!
the most flexible package in TV syndication!

STAR PERFORMANCE

1 to 5 Complete Series to be programmed the way you want them!

**QUANTITY**
153 half-hour programs!

**QUALITY**
Produced at top budget by FOUR STAR PRODUCTIONS, INC.
Entire cost over $5,000,000!

**FLEXIBILITY**
Drama — Mystery — Comedy — Romance — Intrigue
1 to 5 times a week!

**SUCCESSFUL**
Four smash years on CBS Network for Bristol-Myers, Singer Sewing Machines and Parker Pen. Winner of 4 National Awards!

**PROGRAMMING**
Flexible programming — "Strippable" Across-the-board
or as many as 5 separate, weekly programs!

OFFICIAL FILMS, INC.
25 West 45th St., New York 36, N.Y.
Plaza 7-0100

Representatives in:
Beverly Hills — San Francisco
Minneapolis — Chicago — St. Louis
Boston — Atlanta — Philadelphia

phone wire write the man from Official today!
One of Minnesota’s 10,000 Lakes Officially Dubbed “Lake WTCN”*

For the first time in history a radio station has a lake named after it! This recently discovered, sparkling blue lake nestling in the heart of Minnesota’s lakelands has been officially named “Lake WTCN” by the Minnesota Conservation Commission. Such unusual recognition was bestowed in appreciation of WTCN’s spirited public service contributions to Minnesota conservation.

*P.S. The fishing’s “outstanding” at Lake WTCN!
Miller Robertson, General Manager of WTCN congratulates Stu Mann, WTCN Outdoor Editor, on the discovery of “Lake WTCN.”

WTCN “The Station of the Stars”
MINNEAPOLIS—ST. PAUL
1280 kilocycles 5,000 watts ABC Network
for station representatives and other guests. In other agency expansion plant here, it's learned, Kenyon & Eckhardt Inc. is expanding its Atlanta office to about 20 people around June 15. Jack Shannon, account executive in the K&E Chicago office, will be branch manager, it's reported. Russ Paulson, J. Walter Thompson Co., San Francisco, moves to K&L Atlanta to handle Pepsi-Cola in the southeast.

**Warner-Lambert Replaces MJ&A With NC&K**

WARNER-LAMBERT Pharmaceuticals Inc., New York, has appointed Norman, Craig & Kimmel, New York, in a move effective immediately, for its Sportsman line and four new leading toiletry products. The Sportsman line had been handled previously by David J. Mahoney Inc., which recently was absorbed by MacManus, John & Adams.

With acquisition of this account, Norman, Craig & Kimmel's overall billing by the end of 1957 will have increased tremendously, more than doubling the billing the agency lost in January when the $6 million Revlon account moved to BBDO and C. J. LaRoche. NC&K's billing for 1956-57 will be in the neighborhood of $24 million on more than 200 clients. In the first few months, the agency has gained, in addition to the Warner-Lambert products, Speidel watchbands, the Democratic National Committee and Hudson Pulp & Paper Co.

**Admiral, Seeds Port**

ADMIRAL Corp., Chicago, is shopping for a new advertising agency after the set manufactuer and Russell M. Seeds Co. jointly announced the termination of their association, effective "in the near future." Involved is a $17 million advertising account for Admiral radio-television receivers and white goods.

**NETWORK NEW BUSINESS**

Ralston Purina Corp. (Ry-Krisp, Wheat and Rice Cheez), St. Louis, through Guild, Bascom & Bonfigli Inc., San Francisco, will sponsor Bold Journey, new TV film series on exploration to premiere on ABC-TV, July 16. Show replaces Twilight Theatre, sustaining feature film program.

Aluminum Ltd. of Canada through J. Walter Thomson Co., N. Y., has renewed subscriber sponsorship of Omnibus when show resumes in fall on ABC-TV. Scott Paper Co. and J. P. Stevens & Co., also co-sponsors when show was on CBS-TV, have not announced future plans.

ABC-TV Masquerade Party, currently seen Wednesdays, 9-9:30 p.m. EDT, under alternate week sponsorship of Pharmaceuticals Inc., through Edward Ketter & Assoc., N. Y., and Knomark (Esquire boot polish) Mfg. Co., through Emil Mogul, N. Y., gets new time and two new sponsors. Show, running June 30, Masquerade Party will be seen Saturdays, 10:10-10:30 p.m. EDT, under alternate-week sponsorship of Ohlin Matheson Chemical Corp. (Lentheric), N. Y., through Grant Adv., N. Y., and Emerson Drug Co. (Bromo Seltzer), Baltimore, through Lennem & Newell Inc., N. Y.

Quaker Oats Co., Chicago, through Lynn Baker Inc., N. Y., signed to sponsor two-hour Tournament of Roses Parade in Pasadena, Calif., Jan. 1 on CBS-TV. Parade precedes annual Rose Bowl football classic.

**Allstate Insurance Co., Chicago**, which has been sponsoring Sports Today With Bill Stern on ABC Radio alternate days, Mon.-Fri., 6:30-6:45 p.m. EDT, expands its sponsorship tonight (Monday) to five nights weekly as show reverts to 10-minute program. Lineup now calls for Les Griffith's news capsule from 6:30-6:35 p.m., with Bill Stern show following. Christiansen Adv., Chicago, is Allstate's agency.

**NETWORK RENEWALS**

General Electric Co., Schenectady, N. Y., renewed effective Sept. 19, the contracts of 20th Century-Fox Theatre on CBS-TV, alternate Wednesdays, 10-11 p.m. eastern time. Young & Rubicam, N. Y., is agency.

Lipton Products Div. of Lever Bros. Co., longtime Arthur Godfrey sponsor, has renewed Arthur Godfrey's Talent Scouts effective June 25—premiere of show—which has been a Monday night show on CBS Radio since July 1947—will sponsor Godfrey simulcasts on alternate week basis for 52 weeks, on behalf of Lipton tea, soup and Frostee desserts. Other sponsor, Tonic Co. (Gillette Co. Div.), Chicago, entering eighth year with Mr. Godfrey by renewing show effective June 25, through North Adv., Chicago. Young & Rubicam is Lipton's agency.

**SPOT NEW BUSINESS**


Borg Fabric Div., George W. Borg Corp., Detroit, Wis., through Douglas D. Simon Adv., N. Y., will use television spots in approximately 35 markets, beginning in fall.

**AGENCY APPOINTMENTS**


PepsoDent Sales Ltd., Toronto, appoints Needham, Louis & Brorby of Canada Ltd. for Lifebuoy shave cream and Lypsul lip salve.


Servisoft Inc. (soft water equipment), division of George Geitz Corp., Rockford, Ill., appoints Erwin, Wasey & Co., Chicago.

Formfit Co. (women's apparel), Chicago, appoints MacManus, John & Adams Canada Ltd. as its Canadian advertising agency.

Lily-Tulip Cup Corp., N. Y., appoints Grey Adv., to handle advertising for entire line of paper products, effective immediately. Former agency was Al Paul Letton Co., N. Y.

Sheraton Corp. of America, Boston, names BBDO for Sheraton Ltd., firm's Canadian branch. Combined domestic and Canadian accounts will be handled by BBDO Boston and Toronto offices.

Bond Stores Inc., N. Y., account formerly handled by The Biow Co., N. Y., which ceases operation June 30, to Joseph Katz Co., N. Y., for all stores except in California.

Anderson, Clayton & Co. Foods Div. (Mrs. Tucker's shortening, Meadloake margarine) is being resigned by Crook Adv., Dallas, Tex. (BBT, April 30) to Bryan Houston Inc., N. Y., effective Aug. 1. Appointment is in addition to others recently made to D'Arcy, McCann-Erickson and Paris & Peart.


May 28, 1956 • Page 55
PLAYBACK

QUOTES WORTH REPEATING

RADIO VS. NEWSPAPERS
Mayor Paul Goebel of Grand Rapids, Mich., addressed Michigan Assn. of Radio & TV Broadcaster:

NEWSPAPERS do the best they can to inform people on the issues. But people will take the time to listen [to radio] where, it seems, they will not take the time to read newspaper accounts.

THE FIRESIDE CHAT
At last week's presidential news conference, President Eisenhower was asked whether he had considered reviving the "fireside chat" initiated by President Roosevelt. New York Times correspondent James Reston commented in that paper:

AT NO TIME since the end of the last war has there been a greater need than now for a presidential explanation of the background of the terrible dilemmas facing the people and their government...

President Eisenhower has tried to deal with [major questions] from time to time in the press conference, but it is so sensitive a question of policy that the element of risk in extemporaneous questions and answers is almost too great...

The carefully prepared, informal report to the people by tv and radio, however, raises no such dangers. It can be controlled and directed to the mood of the time, and could add materially to the people's understanding and knowledge.

WHILE GETTING'S GOOD
Bruce Eels, western division president of Television Programs of America, warned that local advertisers are freezing themselves out of television advertising but still can win their share of limited availabilities if they act now, last week told the Hollywood Advertising Club:

TV is to advertising what the atomic bomb is to modern warfare... no advertising medium has ever meant so much in terms of actual business survival.

You can't add another hour in tv like you can add another page in the print media. If television continues on its present path there will be virtually no time franchises left for local advertisers to buy. Local advertisers will block themselves out of one the greatest selling medium now available. one which will be even more powerful and more indispensable to survival as color tv makes its slow but inevitable progress.

BOUQUET & BRICKBAT
A. J. Goetz, advertising manager of American Safety Razor Co., before Pennsylvania Assn. of Broadcaster:

MY COMPANY believes in radio. What's more, we believe in radio to reach and sell men. And we back our belief with dollars. I guess that in the past several years we have spent as much money in radio as in any other medium. In fact, for some of our fine products we have spent more in radio than in any other medium.

Why? Well, certainly not because you folks have sold us. As a matter of fact, you don't even call on us. Have you sold our agencies? Well, perhaps. But, of all the agency men I know, only one is filled with missionary zeal—and he happens to be an ex-salesman for a radio station.

Does your main advertising pre-dispose us to buy? Hardly. Most of it hits the circular file almost immediately on arrival. Have you done a superior merchandising job? Not to my knowledge.

Why then do we continue to invest big dollars in radio? I think it's because some of us haven't yet lost sight of radio's ability to produce mass audience at low cost. But the fact that we haven't is scarcely any credit to you folks.

PICKING ONE'S COMPANY
R. M. Budd, advertising director, Campbell Soup Co., before Pennsylvania Assn. of Broadcaster:

In the selection of broadcast media, the advertiser obviously faces the responsibility for editorial choice—the program material designed to win an audience. With the magazines, the editors handle it for him. He buys (or does not buy) an editorial "association" for his advertising.

With the warm intimacy of the radio or television set, and the assumption of editorial responsibility by the advertiser, he must come to some very clean-cut conclusions as to the type of editorial matter he wants associated with his company and with its advertising. No man can truly advise on this—each must decide what is or is not for the company he represents.

Walter S. Burr, producer at Chicago Film Studio, to Leo Burnett Co., same city, as tv film producer,

Thomas F. Brennan, copy chief, Maxon Inc., N. Y., to Geyer Adv., N. Y., as copy group head.


Richard Ermoian, formerly with Henri, Hurst & McDonald Inc., Chicago, to creative staff of Campbell-Mithun Inc., that city.

Iris Liti, copywriter and former staff writer for women's magazines, to Lawrence C. Gumbiner Adv., N. Y., in copy department.

Sy Lieberman, formerly study director, U. of Michigan's Survey Research Center, to Kenyon & Eckhardt, N. Y., in research department.

Arnold Copeland, formerly owner of his own art studio, to Kudner Agency, N. Y., as art director for sales promotion.


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An unveiling in San Antonio...

KTSA

Like our provocative San Antonio beauty on your right, they're taking a new look at KTSA... Watch the San Antonio ratings because NOEMAC music and news began on KTSA Monday, May 21... and KTSA blankets all South Texas with 5,000 watts, non-directional daytime on 550 kilocycles and a fine, broad pattern at night... Watch the ratings in San Antonio!

KLIF... DALLAS
KELP... EL PASO
KOKE-TV... EL PASO*
KNOE... MONROE
KNOE-TV... MONROE
WRIT... MILWAUKEE
KTSA... SAN ANTONIO
WTAM... GREATER ATLANTA
WNOE... NEW ORLEANS

*In operation soon
Firm Takes Option On Republic Control

THE BEVERLY HILLS investment banking firm of Cantor, Fitzgerald & Co. has taken an option on 550,000 to 800,000 shares of Republic Pictures Corp. for 60 days, it was disclosed last week. This would give the firm a working control of the major movie studio and its television subsidiary, Hollywood Television Services Inc. Total stock outstanding in Republic is two million shares.

There has been considerable speculation as to whether Cantor, Fitzgerald & Co. will use the stock option for its own investment or for outside interests. Reports have included the names of Hatt Dittmer and Wall Street financier, Hecht-Lancaster Co. and Howard Hughes, but the investment firm refuses to disclose the details. President B. Gerald Cantor is in the East on other business.

Purchase price of the Republic stock will be $12.50. The stock has been selling on the market at about $8.75.

Cantor, Fitzgerald proposes to purchase the stock of Republic President Herbert J. Yates and his associates. Mr. Yates and Earl R. Collins, Hollywood TV Service president, were in New York last week, reportedly on this matter. One spokesman for Cantor, Fitzgerald was optimistic that the option would be exercised and said that if the option goes through, the studio's theatrical films and TV production would be expanded. He denied speculation that Republic would be transformed into an all-television lot.

TPA Sets Up New Division; Walt Plant to Be in Charge

CREATION OF a sixth sales division for Television Programs of America to cover the central area of the U. S. is being announced today (Monday) by Michael M. Sillerman, executive vice-president who has named Walt Plant to manage the new unit.

The newly-established central division, Mr. Sillerman stressed, will not affect the midwestern division, which continues under the direction of Lee Bernard, who is responsible for TPA sales in Pennsylvania, Western New York and Ohio. Mr. Plant will supervise activities of the central division, covering Kentucky, Kansas, Indiana, Michigan and Illinois, except for Chicago. TPA maintains a separate Chicago division, of which W. R. (Pat) O'Brien is manager.

Other TPA divisions and their managers are: New York City, William Fineshriber Jr. (vice president); western, Bruce Enea (vice president); eastern, Herb Friers (vice president).

Mr. Plant is being promoted to his new post from TPA's eastern division, in which he has been an account executive. Mr. Sillerman said the new division will have a field force of about 10 men, adding that the names of several new account executives for the unit will be announced in conjunction with a TPA sales clinic scheduled to open on June 4. Mr. Plant and the central division staff will headquartered in the TPA Chicago office.

A Thorough Sale

NATIONAL TELEFILM ASSOC. promotional gambit at the recent NATB convention apparently paid off in more ways than one. NTA reported last week that its exhibit, featuring a glittering electrically operated marquee, a booth office and side lobby posters to promote its Selznick catalogue of feature films, has been sold to WREX-TV Rockford. Joseph Baich, general manager of WREX-TV, purchased NTA's "TNT" package, including the Selznick films during the convention, and inquired about buying the exhibit. The transaction was completed after the convention, according to NTA, and the display is on its way to WREX-TV for use during the station's feature film presentations to introduce titles of the program to and to announce coming attractions.

Kling Film Division, North American Merge

MERGER of Kling Film Enterprises west coast studio operation and North American Film Corp. under a new corporate organization, Kling California Inc., was announced last week by principals of the two companies.

Under the new terms, Edgar E. Yuhl and Robert W. Larsen, partners in North American, become president and executive vice president, respectively, of Kling California and Robert Eirinberg, Kling president, will serve as board chairman.

Yuhl and Larsen will be operating heads.

The merger does not affect Kling Film Enterprises Inc.'s Chicago operation, which Mr. Eirinberg will continue to head as president. KFE is a subsidiary of Kling Studios Inc., which becomes the parent company of Kling California.

Kling California will combine production commitments of Kling and North American for TV commercials, industrial films and production of three half-hour television films. Kling California will concentrate on production without relying on studio rentals to keep its plant working. It was explained, although space will be rented out to "a minimum" of tenant producers.

Formal operation of Kling California was launched Tuesday at the Kling lot (formerly the Charlie Chaplin studios) at Sunset and LaBrea Aves., Hollywood, with Messrs. Yuhl and Larsen transferring from North American headquarters at Sunset and Gardener.

Kling Enterprises Quintet Forms La Brea Productions

FIVE MEN, presently with Kling Enterprises, Hollywood, are moving Friday from that firm to form their own company, La Brea Productions Inc., to be located at 915 N. La Brea.

Gail Pagnanino, production head of Kling, becomes president of La Brea Productions. Those also leaving are James Baumsteiner, secretary-treasurer; Richard Lundy, art director and manager of animation; Henry J. Ludwin, producer-director of live action film commercials and films for industry, and Don Shepard, creative director.

The company's facilities will include three sound stages, animation, cutting and editing rooms.

Pillsbury Pays $500,000 For 'Opry' in 119 Markets

IN A TRANSACTION involving an estimated $500,000 in gross sales, Pillsbury Mills Inc., Minneapolis, last week signed for the "Grand Ole Opry" tv film series in 119 markets throughout the country, starting in August. Agency for Pillsbury is Campbell-Mithun, Minneapolis.

Negotiations were completed by Arthur Lund, vice president of Campbell-Mithun, and Sy Weintraub, executive vice president, and Charles McGregor, Chicago manager of Flamingo Films, distributor of the series. The contract is a renewal of an existing agreement with the number of markets largely expanded, effective this summer. Pillsbury currently sponsors 'Opry' in 30 markets. With the Pillsbury purchase, 'Opry' will begin the fall season with a minimum of 200 markets, according to Mr. Weintraub.

The series is co-produced by Flamingo Films and WSM Inc., Nashville. A new cycle of 26 half-hour films for 'Opry' currently being produced on location in Nashville under the supervision of producer-director Al Gannaway.

Kling Film Division
A New Service
By Old Hands

Our company has never sought work in the Appraisal field, primarily because our first interests have been to serve buyers and sellers of radio and television properties.

There now seems to be a growing need for such work by station owners, their banks or attorneys, regardless of whether a sale is contemplated.

We have often made evaluations on request, and are prepared to qualify in Federal and State courts as to expert testimony.

Our organization has been expanded to handle Appraisals on a highly confidential basis. The charge for this service will be most reasonable.

ALLEN KANDER and Company
Negotiator
For the Purchase and Sale of Radio and Television Properties

60 EAST 42 STREET, NEW YORK . . . . . . MURRAY HILL 7-4242
1701 K STREET, N.W., WASHINGTON . . . . . . NATIONAL 8-3233
38 EAST WACKER DRIVE, CHICAGO . . . . . . RANDOLPH 6-3688
HERE IT IS!

Philco
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.

PHILCO CORPORATION

Government and Industrial Division

Philadelphia 44, Pennsylvania

In Canada: Philco Corporation of Canada Ltd., Don Mills, Ontario • In Europe: Philco Corporation, Paris, France.
**TvB SPOTLIGHTS GAINS BY TELEVISION**

Presentation in New York before 1,300 advertiser and agency people shows that television now gets 56% of Carnation budget with appropriation split 60-40 between network and spot.

A "TYPICAL" leading advertiser today puts approximately 56% of its four-major-media advertising budget into television—more than into the three other major media combined—and splits its TV appropriation about 60-40 between network and spot.

Those are the allocations of the Carnation Co., as cited last week by Television Bureau of Advertising in an overall television presentation to some 1,300 agency and advertiser people, described by TvB as the largest group of advertiser and agency executives ever assembled for a single presentation.

"We say that Carnation is a typical advertiser," TvB President Oliver Treyz told the audience that crowded into the Grand Ballroom of New York's Waldorf-Astoria Hotel for the showing, "only because its four media allocations approximate a composite of all leading national advertisers and also because Carnation's television budget between spot and network is close to that of all TV advertisers."

Using figures supplied by the Carnation Co., he traced the company's four major media allocations since "pre-television" days as follows (the percentages relate to each medium's share of the amount allocated to the four major media, not to the company's total budget for all advertising):

- In 1946, Carnation invested 61% of its budget in radio, 18% in magazines and 21% in newspapers. These data are from company records and reflect actual expenditures, media and production costs included.
- "While television was not a factor in 1946, it accounted for 28% in 1951, forging ahead of newspapers and magazines, but not both of them combined."
- "This year—1956—Carnation will invest 9% in radio, 18% in magazines, 17% in newspapers—and in television, 36%, or more than the three other major media combined."
- Of the expenditures in TV, Carnation will place 60% in network and 40% in spot.

Mr. Treyz also cited news accounts of a Procter & Gamble stockholders meeting which quoted P&G Chairman Richard Deupree as saying last month that his company will increase its use of all types of advertising this year, with particular emphasis on television.

"Here, indeed," Mr. Treyz said, "is a meaningful endorsement of television from its leading advertiser, the advertiser most experienced in its use, which in the six months ending March 1956 invested $28,912,000 in television advertising for station facilities alone—program and production costs not included. P&G's growing use of television is typical of the vast majority of the leading advertisers."

The Carnation and P&G plans were only a part of the TvB presentation, which in large measure incorporated and brought up to date information that TvB had outlined at its session in Chicago during the NARTB convention and at the Pennsylvania Broadcasters Assn. meeting at Pocantio Manor (5*) April 23, et seq.

Norman E. (Pete) Cash, TvB vice president, presided over the session. Donald H. McGannon, president of Westinghouse Broadcasting Co., introduced the presentation, which was conducted by Mr. Treyz with the assistance of TvB operations director Gene Accas.

Many Requests

Mr. Treyz said later that TvB had received a large number of agency requests for special repeat showings for the benefit of specific clients and that the response from both agencies and advertisers was such as to demonstrate "that we're on the right track."

Similar showings are also planned for Los Angeles and San Francisco in early July, and a new presentation is slated in Chicago in October.

Last week's presentation traced the rise of TV billings to the point where television wrested first place in national advertising away from newspapers in 1955 ($785 million vs. $750 million). It also reiterated TvB's estimates that national advertisers spent 23% more in 1955 than they did in the same quarter of 1955, as opposed to a gain of 8% reported for newspapers.

The findings of TvB's special TV vs. newspaper study in Chicago (in which respondent homes were found to spend nine hours 51 minutes a day with TV as against one hour 41 minutes a day with newspapers); Nielsen figures showing average audience gains in the past year (17 to 23% per program in the case of network shows), and highlights of TvB's new quarterly reports on television spot expenditures also were pointed out.

Introducing the presentation, WBC's President McGannon described television as "a new dimension in creativity." He said he was "not quite sure" whether TV was formed for the benefit of broadcasters or for the benefit of advertisers—although its efforts today would indicate that the advertiser himself receives a substantial measure of benefit from the bureau."

Mr. McGannon spoke in the place of TvB Chairman W. D. (Dub) Rogers, KDFW-TV Lubbock, Tex., who was unable to attend.
RTNDA ATTACKS 'TIME' FOR ANTI-TV ARTICLE

Magazine story chastises television newsmen and their practices, charges them with asking 'vapid,' 'often planted' questions of people in news. Terms their manners as being 'haughty.'

"TIME" magazine was taken to task by the Radio-Television News Directors Assn. last week for a "news story," headlined "The Evil Eye," which blistered "an interloping Johnny-come-lately—the TV newsmen with his heavy equipment, hot lights, and haughty ways."

"It seems inconceivable," RTNDA President Harold Baker of WSM Nashville, Tenn., wrote to Time Managing Editor Roy Alexander, "that a publication of such stature would degrade itself with such unbalanced and totally misleading editorial in the guise of news."

The Time article, running more than a column in the May 21 issue, said television newsmen and cameras "win priority almost everywhere," that police communicate constantly on TV, which affords them not only direct contact with the voter but tame, often planted, questions; that other newsmen are pushed around by TV men, and that—quoting New York Times Midwest correspondent Richard Johnston—TV turns a news conference from "an attempt to get at the real news into staged nonsense."

"Apart from crowding, heat and noise," the Time article said, "experienced newsmen bristle at it all and often designed only to get a commentator into the act... When the skilled questioning by a reporter brings a reply that makes news, TV gets the benefit; the news can be telecast long before the reporter can get his story into the paper."

In his letter to Mr. Alexander, RTNDA President Baker said:

"In view of the article, it may be a surprise to you that television reporters are the first to admit that there are shortcomings and inconveniences in their methods of news coverage. Tremendous strides have been made toward overcoming these and, with other technical advances in the near future, we feel certain that pencil and paper newsmen often designed only to get a commentator into the act. . . . When the skilled questioning by a reporter brings a reply that makes news, TV gets the benefit; the news can be telecast long before the reporter can get his story into the paper."

"But this still has not answered your blanket condemnation of television reporters themselves. We admit that, in our field, just as in newspapering, we have reporters who are discourteous and who may sometimes ask ridiculous questions. These are not monopolies of either medium. Happily, though, they are in the minority among both television and newspaper reporters."

"As Time points out, many television reporters are former newspapermen and, as such, they most certainly must retain the objectivity and skill that they had when their efforts were pointed toward the printed word. There are other very capable newsmen in TV who did not serve an apprenticeship in the newspaper field. Of course, it is unnecessary to point out that, through innuendo and selected glimpses of disgruntled people, you have done a disservice to those capable TV newsmen and to your readers."

"For a long time, our industry has been working with newspapers, press photographers, and others in the field of freedom of information and toward solution of mutual problems. It would indeed be unfortunate if, through vicious attacks by one against the other, the growing understanding and cooperation would be destroyed. It would be a tremendous blow to freedom of the press, which—it must be recognized—includes radio and television."

'Time's' parent, Time, Inc., is itself a telecaster, owning KLZ-AM-TV Denver, and 80% of KTYY (TV) and KKDY Salt Lake City, and 50% of KOB-AM-TV Albuquerque.

RAB Committee Adds Five Prior to Promotion Meeting

APPOINTMENT of five new members to Radio Advertising Bureau's plans committee was announced at a meeting of the committee's meeting Friday in New York with RAB President Kevin Sweeney and Vice President-General Manager John F. Hardesty. The meeting was held to discuss sales and promotion plans for the ensuing July 1.

The five new members include Henry B. Clay, KWTH Shreveport, La.; Victor C. Diehm, Vlch Diehm Assoc. stations; Robert F. Jones Jr., WBFR Baltimore; Lewis H. Averv, Avery-Kolb, station representative; and Adam Young, Adam Young Inc., also a representative firm. Messrs. Young and Avery replace Eugene Katz, The Katz Agency, and Robert D. C. Meeker, Robert Meeker Assoc., who served as the committee's representative members on the committee, which is composed of station, network and representative executives.

Other committee members who were attending the meeting included Donald W. Thorburn, WCAU Philadelphia, the unit's chairman, were Jules Dunes, CBS, New York; Robert Hitchens, NBC, New York; Alex Keese, WFWA Dallas; Winfield Leighton, WSNY Schenectady, N. Y.; Robert McAndrews, KBIG Los Angeles; William McGuiness, WGN Chicago; Richard Puff, MBS, New York; Don Searle, Farm and Home Radio, Denver; Dean Shaffner, ABC, New York; F. C. Sowell, WLAC Nashville; Ben Stouse, WWDC Washington; Owen F. Bridg, WQAM Miami, and Walter Wagafl, KIDO Boise, Idaho.

Code Violations To Be Topic Of NARTB D.C. Session

VIOLATION of NARTB TV Code recommendations by specific code subscribers will be a main topic on the agenda of the Television Code Review Board during its meeting at NARTB headquarters in Washington June 5-6, G. Richard Shafio, WIS-TV Columbia, S. C., said last week.

Mr. Shafio said the TV Code affairs staff has contacted the offending stations and asked them for information on their current advertising policies along with any planned revisions of policy which would eliminate code violations.

"These responses will be studied, together with other pertinent exhibits, at the meeting," Mr. Shafio said.

Possible affiliation of TV film producers and distributors with the TV Code also will be reviewed by the TV Code board. This plan would allow film producers and distributors to subscribe to the code on an associate basis, whereas, the code currently is restricted to operating TV stations and network, according to Mr. Shafio.

Code Violations To Be Topic Of NARTB D.C. Session

NARTB last week announced newly-convened NARTB Board committees. The committees and members for the ensuing year:


General Fund Finance: William D. Pabst, KFRC, San Francisco, chairman; Mr. Arnoux; Mr. Fay; Mr. Fetzer; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Robert B. Hanna, WGY Schenectady, N. Y.; Alex Keese, WPAA Dallas; Herbert L. Krueger, KTAG Worcester, Mass., and John M. Outler, WSB Atlanta.


Membership: Kenneth L. Carter, WAAM (TV) Baltimore, and I. Frank Jarman, WDCN Durham, N. C., co-chairmen; Mr. Baudoin; William Holm, WLPO LaSalle, Ill.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Robert T. Mason, WMRN Marion, Ohio; James H. Rankin, WSSL Roxboro, Va.; W. D. Rogers, KDUB-TV Lubbock, Tex.; Ben Sanders, KICD Spencer, Iowa, and Harold P. See, KRON-TV San Francisco.

Nebraska Broadcasters Assn. Names Chapin New President

RICHARD W. CHAPIN, general manager of KFOL Lincoln, is the new president of the Nebraska Broadcasters Assn. He was elected at the 22nd annual meeting of the association a fortnight ago in Omaha.

Other new officers are David W. Young, general manager of KSID Sidney, named vice president, and Gordon C. (But) Penz, general manager of KWBE Beatrice, secretary-treasurer.

Directors are Gene Ackerley, KOCW Alliance, retiring president of the association; Ken Titus, KMMJ Grand Island; John Mitchell, KGFW Kearney; A. James Ebel, KOLN-TV Lincoln; Bill Macdonald, KFRA Oma, and Frank Fogarty, WOW-AM-TV Omaha.

Hollywood Adv. Club Elects

The Hollywood Advertising Club last week elected the following to its board of directors: James T. Aubrey Jr., general manager of KNXT (TV) Los Angeles; Jack P. Bremsbeck, program manager, KTVN (TV) Las Vegas; Robert Sande, president, Song Ad Film-Radio Productions; George Allen, business manager, Hollywood office of Guild, Bascom & Bonfigli; Vic Roundal, Capitol Records Inc., and Jerry Cahill, Hollywood Mat Service.

Schwartz Heads Calif. AP

The California Associated Press TV & Radio Assn., meeting May 19 in San Francisco, elected Barney Schwartz, KPRL Paso Robles, state chairman. He succeeds Ray Wilson, KFMB-TV San Diego news director. Sam Zelman, KNBC (TV) Los Angeles, was named vice chairman. Certificates of merit also were presented to 52 stations during the meeting (see story, page 100).

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Fm Broadcasters Group Now Formally Organized

FORMATION of Fm Broadcasters—a national organization to preserve "the band of frequencies assigned to fm broadcasting by the FCC"—was announced last week (Monday) by a five-man organizing committee.

Incorporation of the fm protective group followed a resolution, calling for the new organization, adopted at the fm sessions during NARTB's Chicago convention. Independent of NARTB, it will represent the fm industry in protecting fm interests before the FCC or Congress. Fm Broadcasters began with a nucleus of 40 fm station operators after the resolution.

The organizing committee: Merrill Lindsay, WSOY Decatur, Ill.; Calvin J. Smith, KFAC Los Angeles; Ben Strouse, WWDC Washington; E. A. Wheeler, WEAW Evans ton, Ill.; Gardiner G. Greene, Browning Labs Inc., Winchester, Mass.

The committee pointed out that fm's biggest single problem is the threat that part of the fm band may be taken for other uses, noting certain tv groups have suggested in the FCC's current reallocations proceedings that part of the fm band be assigned to vhf tv.


NARTB Radio, TV Boards To Elect Heads June 20-22

CHAIRMEN and vice chairmen of NARTB's Radio and Television Boards will be elected at the semiannual meeting of the association's Board of Directors at Washington's Mayflower Hotel June 20-22, NARTB said last week.

The Tv Board will meet Wednesday (June 20), the Radio Board Thursday (June 21) and the full Board Friday (June 22).

Three NARTB Board committees also will meet—the Tv Finance Committee and the General Fund Finance Committee will meet Tuesday afternoon (June 19) and the Bylaws Committee June 20. Also on Tuesday a morning indoctrination session will be held for newly-elected members of both boards.

BMI Vice President Burton Re-elected RTES President

ROBERT J. BURTON, BMI vice president, was re-elected president of the Radio & Television Executives Society, New York, last week. Other officers elected were: Merle S. Jones, CBS-TV executive vice president, first vice president; Robert Leder, vice president and general manager, WOR New York; second vice president; Claude Barriere, BMI's eastern director for tv, secretary, and Bernard Goodwin, president of DuMont Broadcasting Corp., treasurer.

Elected for two-year terms to RTES' board: Kenneth Bilby, NBC vice president-public relations; Maggi Eaton, sales account executive, Radio Reports Inc.; Norman Glenn, president-publisher, Sponsor Publications Inc.; Geraldine Zorbaugh, ABC vice president and special assistant to president, and Norman Gluck, vice president, United World Films. Continuing on the board for another year: Don McClure, director of film, International Latex Corp.; Frank Pellegrini, vice president-secretary, H-R Representatives; Roger Fryor, vice president in charge of radio and tv, Foote, Cone & Belding, and Sam Slate, WCBS New York program director.

Advertising Has No Plateau, Rogers Tells Waco Meeting

SPEAKING before the Waco (Tex.) Advertising Club last week, W. D. (Dob) Rogers, president of KDUB-AM-TV Lubbock, Tex., defined advertising as "a positive antidote to despair, the one ingredient of our economy which acknowledges no plateau."

He called upon all who create, sell or use advertising to resurvey constantly the position which this profession bears to the prosperity of the nation. To illustrate the positive power of advertising, Mr. Rogers recalled that even the most useful inventions sold very slowly before the era of modern advertising.

Auto Audience After 9 A.M. Most Ready to Buy—Boorom

INCREASED value to an advertiser of making an advertising impression on the radio automobile audience between 9 a.m. and 11 a.m. was stressed last week by Warren J. Boorom, Radio Advertising Bureau promotion manager, in a talk before the Advertising Club of The Mohawk Valley in Utica, N. Y.

Mr. Boorom contended that an impression made between 9 a.m. and 4 p.m. is worth "five impressions during the 7-9 a.m. period," explaining that the on-the-way to work automobile audience drops out of the potential customer class for hours, while motorists on the road during the day are in a position to make a buying decision and act on it.
Eyes and Ears of a GOOD CITIZEN

You don't declare yourself a good citizen. That distinction is something you earn—through faithful service to your community's needs and aspirations.

Ask our fellow citizens in Dayton! WHIO-TV has become the recognized forum for Dayton's civic efforts. Dayton turns first to WHIO-TV for programs in the public interest—just as Dayton's civic leaders come to us first for airtime in support of their most important causes.

This identification with civic causes has won WHIO-TV a unique place in the hearts of a great community. It has established, throughout our broadcast period, a listening preference and an audience loyalty which we make every effort to continue to deserve. WHIO-TV is represented nationally by the George P. Hollingbery Co.

WHIO-TV supports these and other worthy organizations

Air National Guard
Armed Forces enlistment
U. S. Savings Bonds
Red Cross
Civil Defense
Community Chest
Social Security
Montgomery Co. Ministerial Ass'n.
Dayton Council on World Affairs
U. S. Air Force
Goodwill Industries
Veteran's Administration
Salvation Army
Muscular Dystrophy
Fire Prevention
State Highway Department
Blood Drive
Navy Drive
Cancer Drive
Cerebral Palsy Campaign
Save-A-Life Campaign
YMCA
YWCA
Dayton Division of Health
Boy Scouts
Public School Activities
Marine Enlistment
Internal Revenue Department

WHIO-TV also schedules regular public service features such as the weather and market reports; and scheduled public services included regularly in participating programs throughout the day.
COURT UPHELDS FCC OWNERSHIP RULE; COMMISSION OVERRULED IN FLINT CASE

Highest U. S. court sides with Commission's right to have numerical cutoff on multiple ownership. Appeals Court orders WJRT (TV) Flint, Mich., comparative hearing reopened and hears rearrangement of FCC grant of ch. 10 in Sacramento, Calif.

THE FCC won a major victory—and lost a significant battle—in last week's court decisions.

The Supreme Court upheld the Commission's right to establish a numerical cutoff on multiple ownership of stations.

The D. C. Circuit Court of Appeals reversed the Commission in the WJRT (TV) Flint, Mich., case, ordering that the Flint comparative hearing be reopened.

And, also before the appeals court, McCatchby Broadcasting Co. argued the Commission's grant of ch. 10 Sacramento, Calif., to what is now KBET-TV there.

HIGH COURT RULES LOWER BODY ERROR IN STORER CASE RULING

The right of the FCC to establish numerical limitations on broadcast station ownership by one person or company was upheld by the U. S. Supreme Court last week.

The high court ruled a lower court erred in deciding the Communications Act required that an applicant must be given a hearing before an application could be denied—even though the applicant owned the limit in tv stations.

In upholding the FCC's right to promulgate multiple ownership rules, the Supreme Court remanded, by a vote of seven to one, the Storer case to the Appeals Court in Washington. The majority opinion was written by Justice Stanley Reed. Justice John M. Harlan dissented in part, but concurred in the result. Justice Felix Frankfurter dissented.

The hearing requirement does not prohibit the FCC from establishing rules governing multiple ownership. Justice Reed wrote. The Commission may adopt a rule, and if an applicant thinks he can persuade the Commission the rule should be waived or amended, the FCC can then prescribe a hearing, he said.

The Supreme Court's decision is considered likely to spur congressional action on pending bills which would prohibit the FCC from adopting numerical limitations on ownership by single entities. There are four bills before Congress which would amend the Communications Act to proscribe numerical ownership but which would limit the number of stations to be owned by a single person or company to the number which would cover no more than 25% of the U. S. population.

These bills have been introduced by Sen. John W. Bricker (R-Ohio), senior Republican on the Senate Commerce Committee, and Reps. Joseph P. O'Hara (R-Minn.), Carl Hinshaw (R-Calif.) and John V. Beamer (R-Ind.). They are, respectively, S-3859 and HR-10,524, 10,733 and 10,756.

Sen. Bricker, in discussing this phase of his attack on tv networks, stated he thought it would aid in loosening the alleged domination (BWT, April 30).

Overlapping Regulation

In referring to the apparent conflict between the hearing section of the Communications Act and the multiple ownership rules, Justice Reed said:

"We cannot interpret Sec. 309 (b) as barring rules that declare a present intent to limit the number of stations consistent with a permissible 'concentration of control.' It is but a rule that announces the Commission's attitude on public protection against such concentration. The Communications Act must be read as a whole and with appreciation of the responsibilities of the body charged with its fair and efficient operation. The growing complexity of our economy induced the Congress to place regulation of businesses like communication in specialized agencies with broad powers. Courts are to interfere with their conclusions when reconcilable with statutory directions. We think the multiple ownership rules, as adopted, are reconcilable with the Communications Act as a whole. An applicant files his application with knowledge of the Commission's attitude toward concentration of control."

After referring to the Supreme Court's 1941 decision upholding the chain broadcasting regulations, which called attention to the necessity for flexibility in the FCC's Rules, Justice Reed went on:

"That flexibility is here under the present Sec. 309 (a) and (b) of the FCC's regulations... We read the act and regulations as providing a 'full hearing' for applicants who have reached the existing limit of stations, upon their presentation of an application conforming to Rules 1.72 and 1.81, that sets out adequate..."
The American Broadcasting Company

announces the appointment of

JOHN BLAIR
& COMPANY

as national representative for

WABC  NEW YORK
KGO  SAN FRANCISCO

EFFECTIVE JUNE 1, 1956

Since 1952, another ABC-owned radio station—WXYZ Detroit—has been represented by...
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**Sunday Schedule**

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**Monday - Friday Schedule**

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**TELECASTING**

**SUNDAY**

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<td>1:30 PM</td>
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<td>The F.B.I.</td>
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<td>The Great American Road Trip</td>
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<td>The New Adventures of Old Christine</td>
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**MONDAY**

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reasons why the rules should be waived or amended. The act, considered as a whole, requires no more."

The decision concluded that the Commission is not bound to provide a full hearing on all such applications.

"We do not think Congress intended the Commission to waste time on applications that do not state valid basis for a hearing," it read. "If any applicant is aggrieved by a refusal, the way for review is open."

Both Justices Harlan and Frankfurter dissented on the ground that Storer was not a "person aggrieved" and thus had no standing to bring the suit. Justice Harlan added, however, that since the majority agreed Storer did have standing, he concurred with their decision.

The Commission's multiple ownership rules provide that no single entity may own more than seven am, fm or tv stations. In television, so more than five of these stations may be in the vhf band. At the time the case was brought, the tv ownership rule held that five stations was the limit.

They also include under this rule that ownership of 1% or more in a station shall be counted in determining the number of stations under common ownership. The dupopoly rules—by which a single person or company may not own more than one station in the same market—was not involved in this litigation.

The genesis of the multiple ownership case was 1953 when Storer Broadcasting Co., which then owned the permissible five television stations, applied for ch. 10 in Miami, Fla. The FCC refused to accept this application. Storer filed an appeal against the multiple ownership rules and won the circuit court decision. The appeals court said that before an application can be denied, a hearing must be given. The FCC appealed this ruling to the Supreme Court. The case was heard before the justices last March [BT, March 5].

At present Storer owns the maximum number of television stations—WGBS-TV Miami, WBKD-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WBRC-TV Birmingham, WTV Cleveland and KPTV (TV) Portland, Ore. The Miami and Portland stations are uhf outlets.

Earlier this month, Storer asked the FCC for permission to buy ch. 3 KSLM-TV Salem, Ore., and move the channel into Portland as a substitute for its ch. 27 outlet there [BT, May 7].

**APPEALS COURT ORDERS FLINT CH. 12 CASE REOPENED**

THE Flint, Mich., ch. 12 case was ordered reopened last week when the U. S. Court of Appeals in Washington overruled the FCC and sustained the appeals of unsuccessful applicants WFDP Flint and W. S. Butterfield Theatres Inc. against the FCC's approval of the move of WJRT (TV) Flint to a new transmitter site.

The court's decision was by a two-to-one vote, with Circuit Judges David L. Bazelon and Walter M. Bastian the majority assenting and John A. Danaher dissenting.

At issue was whether the Commission's 1954 grant of Flint's ch. 12 to WJR Detroit should be reassessed in the light of that station's proposal to move its transmitter site from 23 miles southeast of Flint to 20.5 miles north-west of that city. An application to make this shift was filed 10 days after the FCC affirmed its grant to WJR and was approved by the Commission without a hearing.

The unsuccessful applicants appealed this to the court. At the same time other stations filed a protest against the modification of the construction permit. A hearing on this protest is scheduled to begin June 5.

Essence of the court's decision, written by Judge Bazelon, was that the case was still within the jurisdiction of the FCC when the transmitter change was proposed. This move, it declared, was sufficiently a departure from WJR's original proposal so that additional hearing was necessary. Although the Commission had dismissed the objections to the transmitter relocation as being generally not significant enough to review its original grant, the court, in essence, asked: "How can you tell unless you've had a hearing?"

The court held the changes proposed by WJR—transmitter site move, antenna height change, program structure revisions, studio location modification—were significant enough to put into question the choice of WJR in the original comparative hearing.

In discussing the fact that WJR allegedly withheld notice to the FCC of its contemplated changes until the Commission acted on the unsuccessful applicants' petitions to reopen the hearing, Judge Bazelon pointedly declared that the court was not expressing any opinion on whether WJR's "late revelation of its changed situation reflects upon its character and fitness as a licensee." This is up to the Commission after it considers the evidence in the reopened hearing, he said.

The court majority held the Flint case was similar to the Beaumont ch. 6 case in which the appeals court had held the Commission must reopen that hearing because of the changed status of winning KFDM Beaumont. There KFDM entered into an option agreement...
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WGAR Cleveland (CBS) Peoples Broadcasting Corp.
WJR Detroit (CBS) The Goodwill Station, Inc.
WTIC Hartford (NBC) Travelers Broadcasting Service Corp.
WDAF Kansas City (NBC) Kansas City Star

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

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with W. P. Hobby (KPRC-AM-FM-TV-Houston Post) whereby he would acquire a 32.5% interest in the ch. 6 outlet. This agreement was made after the final decision was issued but before the FCC had acted on a KRIC-Beaumont petition for reconsideration. The FCC asked the Supreme Court to review this ruling but that tribunal refused [BWT, May 7].

Judge Danaher held the Commission’s final grant to WJR was based primarily on the diversification issue and therefore the changes proposed by WJRT could be considered minor. He also had dissented in the Beaumont case.

FCC ACCUSED OF A ‘JAUNDICED EYE’ IN CONSIDERING SACRAMENTO CASE

The FCC was accused of looking at the application of McClatchy Broadcasting Co. for SACRAMENTO ch. 10 with a “jaundiced” eye because it was made last week before a three-judge panel of the U. S. Court of Appeals in Washington where the California tv case was re-argued. The ch. 10 grant was made last year to SACRAMENTO Telecasters Inc. (KBET-TV) after the Commission reversed an examiner’s finding in favor of McClatchy. The Commission ruled McClatchy’s newspaper and other broadcast interests were detrimental to its case. McClatchy owns the SACRAMENTO BEE, MODESTO BEE and FRENO BEE, and KJMJ-AM-TVM FRESNO, KBFK-SACRAMENTO, KBBE (FM) MODESTO, KOH RENO and KERN-AM-FM BAKERSFIELD. Its purchase of KBOX MODESTO is pending FCC approval.

McClatchy appealed the FCC’s final grant to its opponent, and early this year the Court of Appeals upheld the Commission’s decision. It said the Commission had the power to make a choice—provided its decision was not arbitrary or capricious [BWT, Jan. 30].

Last week’s rearraignment consolidated the appeal from the original grant and the FCC’s refusal to permit McClatchy to be heard on a request for rehearing based on KBET-TV’s application to move its transmitter from Pine Hill to Logtown. FCC granted this move without a hearing and McClatchy asked the court to force the Commission to reopen the SACRAMENTO ch. 10 case because of this. McClatchy implied fraud on the part of KBET-TV.

The argument was before the same panel of judges which rendered the January affirmation of the FCC’s action—Circuit Judges Wilbur K. Miller, Charles Fahy and Walter M. Bastian. Arguing for McClatchy was Thomas H. Wall; for the FCC Asst. General Counsel Richard A. Solomon, and for KBET-TV J. Roger Wollenberg.

17 ‘Imbalance’ Cases Renewed by FCC

A SLATE of 17 stations whose applications for renewal of licenses have been under FCC consideration since November 1955 due to purported program “imbalance” was wiped clean last week. All 17 applications were granted without comment.

In November and December the Commission reverted to crack-down form in withholding license renewals from stations (big and little) pending explanations of alleged over-commercialism and lack of balance between commercial and sustaining programs. The Broadcast Bureau was instructed to send letters demanding an accounting. Since the FCC made no comment in granting the renewals, it is assumed that the stations satisfactorily explained their positions or changed their program schedules to meet Commission criticism.

Involved were the following stations: WAPL Appleton, Wis.; WATK Antigo, Wis.; WBBM-AM-FM CHICAGO, Ill.; WBEV BEAVER DAM, Wis.; WCFL CHICAGO, Ill.; WEAU EAU CLAIRE, Wis.; WEDC CHICAGO, Ill.; WEMP-AM-FM MACKINAW, Wis.; WHFC GABORONE, Ill.; WGEZ BELoit, Wis.; WHEC CICERO, Ill.; WHVF WAUSAU, Wis.; WIND CHICAGO, Ill.; WNKRS WAUKESHA, Ill.; WMOK METROPOLIS, Ill.; WOKW STURGEON BAY, Wis., and WPEO PEORIA, Ill.

Airpor7 Owner Sues to Stop KGUL-TV Galveston Antenna

An airport owner, three miles from the new 1,200-ft. KGUL-TV Galveston, Tex., antenna site, has sued to stop the ch. 9, CBS-affiliated station from completing its new antenna or for $250,000 in damages.

The suit was filed by Perry Brown, owner of the Clover Field Airport in nearby Pearland, in Brazoria County District Court. In his complaint, Mr. Brown claimed that he has spent about $150,000 to improve his airport, and that the airport would be unusable if the antenna is built.

KGUL-TV received both airspace panel approval and FCC authority to build its new antenna, although ch. 13 KTRK (TV) Houston objected in both instances.

The ch. 9 station has been sold, subject to FCC approval, to J. H. Whitney & Co. for an overall total of $41/4 million [BWT, May 14, 21].

Paul E. Taft, present 40.5% owner and president-general manager, would remain as 10% owner.

250 "The portable recorder you specified"

The new AMPEX 601 combines all the superb performance characteristics of the famed Ampex 600 plus these new professional features designed to fit your professional recording needs exactly:

New Low Impedance Output...600 ohms, 1.23 volts. Balanced or unbalanced (from tapes recorded at program level).

New Low Impedance Input...accommodates high or low impedance microphone. Low impedance microphone secured by accessory plug-in transformer.

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The 601 works full time inside the studio and on location outside. It’s a rugged, versatile machine that completely fills all these professional needs: studio recording, network delay, outside recording, editing, dubbing and broadcast playback. And because on Ampex continues to conform with original specifications year after year, the price you pay buys both the finest performance available and the most hours of service per dollar.

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Page 72 • May 28, 1956
TO REACH SHREVEPORT’S BIGGEST AUDIENCE*

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64% of the weekly afternoon audience

KSLA-TV LEADS in 143 out of 168 nighttime quarter hours.
Leads in 82 out of 100 weekly morning quarter hours.
Leads in 94 out of 120 weekly afternoon quarter hours.
First in locally-produced studio shows.

KSLA-TV, Shreveport’s first television station, is now in its third year. Gives full power coverage of over 165,000 TV sets. Combined with the powerful audience leadership reported by ARB, you are sure to “win the mast sets” when you buy KSLA-TV. Call your Raymer man today.

*Based on ARB SURVEY OF TELEVISION VIEWING – WEEK OF MARCH 8-14, 1956

CBS-TV BASIC

FIRST IN SHREVEPORT, LOUISIANA

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NEW YORK • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD • DALLAS • CHICAGO
CRAVEN’S TV OPINIONS, CIRCA 1946, HAVE FAMILIAR RING 10 YEARS LATER

Back before the television ball got rolling, FCC nominee advocated single band service, much along lines many are now considering in view of competition for scarce v’s and difficulties in abundant uhf.

T. A. M. CRAVEN, President Eisenhower’s nominee for a seven-year term as an FCC commissioner, apparently had the long view on television allocation as far back as 1946. It was then, during the first postwar television allocations proceeding, that Comdr. Craven questioned the efficacy of vhf television—plumped hard for a one-band service in the uhf.

Appearing in behalf of Cowles Broadcasting Co. (he was then its vice president in charge of engineering), Mr. Craven warned the Commission that there wasn’t enough space in the “low band” to permit a nationwide, competitive tv system and urged the use of 40 channels, each 13 mc wide, in the 480-1,000 mc band.

In opposing the recommendations of the Radio Technical Planning Board for a vhf system, Comdr. Craven expressed the doubts of many engineers that a vhf allocation could provide the kind of competitive national service deemed requisite for the United States.

His points were that vhf would permit too few channels, that spacing (200 miles co-channel) would permit not more than five stations per channel below 100 mc throughout the country, that the proposed 525 lines was low definition, and that the gamut between lowest frequency and the highest frequency would make receiver design difficult.

One of the factors that troubled Comdr. Craven was the crowded condition of the 50-400 mc band. Aviation had a large chunk of that space, he declared, and there was need for fm and facsimile services.

By using 400-1,000 mc for television, Comdr. Craven estimated that there would be sufficient space for 40 channels, each of which would be 13 mc wide. He also suggested a 200-mile co-channel separation.

This would permit a high definition service in which “we can have as many tv stations as we have nation-wide along the congested eastern seaboard,” Comdr. Craven said.

“Unless the proper allocation of radio space to television is made by the Commission,” he said, “all three of these points—number of channels, number of stations per channel and receiver limitations—add up to a severe restraint upon the competition which will exist in the television field.”

Strongly urging the Commission to make a specific allocation for tv somewhere between 400 mc and 1,000 mc, Mr. Craven added: “We believe that anything which tends to retard commercial television in these high bands much beyond the advent of television operating on pre-war standards below 300 mc would create an extremely hazardous situation with respect to competition between the two services . . .”

Later, he urged a one service television system. “I think it would be much better for us to operate only on one system,” he said, “and not have to make the expense of a capital investment as well as the extra operating expense to operate two systems at the same time.”

In discussing Cowles’ plans, Comdr. Craven announced that Cowles was planning to put an experimental tv station in Washington to operate on 750 mc, using 525 lines for color, 735 lines for black-and-white using a 13 mc channel. Transmitter was to be furnished by Westinghouse and receivers by Zenith.

As an interim proposal, Comdr. Craven suggested that television be assigned to the 60-108 mc band, using 6 mc wide channels. However, he warned, this space must be used ultimately for fm and facsimile and for other services.

The FCC finally allocated 13 tv channels, 6 mc wide, between 44-108 mc, but not in a contiguous band. Ch. 1 (44-50 mc) was deleted from television service in 1948 due to interference with mobile services with which it was supposed to share space. FM was assigned to the 88-108 mc band and the uhf band was reserved for future tv expansion.

In 1952, uhf channels were incorporated into the tv allocations table. They run from 480 mc to 890 mc.

TV on 65 Channels

Last year, when the FCC asked for comments on how it might revise the 1952 Sixth Report and Order and table of allocations, Comdr. Craven in his own name submitted suggestions based on obtaining the most stations in the most communities.

Specifically he recommended that tv be established on 65 channels, using 54-90 mc, 174-216 mc, and 470-782 mc.

Referring again to the ideal of receiver compatibility, he declared: “If the television receiver manufacturing industry is unable to assure the future marketing of receivers . . . the only course open to Congress and the FCC would be to accept the limitations imposed by the use of only the few number of channels which can be made available in the vhf portion of the radio spectrum.”

He suggested that blocks of frequencies be assigned to communities in order to encourage antennas “simplicity.”

Comdr. Craven also recommended lower co-channel separations. These would be, according to his document, 160 miles for both vhf and uhf in Zone 1 (vs. present 170 miles vhf and 155 miles uhf); and 190 miles in the rest of the country for both vhf and uhf (compared to 190-220 miles for vhf and 175-205 miles for uhf, both in Zones 2 and 3). He advocated keeping the present 60 miles adjacent separation mileage.

By protecting the highest powered as well as the lowest powered station in a community, Comdr. Craven estimated that the radius of stations in Zone 1 would be about 40 miles, while in the rest of the country it would be 60 miles.

He also advocated a block of 10 frequencies for educational television.

He expressed grave doubt that the Commission could be successful in securing additional vhf channels from the military services. This was borne out when the Office of Defense Mobilization announced about a month ago that no vhf frequencies were available [BT, April 16].

Comdr. Craven also recommended that the
**Craven Up June 7**

HEARING on President Eisenhower’s nomination of Comdr. T. A. M. Craven to be an FCC commissioner [BT, May 21] is scheduled for June 7 before the Senate Communications subcommittee (Sen. John O. Pastore [D.-R.], chairman).

The hearing will take place in Room F-41 of the Capitol. The recommendations of the subcommittee will be reported to the full Senate Communications Committee at its regular June 13 meeting.

Unanimous approval is expected. At week’s end no opposition had been made to Senate Commerce personnel.

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**FCC OPENS GATES ON TV TRANSLATORS**

WITH the official authorization to use translators in bringing tv service to remote areas—announced by the FCC last week—the possibility of hundreds and even thousands of pipestock tv stations furnishing video to hamlets and cross-roads communities throughout the nation seems at hand.

The Commission’s action—coming after three months of consideration following its Jan. 17 proposal—permits the establishment of translators anywhere needed. The only significant obstacle is that a translator station not interfere with any existing service.

The new service is scheduled to become official July 2.

By its action, the Commission legitimized the dozens of re-radiator operations which have come into being in the wide-open spaces of the Northwest.

The new stations will not, however, utilize the same techniques.

Under the new regulations, translators may be established under certain non-interference conditions. They will be permitted to pick up and re-broadcast any tv signal. The top 14 uhf channels (chs. 70-83) must be used by the translator. Equipment may be operated with remote control devices with power limited to 10 w (up to 100 w radiated power). The translator may not originate programs (just rebroadcast the signals of "mother" vhf or uhf stations). They will have their own call letters. More than one translator will be approved for individual communities in the interest of bringing multiple services to viewers. Hours of operation are unfixed and there will be no limit on the number of translators which may be owned by the same interest.

The Commission denied recommendations which would have permitted translators to use either vhf or uhf radiation. It also turned down suggestions that on-channel boosters be established (this is an issue in another proceeding, it said). Opposition to the establishment of translators because of competition to community tv service was brushed aside as unfair to potential remote area viewers. The Jerrold suggestion to use translators to beam the remote signal to a central point in a community, from whence the signal would be delivered to viewers via cable, also was turned down as raising questions of policy that the Commission said it was not ready to answer. So was the recommendation that translators be permitted to utilize subscription tv operations.

The charge that translators should be restricted so they do not compete with regular tv stations was passed on the assumption that that problem could be dealt with on a case by case basis.

Establishment of the new service was sparked by the growing number of unlicensed repeaters established by small communities in the Northwest. These were declared illegal by the FCC and cease and desist orders were issued to close them down. The orders were stayed pending the establishment of the translator service.

Translator equipment is expected to cost about $1,000.

The new rules were made part of Part IV of the Commission’s regulations (Subpart G).

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**TV in Fresno—the big inland California market—means KMJ-TV**

- Best local programs
- Basic NBC-TV affiliate

Paul H. Raymer Co., National Representative

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Advertisers may know that each morning 4 million children sit entranced in front of their television receivers as they watch “Captain Kangaroo”—and that their number is growing every week.

They may also know that the kids will do anything he says—from singing a song to brushing their teeth or eating their cereal.

They may even know that children are always asking their mothers to buy something they have seen on television.

But what advertisers may not know is that a new research study recently completed by Eugene Gilbert and Company shows that 3 out of 5 children who regularly watch “Captain Kangaroo” go shopping with their mothers an average of three times a week.

It adds up to a pretty compelling picture for the advertiser who would like to have this kind of attention focused on his product.

This bewitching children’s program now has a 73% higher rating than its closest network competition and is available at a 49% lower cost per thousand. Joining forces with this great early morning leader might just turn out to be the secret sales weapon you need.
Multiple-City Plan Draws Split Opinion

SOME 30 suggestions, about evenly divided pro and con, were received at the FCC by last Wednesday, deadline for comments on proposals involving a multiple-city identification by tv stations. Practically all responses which favored dual-city identification suggested modification of the proposal put forward by the Commission, while opponents were equally unanimous in unqualified disapproval.

Initiators of the rule-making proposal, WVEC-TV Hampton-Norfolk, Va., and ch. 6 WDSM-TV Superior, Wit-Duluth, Minn., seeking to locate studios in both cities under the FCC table of assignments which assigns channels to hyphenated communities, supported the proposed rule-making with particular respect to their own situations.

WDSM-TV said that in determining whether it would be in the public interest for a tv station to serve and identify itself with more than one city, the answer to the question of whether the station should be hyphenated; however, WDSM-TV allowed, other cities not fitting the hyphenated test might also qualify for dual-city identification where there is proven interest.

Opposing WDSM-TV's contention, but not altogether against the dual-city proposal, was ch. 3 KDAL-TV Duluth-Superior, which declared that hyphenation was designed only as an assignment. KDAL-TV, as a determination that a community of interest exists. KDAL-TV cautioned that dual identification should not be authorized in a state different from where a station's main studio is authorized.

KFSO-TV San Diego went the out-of-state proposal one better and suggested that foreign stations be prevented from identifying themselves with U.S. cities. KFSO-TV noted that XEPA-TV Tijuana, as a determination that a community of interest exists. KDAL-TV cautioned that dual identification should not be authorized in a state different from where a station's main studio is authorized.

The majority of those favoring some sort of rule-making felt that general approval would be harmful and that each situation should be handled on a case-to-case basis. Ch. 45 WICC-TV Bridgeport, Conn., was joined by others in expressing the fear that unless precautions were taken, the way would be open for large stations to identify themselves with nearby smaller markets.

KTNT-TV Taoma, Wash. (ch. 11), backing the proposal, received support in a recommen-
dation that dual-city identification be authorized only when a station's signal strength to both cities is at least equal.

In addition to the previously mentioned stations, the following lined up in favor of qualified rule-making: WLEL-TV Bethlehem, Pa.; KGUL-TV Galveston, Tex.; KTVX-TV (TV) Muskogee, Okla.; WOPI Bristol, Tenn.-Va., losing applicant for ch. 5 there; KTVV-TV (TV) Tacoma, Wash.; KFV-TV (TV) Green Bay, Wis.; KTRE-TV Lufkin, Tex.; and KARK-TV Little Rock, Ark., and KRON-TV San Francisco.

Opponents of the plan charged that it would tend to blur station personalities and permit tv to occupy a "hybrid role." No need for rule-making exists, they said, and the result can only be harmful. The following stations voiced their opposition to the proposed rule-making: WCVO-TV Montgomery, Ala.; KLIK-TV Twin Falls, Idaho; KGW-TV Portland, Ore.; WFEI-TV (TV) Evansville, Ind.; WSEE-TV (TV) Erie, Pa.; KTVF (TV) Denver, Colo.; WTVT TV Louisville, Ky.; KING-TV Seattle, Wash.; WNAO-TV Raleigh, N. C.; KCMO-TV Kansas City, Mo.; KPHO-TV Phoenix, Ariz.; WHEN-TV Syracuse, N. Y.; WOW-TV Omaha, Neb.; WTVP (TV) Decatur, Ill.; KVJO-TOP Tulsa, Okla., and KTRK-TV Houston, Tex.

Ike Commends Comr. Webster For 'Distinguished Career' 

PRESIDENT Eisenhower commended FCC Comr. Edward M. Webster for his "long and distinguished career" in accepting his decision of retirement at the end of his current term as an FCC commissioner. The President wrote: "I congratulate you on the opportunity which has been yours, and I am confident that in the years ahead you will continue to find much satisfaction in the knowledge of the contributions you have made in your fields of endeavor.

"When you retire you will carry with you not only my appreciation of your years of worthwhile service, but also my very best wishes for continued welfare and happiness in the days ahead."

Mr. Webster wrote the President that he had decided not to seek reappointment when his current term expires June 1. He expressed his appreciation of welfare and happiness in the days ahead.

A retired U. S. Coast Guard commodore, Mr. Webster has served on the FCC as assistant chief engineer and as a commissioner since 1947. He has been an independent politically.

It is understood that he may engage in private practice as a consulting engineer.

FCC Says 'Play Marko' Violates Lottery Laws

THE bingo-type television program Play Marko was declared a lottery last week when the FCC notified the Caples Co., the Chicago advertising agency which distributes the programs, that Marko's presentation over the facilities of a broadcast station would be in contravention of Sec. 3.66 of the Commission's rules.

The FCC's letter was in response to a request for a declaratory judgment sought by the agency in a lawsuit. The agency filed issue such a judgment. Last week's letter was the Commission's response to the issue.

Explaining its stand, the Commission said the three-day nightly lottery, under the FCC Rules and U. S. Code Section 1304 are "... prize, chance, and consideration." It is clear, it said, that the lottery elements of chance and prize are present in the Play Marko format. The Commission also declared it believed that there exists the additional element of consideration sufficient to constitute a lottery. This determination, it said, is based upon the application of lottery laws to all or most programs that desire to participate in Marko go to a store or other establishment where the products of its sponsor are sold in order to obtain Play Marko cards.

Both KTLA (TV) Los Angeles and WGN-TV Chicago carried the program until May 1955, when the FCC, in a letter to KTLA, declared its belief that the show violated the lottery laws. Caples filed a suit which action caused numerous other tv stations to cancel the program or refuse to take orders for it.

Caples filed a suit in the U. S. District Court in Washington seeking to restrain the Commission from issuing show cause orders declaring Play Marko a lottery. Caples said in part, "... the finding ... that Marko was a lottery and violated (U. S. Code) Section 1304 was made ex parte [one sided] and without a hearing. Notice to the show to apply to the television stations telecasting Marko and was without foundation either in law or fact."

The court, however, refused to go along with Caples, dismissing the case on the grounds that the Commission had issued no legal, official action against Play Marko.
CONELRAD SLATES NATIONWIDE TESTS

TWO nationwide Conelrad exercises—which will involve all broadcast stations in the U. S.—are scheduled to take place in the next two months. It was learned last week.

A country-wide test of Conelrad alerting equipment will occur at 11:30 a.m. EDT, June 16. A similar regular public demonstration—involving the entire Conelrad operation—is scheduled at 4:10 p.m. EDT, July 20.

The internal June test, required by the Dept. of Defense, is for the purpose of checking alert equipment at military and government installations. The exercise will consist of all stations discontinuing normal programs and announcing station call letters, cutting off transmitter carrier for five seconds, returning to the air for five seconds, cutting carrier off again for five seconds and then returning to the air with a 1 kc tone for 15 seconds.

Stations will be permitted to join the test operation anytime beginning five minutes before 11:30 to five minutes after that time. This will permit participants to utilize station ED time, obviating the need to interrupt programs.

This is the first time all broadcast stations have been asked to participate in the alert equipment test. Previously, also in June of each year, only stations officially affiliated in the Conelrad program participated. Key Conelrad stations have been holding this type of test twice weekly for the past several years.

The July 20 demonstration will require all participating stations to switch to 640 kc or 1240 kc, with fm and tv stations going off the air for 15 minutes during the test.

The dates and hours of the two tests were chosen by the FCC after checking with about 75% of the stations involved, it was said.

In 1957, according to Conelrad officials, an all-encompassing alert equipment test will involve almost 1 million transmitters. This exercise will include not only all broadcast stations, but also those of the non-broadcast services—amateurs, military, government, taxicab, trucking, railroad, etc.

Conelrad is a method of maintaining broadcast service on the air without emergency planes being able to use the frequency of individual stations for navigational purposes. This is accomplished by having each station in a cluster broadcast news and information for the civilian populace intermittently.

FCC Okays $1.5 Split Sale Of Twin Cities' KEYD-AM-TV

The $1 million-plus "split" sale of KEYD Minneapolis-St Paul and its ch. 9 sister station, KEYD-TV [B+T, April 9], was among the station sales approved by the FCC last week.

The Commission granted assignment of the KEYD stations from Morris Baker and associates to United TV Inc. (Seymour Weintraub, president) for $1.5 million and the agreed-to, subsequent sale of KEYD (1440 kc, 5 kw day) to Robert Purcell, managing director of the twin-city stations, and James A. McKenna Jr., Washington, D. C., attorney, for $100,000.

KEYD has been on the air since 1948, KEYD-TV since January 1935.

Mr. Weintraub, Flamingo Pictures president, last week purchased WKBS Mineola (L. I.), N. Y., from Key Broadcasting System Inc. (Lee Hollingsworth, president), for $116,500. Sale is subject to FCC approval. WKBS operates on 1520 kc, 250 w daytime, and has been on the air since 1948.

Complaints About TV Ads Sift Through to White House

WORD of a considerable volume of White House mail said to be complaining about some tv commercials—the length and "taste"—has belatedly leaked from an informal discussion that White House News Secretary James Hagerty had May 4 with radio-television newsmen.

Mr. Hagerty mentioned in passing, in response to a query on how White House mail was "running," that letters regarding offensive commercials had come to official attention. The matter was not discussed further although in at least one case a memo was sent to New York headquarters apprising the network's heads of what was said.

The informal meeting was one which Washington newsmen hold with the news secretary at six months to a year intervals to discuss problems pertaining to accurate coverage of the federal government. No transcript of the conversation was made and Mr. Hagerty was out of the country and unavailable for comment.

Newsmen at the meeting: Ted Koop, CBS director of news and public affairs, Washington; Lew Shillenberger, CBS director of special events, Washington; Robert Hurleigh and Jack Gertz, director and assistant director, respectively, of Washington operations for MBS; Julian Goodman, NBC director of news and special events for Washington, and Richard Rendell, ABC director of news for Washington.
ALLOCATIONS PLAN DOESN'T REACH VOTE

PROPOSAL by Chairman McConnaughey that the tv table of allocations be dropped—proposed at last Wednesday's meeting on tv allocations—was seconded by Comr. Doerfler but never got to a vote. Too many complications and objections, it was understood.

Basic objection, it is believed, was that this action should not be taken unless at the same time the present ratings and separations are reviewed. This touched off a morning-long wrangle which ended only when the commissioners dispersed for lunch.

Next meeting is scheduled to be underway today, with another approach heading the agenda. This, it is understood, will be a suggestion that the FCC issue a "declaration of intent" to make the eastern part of the United States all uhf—over a 10-year transition period. This has the backing of some segments of the Commission, it is said.

WTOB-TV Winston-Salem Seeks Ch. 8 Drop-in There

WTOB-TV Winston-Salem, N. C., citing its continuing loss of the battle in almost three years of face-to-face competition with ch. 12 WSJS-TV there (both began in September 1953), last week asked the FCC to drop in channel 8 at Winston-Salem. WTOB-TV indicated that had it had in its present ch. 26 to 8, it would be in a better competitive position. Winston-Salem Broadcasting Co., WTOB-TV licensee, also holds a grant for ch. 29 Richmond, Va. (WOTV TV).

WTOB-TV said that its losses ($101,910 in 1954, $79,492 in 1955) have forced the station to reduce its hours of operation and curtail its service. ABC advertisers (WTOB-TV is an ABC affiliate) have indicated a preference for delayed programs on "fringe" area uhf stations as against a regular network show on the Winston-Salem affiliate, WTOB-TV told the Commission. This uhf drop-in could be accomplished, WTOB-TV said under ABC's recommendations on revision of overall tv allocations [BWT, Dec. 19, 1955].

John G. Johnson, WTOB-TV general manager, requested a separation of competitive Tv, which is active on Capitol Hill on behalf of uhf.

Southwestern Wants FCC To Deintermix Fort Smith

UNSUCCESSFUL in its attempt to purchase ch. 5 KNAC-TV Fort Smith, Ark., Southwestern Publishing Co. (Donald W. Reynolds interest) last week asked the FCC to transfer the ch. 5 Fort Smith allocation to Fayetteville, Ark., making Fort Smith an all-uhf community.

Fort Smith is now allocated chs. 5 (KNAC-TV, not yet on the air), 16 (available educational), 22 (operating KFSA-TV, owned by a Southwestern subsidiary) and 39 (available). Fayetteville has two allocations (both vacant), chs. 13 (educational) and 41.

Southwestern pointed out that KFSA-TV, a uhf "pioneer" (on the air since July 1953), is junior to Fort Smith. "It is above the "break-even" point, but is in danger of being destroyed by the proposed operation of KNAC-TV.

Southwestern's proposed purchase of KNAC-TV from American Tv Co. was approved in an FCC hearing examiner's initial decision, but was the subject of oral argument on a protest by "The Citizen's Group for Two Television Stations in Fort Smith" [BWT, March 19]. The KNAC-TV sale was to have expired April 1, before final FCC action, and American Tv Co. said the contract would not be renewed and that it (ATC) intended to construct the station.

Four Enter Consent Decrees In 15% Commission Litigation

CONSENT DECREES have been entered in the last four cases in the Justice Dept.'s civil antitrust litigation against the 15% advertising agency commission in the "over-the-counter" agency lists, Attorney General Herbert Brownell said last week. The decrees, entered Tuesday in the Federal District Court in New York City and accepted by both sides, involved Publishers Assns. of New York City, Associated Business Publications Inc. and Periodical Publishers Assn. of America, all New York, and Agricultural Publishers Inc., Chicago.

Similar consent decrees, prohibiting uniform fees and "recognized" agency lists, were accepted in February by American Assn. of Advertising Agencies and in April by American Newspaper Publishers Assn.

FCC Budget Bill Moves Up

The Senate Appropriations Committee Thursday tucked his $78 million FCC fiscal 1957 budget appropriation approved by the House to $7,828,000, the extra $28,000 for a monitoring station at Douglas, Ariz. The figure includes $41,000 for the FCC's nuclear study. The bill, if passed by the Senate, will go to a joint congressional conference committee to resolve Senate and House differences.

WBC Opposes Daytimers In Fixed-Hour Petition

WESTINGHOUSE BROADCASTING Co. last week joined in opposition to a Daytime Broadcasters Assn. petition seeking fixed hours for daytime station operations. The proposal, proposed by the Clear Channel Broadcasting Service and various regional and clear channel stations.

Sky's the Limit

THE CELESTIAL HOPES of the Air Transport Assn. came crashing to earth last week when the FCC denied that group's request to reconvene a tall-tower tv hearing aboard an Eastern Airlines plane. ATA, in arguing that a proposed 1,993-ft. WSLA (TV) Selma, Ala., tower would constitute a hazard to air navigation, asked the presiding FCC hearing examiner, G. Oittorf Irion, to elevate the WSLA case from a fresh look to the tower-site. ATA said it would pay all expenses. The examiner, well-grounded in Commission practices, denied the motion, claiming such an order was "outside the rule." [BWT, Jan. 30]

The Commission, upholding the examiner, relied upon Broadcast Bureau and WSLA arguments that since there is no tower to view, there is no misunder standing as to the nature of the evidence. ATA, the FCC said, didn't present sufficient evidence to warrant an airborne hearing. Comr. Lee dissented, indicat ing he might have liked to go along for the ride.

PROGRAM SERVICES

World Releases Series On U. S. Political Race

AS tie-in programming for the national political conventions in August, the World Broadcasting System last week released to member stations a 13-week series of half-hour programs titled The People Choose, which re-creates outstanding U. S. presidential campaigns. Pierre Weis, general manager of World, said the programs are designed for three local commercials as well as opening and closing sponsor sound. Mr. Weis said he will be broadcasting as participating features, starting this week.

The series spotlights significant campaign issues, political songs and slogans of historic campaigns. Mr. Weis added that World has accepted an extensive promotional campaign for the series, including teaser spot announcements, ad mats for local sponsor use and special sales pieces.

'Bob and Ray' Leave WINS To Form Packaging Firm

AFTER little Piels, big bells (cash-register type) toll.

This seemed to be the new chapter for Bob Elliott and Ray Goulding, the voices of Harry and Bert Piels (animated tv commercial for Piels' Bros. Beer, Brooklyn, N. Y.), who have announced an end to their contract with WINS New York, an independent, effective last Friday. "Bob and Ray," whose Mon.-Sat., 6-9:30 a.m. program has been a metropolitan New York standby for over two years, now will team up with Young & Rubicam copy writer Ed Graham to form Goulding-Elliott-Graham Productions Inc., a packaging firm for radio-commercial early next month.

Mr. Graham—creator of Bert and Harry—meanwhile, has submitted his resignation to Young & Rubicam, effective June 30.

The firm, which will open its doors "short-time between the 1st and 15th of June," according to Bob and Ray's personal representative, agent H. Moses, will become the parent firm of broadcast commercials. President of G-E-G productions will be Mr. Graham, with Messrs. Gould ing, Elliott and Moses, vice presidents. Mr. Moses also will be the firm's general manager. On account of Bob and Ray's broadcasts will be cancelled. Mr. Moses said, the team's daily MBS shows as well as its week-end choruses on NBC's Monitor will continue.

'Lonesome Gal' Fits Sue

CHARGING the RCA record division and RCA Victor Distributing Corp. have infringed upon her trademark of "The Lonesome Gal," Jean King has filed a $6 million damage suit against the companies in U. S. District Court at Los Angeles. Miss King said she has spent large sums since 1947 to promote her title in radio and the record company alleged that the defendants in January issued recordings using the name of "Lonesome Gal, Lurleen Hunter." She asked $5 million general damages and $1 million punitive damages.

PROGRAM SERVICE SHORTS

WRAD Radford, Va., which taped-recorded last words of Sen. Alben Barkley before he died of heart attack at Washington & Lee U., April 30, is negotiating with Town Hall Inc. for inclusion of "WKID tape in Cairns program on Barkley being prepared by Town Hall. Station furnished its news tape to NBC, 35 radio stations and former Pres. Harry Truman who requested copy.

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Government • Broadcasting • Telecasting
SIX O’CLOCK ADVENTURE

Our new “Six O’Clock Adventure” strip is bound to get you sales action in the rich Northern Ohio Market. It delivers half-a-million sales impressions, nightly.

Look at the time rating (6-6:55 pm)—14.8, 5-day average, and with peaks as high as 16.5. That’s 65% more audience than its closest competition—and with 60% adult audience, at that!


Time on this new strip is going fast. In fact, it was 60% sold out the first week on the air. For information, call Albert P. Krivin, Sales Manager for KYW-TV, at CHerry 1-0942, or A. W. “Bink” Dannenbaum, WBC General Sales Manager, MUrray Hill 7-0808, New York.

In Cleveland, No Selling Campaign is Complete Without the WBC Station—

KYW 3 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO

BOSTON—WBZ-7 WIZ
PITTSBURGH—KDKA
CLEVELAND—KYG
FORT WATERS—WNO
PORTLAND—KKE

TELEVISION

BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYG-TV
SHEENAS OF THE JUNGLE
QUEEN OF THE JUNGLE

KPIX REPRESENTED BY THE KAYS AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODARD, INC.
TRIANGLE MAKES 4TH PURCHASE IN YEAR, BUYS WNHC-AM-FM-TV FOR $5.4 MILLION

Sale of New Haven, Conn., outlets makes Annenberg interests among top in ownership. Firm’s outlay for stations in past 12 months is nearly $12 million.

SALE of WNHC-AM-FM-TV New Haven by Aldo DeDominicis and Patrick Goode and associates to Triangle Publications Inc. (Philadelphia Inquirer-WFIL-AM-FM-TV Philadelphia) for $5.4 million was announced by Mr. DeDominicis Friday.

In its fourth station purchase in a year, Triangle (Walter H. Annenberg and family), is acquiring the pre-freeze ch. 8 ABC-TV New Haven outlet which has been the only vhf station in the rich mid-Connecticut area for almost five years. WNHC-TV also is supplementary CBS-TV. The am station, on ABC, operates on 1340 kc with 250 w fulltime.

The purchase, subject to the usual FCC approval, gives Triangle its fifth television and radio property. Triangle owns, in addition to the WFIL stations, WNBF-AM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa.; WLBR-TV Lebanon, Pa. (subject of a protest hearing), and 50% of WHGB in Harrisburg, Pa.

Acquisition of the WNHC properties would place Triangle in the top bracket of station ownership—all accomplished in the last year under the direction of Roger W. Clipp, general manager of Triangle’s radio and television division. The Binghamton stations were acquired for $3 million in May 1955; the Altoona properties for $3.5 million last January, and the Lebanon uhf outlet for $115,000 plus obligations of $125,000 last November. The latter approval has been suspended pending the outcome of a protest hearing.

All of the stock of the WNHC stations would be transferred to Triangle. DeDominicis and Goode are principal stockholders, each with about 42% ownership.

It is understood that Mr. DeDominicis will receive $25,000 a year for five years as consultant, while Mr. Goode and his brother Michael will each receive $10,000 a year for 10 years as consultants. The transaction was handled by Howard Stark, New York. The application is due to be filed this week. No staff changes are contemplated.

Patrick Goode is president of Elm City Broadcasting Corp., licensees of the WNHC stations. His brother Michael is public relations director. Mr. DeDominicis is general manager and secretary-treasurer. The same principals also own WHAY New Britain.

WNHC is leading the protest against FCC approval of the sale of uhf stations WGT-H-TV Hartford to CBS and of WKNB-TV New Britain to NBC. These sales have been set for hearing, with WNHC required to bear the brunt of proving its charges that the network purchases would lead to monopoly (B&T, May 14). Conferences on these hearings, however, have been postponed in the light of the sales transactions.

WITI-TV Officially Opened; Uses DuMont Vitascan Color

THE FIRST STATION to make use of DuMont Vitascan color system went into operation last Monday (May 21) with official opening of WITI-TV Whitefish Bay (Milwaukee) on vhf ch. 6.

The station, licensed to Independent Television Inc., went on the air with a full-hour color dedication program featuring WITI-TV executives and local officials. WITI-TV is programming about 56 hours each week, with live shows (weather, news, children’s fare), slides and films transmitted in color during the 4:30 p.m.-12 midnight schedule. Bulk of programming consists of full-length motion pictures and half-hour tv film series.

Principals in WITI-TV are Jack Kahn, president; Stanley Glen, president of Rhea Mfg. Co., vice president; Lawrence Fleischman, treasurer; Sol Kahn, Milwaukee attorney, secretary; and the following directors: Col. William Roberts, member of the Washington law firm of Roberts & McGinnis; Arthur Fleischman, Fleischman Rug & Carpet Co.; Robert Strauss, former publisher of Omnibook magazine; Max Onnos, president of Sam’s Dept. Store; J. I. Meyerson, former national sales representative of the Time-Life radio-tv properties, is general manager of WITI-TV.

KNX-CPRN Moves Wilkins

FULTON WILKINS, assistant general manager of KNX Los Angeles and the Columbia Pacific Radio Network, has been named eastern sales representative of KNX-CPRN, it was announced by Donald M. Ross, KNX-CPRN general sales manager. Mr. Wilkins succeeds Ralph Glazer, who was named account executive in the New York office of CBS Radio Spot Sales.

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How oil helps make your dishwashing easier

In ten short years, a revolution has occurred in ways to clean dishes. No more scrubbing or dull film! Now dishes really sparkle – and so do the eyes of happy housewives. Detergents make the difference, and an essential ingredient of most of them is made from oil. By making your everyday living our everyday job, ESSO RESEARCH works wonders with oil!
New KTHS-KTHV (TV) Home Holds Dedication Ceremonies

KTHS-KTHV (TV) Little Rock, Ark., held a formal open house last week as part of the dedication of its new combined radio-tv building. The ceremonies were aired during a 1½ hour telecast on the ch. 11 outlet. Over 6,000 people toured the new facilities in the first three hours they were open.

U. S. Senator from Arkansas, J. William Fulbright, spoke briefly and cut the ribbon officially opening the doors of the building. Dedication speeches were made by B. G. Robertson, general manager of the stations; Clyde E. Doherty, secretary of the Arkansas Television Co. (the station licensee), and K. A. Engel, Arkansas Television president and publisher of the Arkansas Democrat. Arkansas Gov. Orval Faubus and Secretary of State C. G. Hall later put in televised appearances.

Twenty-eight out-of-state advertising agency executives were present at the ceremonies, having been invited by the stations and responded to a series of dinners, tours, and other festivities.

Agency personnel present from New York were: Frank B. Kennedy, Compton Adv.; Frank Silvernail, BBDO; Thomas Comerford, Young & Rubicam Inc.; William Kennedy, Ted Bates & Co.; Lucy Kerwin, Kenyon & Eckhardt Inc.; Paul Clark, McCann-Erickson Inc.; Henry Cleef, McCann-Erickson; Gerald T. Gibson, Doherty, Clifford, Steers & Shenfield; Rose-Marie Vitanza, Carl S. Brown Co.; Marjorie Scanlon, Kudner Agency; James Watterson, Lambrecht & Ashford; William D. Smith, Lennen & Newell Inc.; Arthur Parald, Foote, Cone & Belding; Wally L. Rusher, Esso Standard Oil Co.; Walter Teitz, Dancer-Fitzgerald & Sample; Herbert Stott, Harry B. Cohen Adv.; Al Schenck, Benjamin & Mathew Inc.; Paul J. Douglas, J. Walter Thompson Co.; Lee Feesley, & Lambert Doherty, Clevenger, McCann-Erickson; were: Co. (the station licensee), and formal open house last week.

WTRI (TV) Re-Hires Staffers In Plans for Return to Air

In PREPARATION for return to the air of WTRI (TV) Albany (ch. 35) on June 15, William A. Riple, general manager, has announced re-employment of several former key staffers and purchase of 82 feature films from National Television, New York. WTRI (TV) suspended operations in January 1955 after 11 months on the air.

Returning staff members, Mr. Riple said, are Fred Shavor, who has been program manager of WPRO-TV Providence for past year; and who will assume the same position at WTRI (TV), and Joe Kiley, recently with WPRO-TV, who will become producer-director for the station. Mr. Riple also announced addition to the staff of Al Strauss, film editor, and Herb Gindele, account executive.

Mr. Riple said 82 features purchased from NTA consist of films never shown before in Albany-Troy-Schenectady area. Current plans are to resume operations with live and film programming for two weeks, until station's affiliation with ABC-TV begins on July 1, according to Mr. Riple.

KTSF Goes Independent

KTSF San Antonio, Tex., recently acquired by the NOEMAC chain, last week dropped its ABC and Mutual affiliations to operate as an independent [BW, May 21]. The six other stations in the group also are independents. Charles D. Lutz continues as general manager of KTSF under the new owners and Don Keyes, formerly with KLIF Dallas, has been named program director.
"I read Ad Age from page one to the back cover"

says LARRY L. MACK
President
Slenderella International

"Ad Age not only keeps me posted on current events in the advertising world, but gives me a keen insight into the psychology and significance of advertising. I take it home so that I can read it leisurely from page one right through to the back cover. Several ideas have emerged out of this which I have successfully put into practice in my own business."

Larry L. Mack

Mr. Mack founded the first of his chain of slenderizing salons in 1948. Previously, he had been sales manager of a financial firm, paymaster aboard the carrier Bataan during the war, and had attended Drury College, Missouri University and Harvard Graduate School of Business Administration.

Slenderella has had a phenomenal growth. From five salons in 1951, it had jumped to 120 by 1956, with eight new ones being opened monthly. Present locations include Paris, Zurich, Honolulu and Toronto besides U. S. cities, and 1956 schedules call for new salons in Dusseldorf, Amsterdam, Brussels, Milan, Rome and Caracas.

Advertising Age gets cover to cover readership from most of the sales, advertising and marketing executives who are important to you. For keeping posted, for getting sharp insights into current markets and marketing, for a wealth of ideas to be adapted and developed, Ad Age is vitally important—not only to those who activate important media decisions, but to those who influence these decisions.

Slenderella International, for example, is carrying an advertising budget of $2,000,000 this year. Its schedule includes newspapers and magazines, with spot broadcast accounting for a substantial part of its advertising efforts and growth. In his radio time, Mr. Mack leans towards "friendly" personalities on various stations, while his tv spots feature interviews between Eloise English, his executive vice president, and wives of famous movie stars.

Consistent, intensive readership of Ad Age like Mr. Mack's is a "must" for most top advertising and marketing executives in national advertising companies. It's a Monday morning-Monday evening habit with most agency executives, too, as indicated by its nearly 9,000 paid-subscriptions among advertising agencies. With this quality of readership permeating throughout its unmatched 32,561 ABC paid-subscriptions representing 124,000 total readers, Advertising Age is a most powerful medium available for swinging broadcast decisions your way in 1956.
KTLA (TV) Completes Move To Sunset Blvd. Headquarters

KTLA (TV) Los Angeles has completed moving its studios from 721 N. Bronson Ave. to 8800 Sunset Blvd., Hollywood. KTLA has been partially operating from the Sunset lot since 1955.

Final phases of the move were accomplished in an overnight operation without the station losing any air time.

KTLA's old studios, on Bronson Ave. will revert to Paramount Pictures, the station's parent company.

WICC Publishes New Rates

ADJUSTMENT in certain rates and time classifications goes into effect June 1 at WICC Bridgeport, Conn., according to Manning Slater, vice president and commercial manager. The rate changes will amount in general to a 20% increase in the daytime rate (6:30-10 a.m.) and a 20% reduction in nighttime (7-10 p.m.), while the period 10 a.m.-7 p.m. will go up about 10% in rates. The new policy follows WICC's withdrawal from the Yankee Network and MBS.

Under the new rate card (No. 18), Class A time changes from 6:30 a.m.-noon to 6:30 a.m.-10 a.m., with the one-minute announcement upgraded from $25 to $30. Class B includes all other time periods, with nighttime Class B rates changed to bring the 7-10 p.m. period under a cut from $18 to $12 for one-minute announcements, and a 10-midnight reduction from $12.50 to $10 for one-minute announcements.

McCarthy to Join Gerity

RESIGNATION of James E. McCarthy as dean of the College of Commerce of Notre Dame U., effective June 1, was announced last week. Mr. McCarthy will become vice president in charge of education and public service programs for the Gerity Broadcasting Co. (WNEM-TV Bay City, Mich.; WPON Pontiac and WABJ Adrian, Mich.) and also will establish his own management-consultant business in the midwest.

Mr. McCarthy has been dean of the Notre Dame College of Commerce since 1926. Upon his resignation, Mr. McCarthy will become dean emeritus of the college.

KFRE-TV to Go Full-Time

KFRE-TV Fresno, Calif., will expand to full schedule operation June 5, Ed Frecch, station manager, announced last week. It said the ch. 12 outlet will sign on at 6:55 a.m. and broadcast until midnight. KFRE-TV, a basic CBS affiliate, went on the air May 10, operating with maximum power of 316 kw. Mr. Frecch stated early reception reports from about 90 cities in central California indicate excellent coverage over a 100 mile area north, west and south of the station's transmitter location.

WNBQ (TV) Color Clinics Open to All Sponsors, Agencies

WNBQ (TV) Chicago is throwing open its color orientation clinics to all agencies and their clients for product tests, it was announced Tuesday by Floyd E. Beaston, sales manager of the NBC-owned station.

Needham, Louis & Brorby Inc. was the first agency to avail itself of the opportunity to observe product demonstrations on color television. A number of advertisers, including Swift & Co., Armour & Co., Peter Hand Brewing Co., Coca-Cola and Libby, McNell & Libby, are participating in the clinics, launched last March before WNBQ began all-color operation.

Agencies and clients conduct color and lighting tests on products, packaging, trademarks and other visual aids during the sessions, held in cooperation with WNBQ's engineering, programming and production facility staffs. Sessions are conducted each Wednesday, 3-5 p.m.

Products are placed before color cameras under actual studio conditions and agencies and clients may observe the demonstrations on conventional monochrome and color TV monitors.

KDAY Announces Plans For New L. A. Studios

KDAY Santa Monica, Calif., has announced plans for the building of new studios and offices in Los Angeles. It will be the first independent radio station to build its own studio in Los Angeles.

Construction of the contemporary-design building at the northwest corner of Sunset Blvd. and Sweetzer is to begin June 15, according to J. D. Funk, president, and George A. Baron, vice president and general manager of the 10 kw station.

Each of the three studios is to be an individually-supported, sound-proof area. The front of the building will consist of a series of individually-glazed, ceramic-tile recessed panels forming a pictorial pattern.

McGavren-Quinn Co. Opens Chicago, New York Offices

MCGAVREN-QUINN Co., San Francisco and Hollywood representative firm, has opened offices in New York and Chicago. New York offices are at 33 West 42nd St. and Chicago offices are at 612 North Michigan Ave.

Jack Davis will serve as eastern manager, it was announced last week by Daren McGavren, the firm's president. At the same time Mr. McGavren announced that McGavren-Quinn has taken over representation of KTRB Modesto, Calif.; KSRO Santa Rosa, Calif.; KONE Reno, Nev., and KTOO Las Vegas, Nev.

Coming: 'Sports Showcase'

A NEW SPORTS SHOW to be entitled Sports Showcase and to be programmed each night Monday-Friday in the 11-midnight slot, is slated to make its appearance on WATV (TV) Newark, N. J. The new program, featuring interviews with and clips of prominent sports figures, film highlights, and other sports features, will originate from Al Schach's New York restaurant, beginning May 28. Co-host will be Max Kase, New York sports editor, and Dr. Joyce Brothers, the psychiatrist who won $64,000 on the CBS-TV program, The $64,000 Question, for correct answers on boxing. Jerry Gross is the producer and Joe Roberts the executive producer.

Dick Malthy...Eddie Safranski...Billy Butterfield...Lou Stein...Stan Freeman...Skitch Henderson...Will Bradley...Tony Mottola...Jimmy Abato...Stan Webb

These are just a few of the great jazz artists who are yours in the SESAC Library's famous Series "N"...a jazz series that brings you "the best music in America" from the

The Best Beat
In Broadcasting
Is SESAC's Great Jazz Series

SESAC TRANSCRIBED LIBRARY
(now also available in sections)

SESAC 475 FIFTH AVE. NEW YORK 17, N. Y.
Celebrating Our 25th Anniversary

Page 86 • May 28, 1956
Justice Dept. Digging Into Philadelphia Rates

POTENTIAL charge that Philadelphia radio stations conspired to maintain rates was in the making last week in Philadelphia—after 10 Quaker city standard broadcast outlets and the Philadelphia Broadcasters Assn. were served with subpoenas by U. S. marshals.

The subpoenas, requested by the anti-trust division of the Dept. of Justice, asked for documents and correspondence from 1952 concerning rate fixing, rate maintenance, charges in rates at a fixed time, agency recognition standards, standard contract form for political broadcasting, standard advertising contracts, fixing of salaries for employees and talent, standard policies regarding department store or chain store advertising, use of uniform standards for broadcasts, filing of information on rates and contracts with a central office.

The stations were ordered to furnish this information to a Philadelphia Grand Jury June 4.

At issue, it is believed, is the Philadelphia Broadcasters Code adopted by the Philadelphia Broadcasters Assn. last year. This was a pledge not to cut card rates. The PBA is headed by William Casky, WPEN Philadelphia. Also involved, it is understood, is a joint telegram sent by Philadelphia commercial managers to Dancer-Fitzgerald-Sample in response to its wire last year asking radio stations to inform the agency what its lowest rate was for a prospective advertising campaign. The response was to declare that the stations maintained their rate card tariffs. WCAU Philadelphia was not a signatory to this wire, it was learned.

The subpoenas were served on WIP, WIBG, WRCV, WIMJ, WPEN, WCAU, WPIN, WHAT, WTEL and WPIL. There is some question whether WRCV is accountable, since it only recently was taken over by NBC from Westinghouse. Under NBC's ownership, it is not a member of the PBA.

The PBA met last Wednesday to consult with attorneys. It was the consensus, it was reported, that the Grand Jury would find little ammunition in its investigation to provide the basis for an official suit.

Fast—and in Color

ANTICIPATING the day it will be using color for local news programs, KIMA-TV Yakima, Wash., reports that it is turning out colored news film in 49 minutes, nearly half the 90 minutes recommended by experts.

The process is the result of experiments by Robert H. Horn, the station's chief photographer, who says that he was "pleasantly surprised" with the good quality film produced. For nearly three years, KIMA-TV's photo department has been processing its own black and white film in only 15 minutes.

Mr. Horn is satisfied that the speed gained in processing is well worth what loss there may be in permanency of the print. To accomplish the fast processing, washing time is cut from 23 to four minutes, shortstop time of two minutes is cut in half as is the fixing time of four minutes. Drying is speeded up with a combination of heat and forced air in a tank specially constructed by the KIMA-TV photo department.

Cash Registers are Singing in the WBRZ Area because:

- Population is up 84%
- Effective Buying Income is up 100%
- Food Store sales are up 209%

-Sales Management's area growth ratings, 1945-1955

NBC-ABC

Represented by Hollingerby

$899,481,000.00 spendable dollars from OIL, GAS, CHEMICALS, SULPHUR, INDUSTRY, AGRICULTURE

—and only one TV station completely covers this rich heart of Louisiana

WBRZ Channel 2

Baton Rouge, Louisiana

May 28, 1956 • Page 87
VARIED FARE MARKS NATIONAL RADIO WEEK

One hour of silence by four Duluth, Minn., area stations stresses importance of aural medium. NBC presents excerpts of recorded highlights of 30 years of network broadcasts.

Perhaps the National Radio Week observance with the most impact was the promotion of all Duluth, Minn., area stations. Without any advance notice of any type, they remained silent for one hour (7:30-8:30 a.m.) to begin the week's celebration.

The mass shutdown was held to impress upon area residents the important part radio plays in their everyday lives. Participating stations were KDAL, WERB and WDSM Duluth-Superior and WKLK Cloquet, Minn.

Hundreds of phone calls were received by all four stations from listeners who usually wake up by clock radios. Radio repair shops were swamped with sets that worked perfectly and local garages reported a flood of motorists seeking repairs on their car radios. Civil Defense authorities were notified beforehand to forestall any panic.

Further reports on National Radio Week promotions [BT, May 21, 14] were reported as follows:

With H. V. Kaltenborn narrating, NBC presented excerpts of recorded highlights of 30 years of NBC broadcasts in a 55-minute program during NRW called Recollections at 30. Included were an eye-witness description of the bombing of Nagasaki, news flash on the execution of Bruno Richard Hauptmann, the scuttling of the German Graf Spee, announcement of the attack on Pearl Harbor, the declaration of war against Japan, and an eye-witness description of action in the Korean War.

In the political field there was part of a Huey Long broadcast, Mr. Kaltenborn's 1948 election-night prediction of the defeat of President Truman by the late E. Dewey and Mr. Truman's subsequent denial of the prophecy. Mr. Kaltenborn, Ben Grauer, veteran announcer, presented part of a Walter Damrosch program on music, played an excerpt from Arturo Toscanini with the NBC Symphony and replayed his own description of the final Toscanini broadcast.

There were bits of two soap operas—Just Plain Bill and One Man's Family—and parts of quiz shows of radio's earlier days, including Put O'Gold, Truth or Consequences and Quiz Kids. Other shows excerpted included an Arch Oboler dramatic production, Fred Allen's quiz show, and the team of Bill and J. A. Mikes, on the eyes-witness description of the atomic tests.

Hayes Talks

Arthur Hull Hayes, president of CBS Radio, appeared on the network's News of America program and provided an appraisal of radio's future. Mr. Hayes contended that radio is "greater now than it has been at any time in its 34-year-old history," pointing out that thus far in 1956 the sale of radio sets is higher than in 1955, when 14 million sets were sold. He cited two "outstanding attributes" of radio: Its immediacy and its "companionshipability," meaning that radio "can move with the listener from room to room or from coast to coast."

WOKO Albany, N. Y., recorded a message from the mayor proclaiming NRW "as a tribute to the people of our community engaged in the radio broadcasting industry" and to an industry "which has provided immeasurably, information and entertainment for the cultural edification of our community." The station made the recording available to other Albany radio outlets.

WTSV Claremont, N. H., and local members of the radio industry were honored by the Kiwanis Club at a special meeting "for the role they are playing in making democracy work through championing freedom of expression."

WBTN Bennington, Vt., decorated a window in the Vermont Bank & Trust Co., carrying out the "Radio Is Everywhere" theme.

In its Hour With Armed Forces Day, WNHC New Haven, Conn., moved its broadcast activities to a house trailer located on the city's main intersection. Sidewalk interviews were held, keyed to give an indication of how many radios each home possessed and the type of programs preferred. The answers indicated that the average home contains three radios, with the kitchen the most popular room.

Bay State Resolution

A resolution adopted by the Massachusetts State Senate May 18 commended the radio industry as a whole, including specifically members of the Boston local of the American Federation of Television & Radio Artists for "remarkable achievements" and "contributions in promoting the happiness and the welfare of the people." A scroll of the resolution was presented to the Boston local of AFTRA and was accepted by Richard Tucker, WBZ Boston, local AFTRA president.

WILY Pittsburgh gave away a radio every hour for eight hours May 18 and is conducting a contest among agencies and newspaper personnel asking them to guess the number of entries received for the free radios. A General Electric portable will go to the closest guess.

Originating from the studios of WPTF Radio, the North Carolina Assn. of Broadcasters sponsored a statewide two-hour program May 20, "Operation Radio—1956," with material furnished by over 50 stations. The program was written and edited by Dan Penfield, WBIG Greensboro, and S. B. Clark, WBT Charlotte. All tapes were edited and compiled by Dan Griffin, WBIG. Jefferson Standard Life Insurance Co. picked up the tab for the cost of preparing and originating the program.

"Radioactive Wednesday" was the highlight of WAAR Morgantown, W. Va.'s NRW celebration. Celebrities and advertisers ran the station for the day, with Miss West Virginia, Carolyn Miller, conducting a disc jockey show.

KROC Rochester, Minn., ran a contest to find the oldest working radio in Rochester, with a clock radio going to the winner. In addition, several downtown stores displayed NRW windows and the station's personnel made speaking appearances during the week before various civic clubs.

NRW was launched in Kansas City by Kevin Sweeney, Radio Advertising Bureau president, who spoke to the local Advertising & Sales Club. Mr. Sweeney closed NCRW in Cleveland, addressing the local Ad Club on "The Second Miracle." Mr. Sweeney said that radio is the "salvation" of small and middle-sized advertisers who feel the "big advertising jobs are relatively little money."

Seven Cleveland radio stations (WHK, WGAR, KYW, WRE, WJW, WDKO and WRSR) participated in a NRW contest in which...
of all TV Towers over 1,000 feet
BEAR THIS IDECO PLATE

...and so do hundreds of other radio and TV towers, all over the world.

Just a year ago we reported "Over 40% of all TV towers over 1,000 feet tall are towers by Ideco." TODAY OVER 50% are labelled "Built by Dresser-Ideco Company."

MORE TALL TOWERS have been built by Dresser-Ideco than by all the other tower companies combined!

No, we're not bragging just to inflate our own ego. Rather, we're reminding you of that very essential intangible in your tower job... peace of mind... the feeling of complete security that is yours when you deal with the leader. Your confidence is well placed in Dresser-Ideco's proven ability to design, fabricate and construct the tower you need... whatever the height, whatever the antenna and wind load requirements.

All the way from knowledgeable counsel in early planning, through to a complete final inspection... you can place your trust in the world's most experienced tower engineers.

So when you're ready to push up for greater coverage... or when you're planning a new station... come to Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.

*Tower height data from TV Factbook, Spring, 1956
the winner won an all-expense-paid trip for two to Bermuda. Eight consolation prizes of portable radios also were awarded. One of the consolation winners reported a total of 18 radios in his home.

Illinois Governor William G. Stratton issued a proclamation in behalf of NRW at the annual meeting of the Illinois Broadcasters Assn., meeting in Springfield.

Moscow on the Air

In observance of NRW, WNDU South Bend, Ind., tried to penetrate the Soviet Union's iron curtain May 18—and was partly successful. Lamont McLoughlin, station's newsmen, placed a transoceanic telephone call to Nikolai Bulganin, Soviet Union premier, as Dr. John M. Fizer, iron curtain escape, stood by to conduct the interview in Russian. Marshall Bulganin was not available and the call was switched to his secretary, who promised to relay station's questions for his consideration later. While the questions went unanswered, WNDU tape recorded the phone conversation and aired it that evening.

KFAB Omaha used its four mobile units to plug NRW, plus heavy on-air promotion. Each of the mobile units carried signs boasting radio's outstanding features. A booth, featuring a complete control room, at the Greater Enid Home Show highlighted the NRW activity of KGWA Enid, Okla. During the four days of the home show, KGWA originated 26 hours of programming from the booth and attracted 19,983 visitors in the city of 36,017.

Fred Wolf, WXYZ Detroit disc jockey, moved his "Wandering Wigloo" house trailer to downtown Detroit for NRW originations. Mayor Albert E. Cobo designated Washington Blvd. as "Radio Row" in honor of radio's week.

KMOX St. Louis, which gave away portable radios to boost NRW, received 251,038 pieces of mail in seven days as a result of the promotion.

Naraweguan (National Radio Week Guest Announcers) was the theme of the KWAT Yankton, S. D., observance. Over 100 sponsors and their employees appeared on programs during NRW. Upon completion of their air time, they were presented with a Naraweguan award. The station secured proclamations signed by the mayors of all the towns in a nine-county area surrounding Watertown, which were published in the daily and weekly newspapers of the area.

KOTA Rapid City, S. D., used a different promotion for every day of NRW, beginning with the selection of KOTA's "Mother of the Year." The week was highlighted by a free "KOTA Radio Dance Jamboree" in the City Auditorium. In addition to the regular daily promotions, the station sent a red rose each day of NRW to all persons hospitalized in Rapid City.

Colorado Springs Mayor Harry C. Blunt issued a NRW proclamation and made KRDO personalities "honorary" city officials. Disc Jockey Wes Bradley was named "Commissioner of Comedy." Sports Director Jack Finlayson "Honorary Sports Chief" and night disc jockey Frank Van Vleave "Honorary Night Mayor of Colorado Springs."

KWBC San Francisco asked listeners to participate in NRW through a public service project and a letter-writing contest on "Why I Like Radio." An appeal for old radios for boys and girls cared for by Community Chest agencies was made on local shows, with the U. S. Marine Corps Reserve picking the radios up and putting them into working order. The station devoted all available spot announcements to NRW.

Floyd Wynne, KFLW Klamath Falls, Ore., commercial manager, spent two months preparing a 40-minute tape recording of outstanding radio news events and period music over the past 30 years, which was used in that station's NRW promotion. The tape was first played when Mr. Wynne spoke to the local Lions Club to kick off the week set aside for radio.

Wheeling Wheeldon

DELVINA WHEELDON, housewife and WCKY Cincinnati, Ohio, women's personality, flew in an Air Force F-94 jet aircraft at 830 miles per hour—through the sonic barrier. She is the first civilian woman passenger to ever fly through the barrier, station Promotion Manager Robert M. Fleming has reported.

The trip was made as part of Mrs. Wheeldon's campaign to rid mothers of their fears regarding their sons' entrance into the air arm and jet training.

Mrs. Wheeldon felt "this would permit me to talk woman-to-woman from actual experience and reassure them by an account of all the safety factors and precautions involved." The Air Force granted her request, giving her a four-day round of lectures and practice in the use of oxygen masks and bail-out equipment.

The Air Force is going to use her commentary as part of its 26-program series being prepared in observance of the USAF's "decade of security through global air power," with emphasis on the Continental Air Defense system.

Mrs. Wheeldon is also preparing a 13-program series in cooperation with the Air Force's Continental Air Command for use by WCKY. The AF plans to use her series as a pilot study in preparing locally-originated programs in behalf of the air arm in other cities. A local women's personality in each city will do each series.

For a real Sales KNOCKOUT in the Detroit area

CKLW-TV penetrates a population grand total area of 5,355,700 in which 85% of all families own TV sets.

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

WCKY Cincinnati women's personality DelVina Wheeldon displays a grin of confidence after riding in an Air Force F-94 jet airplane piloted by Lt. Robert Kline through the sonic barrier at 830 miles per hour. Mrs. Wheeldon was trying to allay the fears of mothers whose sons may get into jet flying.

Page 90 • May 28, 1956
MEN*  Fully clothed, 1 inch heels

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WOMEN*  Fully clothed, 2 inch heels

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**Checked your weight lately?**

If you are one of the many millions of Americans who've gained unneeded pounds, consider these facts:

1. At ages 20 and over, men and women who are considerably overweight have a mortality rate about 50 percent higher than their "trim" contemporaries.
2. High blood pressure occurs more than twice as often in overweight people as in thinner people.
3. Studies show that 85 percent of adult diabetics were overweight at the onset of their disease.

So, it's evident that excessive poundage burdens more than your two feet. In fact, overweight can impair the function of many vital organs and hence is associated with many life-shortening conditions.

On the other hand, if you reduce...*and keep your weight down...* you should increase your chances for long life and good health. You will certainly look and feel better...and have greater stamina, too.

Yet, some quick-reducing diets may be almost as bad for your health as the constant stress of overweight. It is wise, therefore, to avoid all diets unless they are prescribed by your doctor.

So, when you plan to reduce, start with a visit to your doctor. He will determine your desirable weight...and, most important, he will give you a sound, balanced, varied diet that everyone needs whether reducing or not.

If you are overweight and want to reduce surely and safely, these "do's and don'ts" may help you:

- Do say "no" to all high-calorie foods...rich desserts, gravies, sauces and social-hour tidbits.
- Do exercise moderately as this will keep you in trim and help burn up unneeded calories.
- Don't use any "reducing drugs" except on your doctor's recommendation.
- Don't give a second thought to second helpings...no matter how tempting they may be.
- Don't expect immediate good news from the scales. In fact, rapid weight loss may be harmful. One or two pounds a week is a safe, sensible rate of weight loss.

* Desirable weight for men and women of ages 25 and over based on numerous Medical-Actuarial studies of hundreds of thousands of men and women.
STATION PEOPLE
Philip Fuhrman, formerly with ABC and DuMont networks, to WBMS Boston as sales and promotion manager.
Carl Q. Anderson, formerly chief engineer of KGLN Glenwood Springs, Colo., and recently with KOA-AM-FM-TV Denver, to Western Slope Broadcasting Co. (KREX-AM-TV Grand Junction, Colo.) as operations manager of KFXJ-TV Montrose, Colo., to go on air some time next month as KREX-TV satellite.
Jerry Merritt promoted from assistant chief engineer to chief engineer at WICS TV Springfield, Ill. He succeeds Basil O'Hagan, resigned to join WNDU-TV South Bend, Ind., in similar capacity.
David L. Waite, news and sports director, WFOR Hattiesburg, Miss., to WDAM-TV Hattiesburg as assistant operations manager and sales service manager.
Joel L. Levy, continuity and promotion director, WKNY Kingston, N. Y., to same post at WKNY-TV.
Ronald C. Beck, member of CBS-TV's program promotion staff, named assistant sales promotion manager of WCBS-TV New York.
Phil Sheridan, morning personality, WFIL Philadelphia, appointed assistant program director.
Charles K. Bibby, announcer, WEAM Arlington, Va., to WWDG Washington as assistant program director, succeeding Norman Baum, now program director of WEBB Baltimore.
Taylor G. Benson, news staff, WINS-TV Milwaukee, named to head WISN radio news department.
LeRoy V. Berlin, promotion and sales development director of WNBF-AM-TV Binghamton, N. Y., resigned to join United Insurance Co., Detroit, in executive capacity.
John Supple, former Cleveland, Ohio, real estate dealer, to sales staff, WGAR Cleveland.
G. Spender Prankard, account executive, Moline, Reagan & Schmidt, newspaper representative firm, to WABC-TV New York, as account executive.
Sam B. Schneider, home and farm director, KVOD-AM-TV, named marketing-promotion director. Carl Meyerdirk, associate home and farm director, appointed to succeed Mr. Schneider as home and farm department head.

THE BIG GUN IN COLUMBUS, GEORGIA

...In The 11-County Core of Our Coverage Area—Pulse* Proves Audiences Prefer
WRBL-TV CBS
CHANNEL 4 ABC
*Area Telepulse, Nov. 1955
Share of Audience
DAYTIME | NIGHTTIME
WRBL-TV 64 | WRBL-TV 62
Station B 27 | Station B 27
Misc. 9 | Misc. 11

The top 48 weekly and multi-weekly shows are on WRBL-TV
CALL HOLLINGBERY CO.

Charley "Charley" Blake, announcer, WEAM Arlington, Va., to WWDG Washington as assistant program director, succeeding Norman Baum, now program director of WEBB Baltimore.
Taylor G. Benson, news staff, WINS-TV Milwaukee, named to head WISN radio news department.
LeRoy V. Berlin, promotion and sales development director of WNBF-AM-TV Binghamton, N. Y., resigned to join United Insurance Co., Detroit, in executive capacity.
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Sam B. Schneider, home and farm director, KVOD-AM-TV, named marketing-promotion director. Carl Meyerdirk, associate home and farm director, appointed to succeed Mr. Schneider as home and farm department head.

Robert Peterson, general manager of the Hotel Cleveland, Cleveland, Ohio, signs for a summer saturation spot campaign over KYW-AM-TV there on behalf of the Hotel Corp. of America. The hotel chain's spot campaign, said to be the first use of Cleveland radio-tv by a hotel or hotel chain, will be aimed at traveling motorists and will emphasize the advantages of a Cleveland stopover. Witnessing the contract-signing are Albert P. Keenan, KYW radio-tv sales manager (L), and Dick Woodward, radio-tv manager, Griswold-Ehleman Co., Cleveland advertising agency. Hotel Corp. of America will use a radio-only campaign on two other Westinghouse stations, WBZ Boston and KDKA Pittsburgh.

Ernie Ashley, formerly sports and news director to WOWO Fort Wayne, Ind., appointed program director of WCOL Columbus, Ohio. He succeeds Gerald MacFarlane, resigned, and also will head station's sports department.
Mel Pinot, account executive, WBBM Chicago, father of girl, Monica Allison, May 9.
James R. Crow Jr., 68, one of founders of WMTR Morristown, N. J., died May 13 after long illness. He was active in station operation until his death.
Bernard Rosen, director, WTVJ (TV), father of boy, Randy Allen, May 8.
Bill Maloney, sales staff, XXK St. Louis, Mo., father of girl, Kathleen Ann.
Jeanne Edwards, performer, WTRF TV Wheeling, W. Va., married May 19 to Robert Kaiser, staff director.
Malcolm M. Romberg, 53, engineering technician at WBBM Chicago for 17 years, died in Presbyterian Hospital May 12.
Jack Ellsworth, program director-disc jockey, WALK-AM-FM, Patchogue, L. I., father of boy, Glenn.
Pat Marra, production manager, KHJ-TV Los Angeles, father of girl, Marcella, May 16.
Tom Clark, announcer, WTAP-TV Parkersburg, W. Va., married to Barbara Watson, station continuity director.
Don V. Shoemaker, promotion manager, KFAB Omaha, father of girl, Kay Ann, May 17.

Broadcasting * Telecasting
Page 92 * May 28, 1956
TV FILMS CAN'T AFFORD LIVE MUSIC WITH FUND FEES, HOUSE GROUP TOLD

Witnesses at Los Angeles hearing of House subcommittee on musicians trust fund testify that royalty fees exceed payment to musicians. Alleged dictatorial powers of Petrillo in spotlight.

CONGRESSIONAL inquiry into proposed copyright law revisions to give musicians a property right in a recording (single record, transcribed radio show or tv film) and a more intensive investigation of the reasons why tv film producers are using so many foreign sound tracks were held forth last week as possible further developments to spring out of a House subcommittee probe in Los Angeles of the AFM music performance trust fund.

The alleged dictatorial powers of AFM President James C. Petrillo held the spotlight of the Los Angeles hearing Monday and Tuesday by a subcommittee of the House Labor and Education Committee, which heard testimony from both factions within Hollywood AFM Local 47, currently split by an intra-union dispute over Mr. Petrillo's policies governing the AFM trust fund [BWT, Feb. 27, et seq.]. Much emphasis was placed upon the individual musician's lack of a voice in his own economic affairs and his inability to do anything about it under Mr. Petrillo's "absolute" authority.

The subcommittee, under the chairmanship of Rep. Phil M. Landrum (D-Ga.), also includes Reps. James Roosevelt (D-Calif.) and Joseph F. Holt (R-Calif.). It has under consideration further hearing into the AFM trust fund policies and practices in both New York and Washington at a later date. The probe is to be a part of the full committee's overall investigation of union trust funds and welfare plans throughout the U. S. to determine if restrictive legislation is desirable.

Cecil F. Read, vice president of Local 47 and leader of the anti-Petrillo faction, told the subcommittee that legislation is needed in six specific areas where abuses by Mr. Petrillo and the AFM International Executive Board have occurred. These include "arbitrary executive powers, diversion of strike funds, no collective bargaining rights, evasion of trust fund restrictions of the Taft-Hartley law, discrimination in taxes and assessments and protection of musicians' performance rights." Mr. Read is among 11 rebel leaders of Local 47 who face temporary expulsion from the union under charges brought against them by pro-Petrillo officers of the local. The punitive action was recommended by Arthur J. Goldberg earlier this month as referee in their trial before the AFM [BWT, May 14]. Mr. Goldberg is special AFL-CIO counsel in Washington.

Mr. Read said Sec. 1 of Article 1 of the AFM constitution provides that Mr. Petrillo "is authorized and empowered to promulgate and issue executive orders which shall be conclusive and binding upon all members and/ or locals; any such order may, by its terms . . . (b) may annul and set aside" the constitution and bylaws "or any portion thereof . . . and substitute therefor other and different provisions of his own making." The witness said Mr. Petrillo used this "absolute" authority as late as 1954 at a Miami meeting of the IEB when he amended the bylaws to add a provision to empower the IEB with authority to change the bylaws of a local union when it so desired.

Rep. Roosevelt later described Sec. 1 of Article 1 as "the most undemocratic example of power given to one individual that I have ever seen. You individual musicians might win [a reform] at the AFM convention, but Petrillo could still overrule you after the convention."

The Local 47 rebel leader called for legislation modifying both civil and criminal statutes to prohibit "the misuse or diversion of funds, assessments, taxes or contributions collected for specific purposes, such as welfare, pension, unemployment, strike benefit, etc., to other purposes."

Says Musicians 'Forgotten'

Requesting amendment of the Labor Management Relations Act of 1947 (Taft-Hartley) to require that any collective bargaining agreement negotiated by the certified bargaining agent be submitted to the membership affected for their ratification, Mr. Read pointed out that the musician is the "forgotten man" in these negotiations. All other unions in the industry pass contracts back to their members for approval except AFM, he said, and AFM members have only a nominal role in "advising" officials what they want, virtually all "suggestions" going unheeded.

When it gets down to the crux of the issue, Mr. Read testified, "only two people" settle on the terms of an AFM pact. These are Mr. Petrillo and the key employer representative. In a hypothetical example of a network negotiation which has reached an impasse, Mr. Read said "Mr. Petrillo and Brig. Gen David Sarnoff, RCA board chairman, take a walk down the hall and when they come back Mr. Petrillo announces the terms of the agreement" binding on all musicians.

Mr. Read testified he wants legislation "prohibiting any strategem or device of evading the provisions of the Labor Management Relations Act defining the nature and purposes of welfare funds which may lawfully be collected from employees or by 'voluntary contributions' from employers." He charged that employers in motion pictures, tv film transcribed radio and phonograph recordings are required to make "so-called 'voluntary contributions' . . . as a condition precedent to employment of musicians" and therefore these are actually compulsory contributions to the trust fund.

In the case of using live musicians on tv
of the IEB have since personally told him they made a mistake last June when they diverted the $25 re-scoring (movies to tv) payments from the individual musician to the trust fund.

Phil Fischer, AFM international movie studio representative headquartered at Local 47, told the subcommittee a series of 39 tv shows would involve about $3,900 for recorded music while live music would cost about $39,000 and the 5% royalty on programs using live would bring this cost to $78,000. He said the 5% royalty now gets $25 for each musician who played in an original movie film when it is "re-scored" for release to television. Up until June 1955, the musicians personally got this extra payment.

Mr. Read testified that since then, Local 47 members have lost $2.5 million in extra payments which now will go into the trust fund as the result of large numbers of movies being released to tv. The musician is the only one who fails to receive re-run benefits from such films, Mr. Read said, noting that actors, writers, producers and directors get extra pay.

He requested legislation "to create and enforce residual property rights in musical performances which shall be protected by copyright and other laws comparable to the creation and protection of other artistic property." Mr. Read said, "it is imperative that there be legislative prohibition against 'bargaining away' any musical performance rights of individual musicians without the full consent and approval of the musicians involved."

Mr. Read emphasized to the subcommittee he does not oppose the trust fund in principle, but only policies for collecting the money put into it and certain aspects of the way it is used. He protested use of the money to pay "hobby" or part-time musicians for public concerts rather than to aid truly unemployed musicians who are attempting to devote their fulltime to music.

Rep. Holt commented that the "common cultural heritage of all America actually is involved, not just a musician problem."

Several times he said he holds employers equally responsible for the music situation and at the conclusion of the hearing asked Mr. Read why tv producers were so "reluctant" to testify. Mr. Read answered, "Because they know if they do anything to offend Petrillo they have no place else to go for music except to him. It's the same for the individual musician."

John te Groen, Local 47 president "censed" by the Read faction but stayed by Mr. Petrillo, told the subcommittee he has opposed the 5% royalty on films "all along" and took steps to have it removed but was not successful. He said he still intends to attempt to have it changed.

He testified Mr. Petrillo and other members of the trust fund doesn't affect employment because producers remained silent in 1954 at a Chicago meeting when Mr. Petrillo asked them if they would guarantee to hire one piano player if the 5% were removed.

Contending repeal of the Lea Act and modification of Taft-Hartley would aid the musician, Mr. Fischer cited the "big money" made by many broadcasters under their FCC grants and observed they have "some responsibility" to the public regarding live music. He read a prepared statement praising Mr. Petrillo's leadership.

Maury Paul, Local 47 recording secretary also removed from office in the dispute but saved by Mr. Petrillo, told the subcommittee that if it were not for the Lea Act there would be much more live music on the air.

Temporary Ouster of Rebels Recommended by AFM Board

THE International Executive Board of the American Federation of Musicians last week adopted substantially all of the recommendations of referee Arthur J. Goldberg [BWT, May 14] and ordered the expulsion from the union of Cecil F. Read and ten followers who led a revolt in Los Angeles Local 47.

At the same time AFM President James C. Petrillo granted the request of the Read faction for postponement of the expulsion order, pending the determination of a protest appeal to the federation's annual convention which opens in Atlantic City on June 11.

If the convention sustains the disciplinary actions of the board, Mr. Read, vice president of Local 47, will be deprived of membership in the union for one year and denied elective or appointive office for two years after reinstatement. The ten members of the Read faction, the IEB ruled, are expelled for one year. Mr. Read's return to union membership after one year is contingent upon his conduct during the period of suspension.

The revolt in Local 47 stemmed largely from an order issued by Mr. Petrillo last summer assigning motion picture royalties to the Music Performance Trust Fund. An anti-Petrillo group within Local 47, whose membership pro-
FM NETWORK PLAN OUTLINED BY RKO

Pending FCC approval of purchase, WGMS-FM will be key station of "good music radio network" group situated along the East Coast.

RKO Teleradio Pictures Inc., last week, in filing for FCC approval of its purchase of WGMS-AM-FM Washington, D. C., formally outlined its plans for an fm "good music radio network" to be keyed from WGMS-FM [B&T, April 9].

The network is to be a daily, fulltime service based on the present good-music format being aired by WGMS-AM-FM. Programs are to be fed to a chain of east coast fm stations from Virginia to Maine via through-the-air fm relays and high-fidelity telephone cables linking the stations.

RKO-owned WOR-FM New York and WNAC-FM Boston will carry the programs with affiliations being offered in intervening cities, Mutual affiliates getting first refusal. WIP-FM Philadelphia and WPJB-FM Providence, R. I., have expressed interest in affiliating.

In its application, RKO said successful operation of an fm good music network in the East will lead to furnishing service to other parts of the country. WGMS-FM has operated a limited network, but has experienced difficulty in getting regular cooperation from independent stations between New York and Washington. WGMS-AM will operate separately from the fm outlet and will carry a number of MBS network programs.

NBC-TV Now Drafting Spectaculars for Fall

PATTERN of spectaculars to be presented on NBC-TV in the fall season was taking shape last week and a new series of public affairs programs was on the drawing board.

According to the network's plans, the schedule of Sunday night color spectaculars will be revised and a color spectacular series will be added as Friday night offerings.

On Sundays, spectaculars will continue in the 7:30-9 p.m. NYT period every fourth week as they have for the last two seasons on NBC-TV. But that hour now will be reserved for color shows which have family appeal while the more adult shows will be slotted for 9:10-10:30 p.m. Six 90-minute Sunday shows are set so far, three aimed for the family hour and three others, including "Dial M for Murder" and "Man and Superman," both starring Maurice Evans, designed for the later hour. Sponsor of the series—Hall of Fame—will be Hallmark Cards Inc. Two more programs may be added to the Sunday series. On Fridays, a new series every fourth week in the 8:30-10 p.m. period is planned and will rotate producers, including Fred Coe, Max Liebman and Worthington C. Miner. NBC-TV also has slated spectaculars Saturdays, 9-10:30 p.m., and Mondays, 8:30-10 p.m., as carried in the past season.

The new public affairs series is called Telescope. Present plan envision 11 programs, with no single producer handling more than three of the shows, of which Benjamin K. Park, director of NBC public affairs, will be the executive producer. Production cost of each program in the series is expected to be $100,000 or more.

The programs will be filmed and telecast in color generally on alternate Sundays (4-5 p.m.), beginning Sept. 23. In the blueprint are the following types of programs: a report on medical developments, a history of Paris in relation to the life and times of actor Maurice Chevalier; a report of techniques and methods by which presidential candidates are selected; a spectacular on science; a study of the earth's crust, and various other subjects including the school crisis, Southeast Asia, developments in aviation, the Cold War and a profile on a national figure.

Houwink Chairmans ABC-TV Affiliates

FRED S. HOIWINK, general manager of WMAL-TV Washington, D. C., was named chairman of the new ABC-TV Affiliates Advisory Committee at the group's organization at a meeting last Thursday in Kansas City, Mo.

Harry LeBrun, general manager of WLWA (TV) Atlanta, was appointed vice chairman; Joseph F. Hladky, executive vice president of KCRG-TV Cedar Rapids, Iowa, secretary, and Joseph Drilling, vice president-film buyer of KJEO-TV Fresno, Calif., treasurer.

An organizing committee of nine men, named when the ABC-TV affiliates met during the NARTB convention in Chicago in April, as set up bylaws for the new ABC-TV Affiliates Advisory Committee and under these bylaws became the organizing board of governors, to serve in this capacity until the entire ABC-TV affiliates group has another meeting and elects a board. These nine men include Messrs. Houwink, LeBrun, Hladky and Drilling and Robert Lemon, WTTV (TV) Bloomington, Ind.; Willard E. Walbridge, KTRK-TV Houston, Tex.; Donald Davis, KMBC-TV Kansas City; Joseph Bernhard, WGR-TV Buffalo, N. Y.; and Joseph Herold, KRTV (TV) Denver.

Assisting in the meeting at Kansas City were J. W. McGough, WTVN-TV Columbus, Ohio, and Harold Hough, WBAP-TV Fort Worth, Tex.

The committee was described by Chairman Houwink as a "grass roots organization—for- mulated to improve service to the public.

"The organization will have the opportunity to improve this service through advice to the ABC Network and to relevant government agencies," he said.

Two subcommittees were set up during the meeting. The first will represent the ABC-TV affiliates in testimony before the Senate Commerce Committee, beginning June 19, on basic network practices. The second subcommittee...
ABC-TV Feels Debate Boost for Television

ABC-TV feels it got a good lick for television in its precedent-setting telecast of the "discussion of issues" last Monday night between Adlai Stevenson and Sen. Estes Kefauver (D-Tenn.), both aspirants for the Democratic presidential nomination.

Several senators think so, too, among them Senate Majority Leader Lyndon B. Johnson (D-Tex), Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, Sen. Clinton Anderson (D-N. M.) and Sen. John L. McClellan (D-Ark.). But Rep. John V. Beamer (R-Ind.) called the broadcast "Democratic propaganda" and asked equal time for the GOP.

ABC Vice President Robert Hinckley, Washington, said any such GOP request—for time on the same basis—would find favor at ABC. ABC, he said, will be glad to put President Dwight Eisenhower on the same platform with Senate Minority Leader William Knowland (R-Calif.), considered a GOP contender in some states. ABC would even put the President on with Lar Daly, if requested, Mr. Hinckley said. Mr. Daly is seeking the GOP nomination on the America First ticket.

Mr. Hinckley noted that ABC is glad to have started the ball rolling on televised debates between candidates—an accomplishment he believes no other medium can perform so well.

Sen. Magnuson called the ABC-TV telecast an "outstanding job," and said he hopes it is the first of many such programs carried by ABC-TV and its affiliates. He termed it a "history-making" step in broadcasting.

Republican National Chairman Leonard Hall described the telecast as a "flop," but said the GOP National Committee is asking ABC-TV for equal time.

Discounts Offered Sponsors of ABC-TV Special Programs

PotentiaL advertisers of the special live, hour-long shows to begin next fall on ABC-TV are being offered special discounts if they purchase any one of the four requirements set by the network.

Involved in the tentative list of shows are: "Ballet Bullets," slated for November, Metropolitan Opera (December), "The General's Son (January), The Young and the Beautiful (February), Take a Giant Step (March), By Jupiter (April), Metropolitan Opera (April), and Playboy of the Western World (May).

Most of the shows carry a $100,000 advance purchase on the approximate commissionable package price. Exceptions are the operas, which are priced at about $130,000 each, and By Jupiter, which is at the $150,000 level.

To an advertiser who buys all eight of the one-shot programs, the network would permit a 27½% discount in place of all other discounts and rebates for the non-ABC advertiser purchasing individually, 10% for a half sponsorship of any of the shows, 7½%, and for a third sponsorship of any one of the eight, 5%. Additional discounts can be earned by an advertiser who is on ABC at the time of the special program by combining the one-shot purchase with his regular program.
NABC-TV Sets Anchor Team For Forthcoming Conventions

ESTABLISHMENT of a three-man anchor team to collect and disseminate news for NBC-TV at Democratic and Republican conventions in Chicago and San Francisco, respectively, was announced last week by William R. McAndrew, director of NBC News.

The three-man team—composed of Chet Huntley as coordinator, Dave Brinkley as running commentator and Bill Henry as summarizer—will be stationed at NBC's "TV-One" center to be set up in Chicago's International Amphitheatre and in San Francisco at the Cow Palace. Mr. McAndrew said some 30 commentators, reporters and analysts will cover political contests for NBC-TV and NBC Radio. On radio, Pauline Frederick will serve as hostess and Ned Brooks will deliver running commentaries.

Western Slope Network Incorporation Announced

THE WESTERN SLOPE Radio & Television Network, to engage in all forms of radio, television, and facsimile transmission, has been incorporated in Colorado, Rex Howell, a director of the new corporation, has announced.

The network will maintain sales offices in Grand Junction, Glenwood Springs, Montrose, and Durango, Colo.

The other directors are: Jerry Fitch, KGGL Glenwood Springs; Pat O'Brien, KIUP Durango; Roy Adamson, secretary-treasurer of the Western Slope Broadcasting Co. (KFXJ-AM-TV), Grand Junction; and Carl Q. Anderson, KFXJ Montrose, and satellite KFXJ-TV.

Additional satellite stations are planned in other communities in the section known as the Western Slope which encompasses the area west of the Rocky Mountains to the Wasatch Range in Utah.

A Western Slope Radio Network, as an association, operated for a short time as a joint sales agency in the past, but the new entity has broader scope.

ABC Radio Promotes Harris

ADVANCEMENT of Leslie A. Harris from account executive to eastern sales manager of ABC Radio was announced last week by Don Durgin, vice president in charge of ABC Radio. Mr. Harris, who joined ABC Radio in October 1951 as a presentation writer in the sales development and research department, was appointed an account executive in May 1952. Previously, he had been with NBC as senior statistician in radio network sales.

WNAB Joins Yankee Network

WNAB Bridgeport, Conn., joined the Yankee Network last Thursday as Yankee's official affiliate in Bridgeport, it has been announced. WNAB operates on 1450 kc, with a power of 250 w. Negotiations for the move were finalized by George W. Steeby, Yankee vice president; John Ellinger, WNAB general manager, and Harold Thomas, WNAB president. The station is now affiliated with ABC.

Scoop's Ace

THAT select group of golfers who are members of the "Hole-in-One" club welcomed a newcomer last week—Frank M. (Scoop) Russell, NBC Washington vice president.

Mr. Russell qualified for goldfondom's recognition on the 167-yard second hole of suburban Washington's Kenwood Golf & Country Club with Mrs. Russell as a witness. The NBC executive did not report what club he used or if he has ordered a trophy for his mantle.

NBC-TV Re-Signs Durocher.

SIGNING of Leo Durocher, former manager of the New York Giants, to a new one-year contract with NBC was announced last week by Thomas A. McAvity, vice president in charge of NBC-TV. The new agreement calls for an extension of Mr. Durocher's duties as an NBC executive, primarily in the talent relations field, which began last September. He makes his headquarters at the NBC Pacific Div. in Hollywood.

"See It Now" Once a Month

CBS-TV's "See It Now" will be presented on a regularly-scheduled once-a-month basis, starting in the fall of 1956, it was announced last week by Sig Mickelson, CBS vice president in charge of news and public affairs. The program, which has been carried this season on an irregular basis, will be telecast the first Sunday of each month, starting Oct. 7, in the 5-6 p.m. EDT period, with occasional special programs planned of 90-minute duration.

NBC-TV Show Debuts June 4

NBC-TV announced last week it will launch a new half-hour, Monday-through-Friday, audience participation show, It Could Be You; June 4 (noon-12:30 p.m. EDT). The program will be sponsored by Welch Grape Juice Co., Westfield, N. Y., through Kenyon & Eckhardt, New York; Brown & Williamson Tobacco Co. (Raleigh cigarettes), Louisville, through Russel M. Seeds Co., Chicago, and Brillo Mfg. Co., Brooklyn, N. Y., through J. Walter Thompson Co., New York.

The format of the new program, created by Ralph Edwards and starring Bill Leydon as m.c., will center around participants recovering articles they thought lost forever, meeting friends or relatives they had not seen for a long time and receiving wished-for items of apparel or home furnishings. The series will mark the sixth Edwards property to be carried on network tv in the past five years.

NETWORK PEOPLE

Jack Shapiro, account executive, KJBS San Francisco, to Intermountain Network, Salt Lake City, as regional sales manager, replacing Homer K. Peterson, appointed manager of KALL Salt Lake City.


John Lane, formerly service engineer with Ill. Bell Telephone Co., to CBS Newscast midwest office as writer-production assistant. The average value of land and buildings of an Iowa farm now is estimated at $36,077, up from $27,566 in 1950.
CBS-COLUMBIA HIT BY SET SALES LAG

CBS Inc. studying several possible solutions to cure financial difficulties of its set manufacturing division. Possibility of a complete shutdown of production reported by Dr. Stanton.

CBS-COLUMBIA, set-manufacturing division of CBS Inc., is undergoing a period of rough sledding and CBS Inc. is considering several possible solutions, including—but only as a last resort—a shutdown of the division.

Dr. Frank Stanton, CBS-Inc. president, told B&T Thursday that, although the possibility of a shutdown is being considered, several other alternatives take precedence in the deliberations. One possibility—now in negotiation—is that of evolving a working arrangement with a small manufacturer (unidentified) who has a more modern plant and who would build chassis for CBS-Columbia, permitting further economies in the CBS division's operations. The talks now in progress do not envision a merger, however.

Other possibilities which have been considered, Dr. Stanton continued, include that of merging with another company, and, among others, that of reducing CBS-Columbia's production temporarily until better sales picture develops in the set manufacturing field. Improved plant facilities have long been an acknowledged need of CBS-Columbia.

It has been estimated that unit sales in the industry are off by as much as 30%. Dr. Stanton noted that traditionally, whenever there is a slump, the manufacturer with smaller shares of the market suffer first. And CBS-Columbia, he observed, is one of the relatively few small manufacturers. He attributed the general slowdown in black-and-white console sales to several factors, including color tv and the growing popularity of portables.

To offset the effects of the slowdown, he continued, CBS-Columbia has undertaken certain economies, including the layout or transfer to CBS Labs of some 100 employees out of CBS-Columbia's total work force of approximately 1,500. To keep inventory down, he said, the division also instituted some price reductions.

These moves, plus a decision not to make any further long-range commitments for production of components until the outlook becomes more definite, led to increased speculation in the trade regarding the future of CBS-Columbia.

Dr. Stanton made it plain that the present deliberations regarding CBS-Columbia do not involve CBS-Hytron, CBS Inc.'s tube-manufacturing division. He pointed out that CBS-Columbia produces only 6% of CBS-Hytron's 1955 sales and that although CBS-Hytron lost money in 1955, it is now doing better and is currently engaged in an expansion program.

In CBS Inc.'s annual report two months ago, Board Chairman William S. Paley and President Stanton said: "Despite an increased volume of business, CBS-Hytron (tubes) failed to be profitable in 1955, due to high developmental costs in color as well as to heavy price competition in picture tubes. CBS-Columbia (receivers) was faced with product difficulties early in the year [1955] and also in 1956. It is hoped that important changes in procedure made during 1955 will bear fruit in 1956." [BWT, March 26].

CBS acquired both its receiver and tube manufacturing properties in mid-1951 in an exchange-of-stock arrangement, estimated at the time to be approximately a $20 million deal. The companies thus acquired were Hytron Radio & Electronics Corporation and its subsidiaries, including Air King Products Co. Air King subsequently became the CBS-Columbia Division of CBS, and Hytron Radio & Electronics became the CBS-Hytron Division.

Three principal factors in the original ownership and management of the Hytron companies—Lloyd H. and Bruce A. Coffin, chairman and president of Hytron, and David H. Cogan, president of Air King—remained active in management of the respective divisions for about three years. Then Seymour Mintz, formerly of Admiral Corp., succeeded Mr. Cogan as president of CBS-Columbia, and was himself subsequently succeeded by the current president, Henry C. Boufig, formerly of Zenith Radio Corp. Charles F. Stromeyer is now president of CBS-Hytron.

Radio Shipments Up In '56 First Quarter

RADIO shipments by manufacturers to dealers went up 19% in the first quarter of this year compared with the same period in 1955. Radio-Electronics-Time Data Manufacturers Assn. reported Wednesday.

For the same period, tv shipments slipped somewhat compared to the same 1955 quarter. There were 1,370,873 radio receivers shipped in January-March of this year, compared to 1,164,462 sets shipped in same months of 1955.

In March, 530,349 radio sets were shipped, compared with 472,112 in February and 485,688 in March 1955.

There were 1,702,236 television receivers shipped in first quarter 1956 compared to 1,684,378 the same period last year. In March, 549,220 tv sets went to dealers, compared with 529,226 in February, and 690,097 a year ago same month.

The following table lists shipments of radio and television receivers in the first 1956 quarter:

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The Time-Data Printer was developed for easier station operation.

A TIME-DATA PRINTER, looking somewhat like an adding machine and designed to eliminate some of the clerical duties associated with station operation, has been developed by the Engineering & Electronics Div. of the Clary Corp., San Gabriel, Calif.

The machine, the company said, prints the time of day in hours, minutes, and seconds, together with the station name and code of identification of advertisers on adding machine tape, which is then forwarded to the accounting department for billing the respective accounts.

Clary stated that the printer is pre-set at the start of the broadcast day with the code identification of all stations and the clock mechanism of the machine synchronized. The printer may be operated by a foot pedal or automatically and obviates manual operations of keeping time.

Two Order From DuMont

ORDERS for 5-kw transmitters to WAGM-TV Presque Isle, Me. (ch. 8), not yet on the air, and KDIX-TV Dickinson, N. C. (ch. 2), were reported last week by Allen B. DuMont Labs. The KDIX-TV-Or as also included associated equipment.

BROADCASTING • TELECASTING

Marie Harmon - Larry May team up to bring play-by-play accounts of the Kansas City Athletics to the Heart of America. Another exclusive New Sound of KMB-C-KFRM.

LISTEN the New Sound of

KMB-C-KFRM

The big news in Kansas City radio is the New Sound on KMB-C-KFRM! By completely overhauling old programming concepts, KMB-C-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 KMB-C-KFRM.

KMB-C of Kansas City
KFRM for the State of Kansas

in the Heart of America

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MAGNETIC VIDEO TAPE STAR OF CHICAGO SHOW

MAGNETIC video tape and other component and equipment innovations highlighted the 1956 Electronic Parts Distributors Show in Chicago last week.

Distributors, government representatives, sales personnel and advertising agency executives attended the five-day exhibition at Chicago's Conrad Hilton hotel. Among co-sponsors were Radio-Electronics-Television Mfrs. Assn. and National Electronic Distributors Assn.

Interest in video tape recording, prompted by Ampex Corp.'s demonstration of its system during the NARTB convention last month [BB 4/25, page 16, et seq.], was reflected in the announcement of Audio Devices' new TV-audio-tape designed for recording picture and sound and immediate playback of television programs.

Audio Devices unveiled two-inch wide tape on a base of Mylar Polyester film, which may be played back after rewinding. A company spokesman said the tape would sell for $141.60 for ten or more reels or $157.20 for one to nine reels.

At the same time ORRadio industries, another leading tape supplier, announced refinements in its "Green Band" Irish seven-inch recording tape.

Mr. Siragusa nor Edmond I. Eger, vice president-advertising, could be reached for comment.

Henry F. Argento, Raytheon vice president for tv-radio operations, also was unavailable.

Reports involving Raytheon, manufacturer of TV and radio receivers, have been current in Chicago for more than a year. Raytheon manufactures electronics products solely. Admiral also makes electric ranges and other appliances in the white goods field, in addition to radio and television sets.

Admiral also was the topic of conversation in connection with the selection of an advertising agency to replace Russel M. Seeds Co. (see early story, page 55). It was understood a Chicago-based agency would be announced within the next fortnight, but Admiral spokesmen were silent on the new agency, perhaps pending developments on the reported Admiral-Raytheon discussions.

IT&T Reports on C-F Sale, Announces Behn Retirement

A LOSS sustained in the recent sale of the radio-receiver business of Capehart-Farnsworth Co. by International Telephone & Telegraph Corp. to the Ben Gross Corp. [BB 5/15, May 14] will be covered almost entirely by reserves previously accumulated, IT&T stockholders were told at their annual meeting last week held at Nutley, N. J. The Farnsworth Electronics Div., a separate IT&T operation not involved in the sale, is earning a satisfactory return on investment, IT&T shareholders learned.

Announced at the meeting was the retirement of Col. Sosthenes Behn, 74, chairman of IT&T, who with his brother, Hernand Behn, founded the company in 1921.

Zenith Seeks to Increase Damage Claims Against Three

PERMISSION to increase damage claims in its patent counter-suit against three electronics manufacturers was granted to Zenith Radio Corp. in Chicago Federal District Court Tuesday.

Zenith petitioned Judge Michael Iggo for authority to raise damages from the present $16,056,549 to $61,730,105. Zenith attorneys told Judge Iggo the new claim stems from worldwide depositions claimed to be more accurately fix the company's alleged loss.

Aside from the new Zenith claim covering 1940-56, Judge Iggo also allowed RCA attorneys to file a motion to strike the amended counter-claim and scheduled arguments on the motion for June 8.

The trial, involving Zenith's counter-suit against RCA, General Electric Co. and Western Electric Co., and charges of antitrust violations, was originally set to resume in district court Oct. 1.

Reorganization at Emerson

REORGANIZATION of the operating structure of Emerson Radio & Phonograph Corp., Jersey City, from a horizontal to a vertical basis was announced last week by Benjamin Abrams, president. Under the move, the company will consist of two autonomous divisions—the radio-telegraph-phonograph division under Horace M. Israel, executive vice president and a member of the board of directors, and the government contracts division under Morton P. Rome, vice president in charge of government contracts.

Raytheon-Admiral Sale Conjecture Increases

ADMIRAL CORP., Chicago was a center of conjecture last week regarding rumored negotiations to buy Raytheon Manufacturing Co., also Chicago, and choice of a new advertising agency for Admiral.

Admiral is reported to have undergone negotiations for purchase of Raytheon Mfg. Co.'s tV-radio operations in Chicago. Raytheon would retain its government business, which accounts for perhaps 70% of its sales.

It was understood that Ross D. Siragusa, Admiral president, had denied the report, though he issued no formal statement. Neither
Sponsors of Three Programs Cited by ‘Saturday Review’

SPONSORS of three television and one radio program are winners of citations by the Saturday Review for distinguished achievement in the public interest. In addition, the magazine presented a posthumous citation to the late Fred Allen for his “uncompromising courage, integrity and vision.”

Sponsors cited and the programs include Aluminium Ltd. of Canada, J. P. Stevens Co., Scott Paper Co., sponsors of Omnilux (CBS-TV); The Texas Co. for the Metropolitan Opera (ABC-Radio); CBS for See It Now, and American Dairy Ass'n, American Motors Corp., Courtaulds Canadian Ltd., Derby Foods Inc., Swift Canadian Co., for Disneyland (ABC-TV).

Runners-up for citations were Ford Motor Co., Radio Corp. of America, for Producers' Showcase (NBC-TV); NBC, for Wide Wide World; Hallmark Co., for Maurice Evans Presents (NBC-TV); Armstrong Cork Co., for “Nightmare in Red” (NBC-TV), and NBC-TV, for Conversations With Distinguished Persons.

California AP Broadcasters Announce 1955 Award Winners


Sharing the top AP News origination award were- KHMU Eureka, KMYC Marysville, KSCO Santa Cruz and KPRL Paso Robles. All four stations were cited for “resourceful and courageous reporting of the flood situation,” (referring to the Christmas 1955 flood in northern California).

Awards for general excellence went to KCB San Francisco in radio and KNXT (TV) in television. A special public service award went to the three stations in the Marysville-Yuba City area—KMYC, KUBA and KAGR. The three combined operations when KMYC and KUBA were flooded out.

First, second and third place awards were made, covering a wide field of news endeavor. First place winners and categories follow:

Radio Division:
Best Local Regularly Scheduled News Show (Metropolitan)—KABC Los Angeles, Big Game Rally.
Best Local Special Events Coverage (Metropolitan)—(tie) KCB San Francisco, Marcus Kidnapping, KNX Los Angeles, Sammy Lee Story. (Non-Metropolitan)—KMYC Marysville, Flood Emergency.
Best Documentary Program (Metropolitan)—KNX Los Angeles, Roadblock. (Non-Metropolitan)—KHMU Eureka, Frank Brown, July Fourth.
Best Editorial or Commentary Program (Metropolitan)—KFI Los Angeles, Kerwin Hoover, Home Town Happenings. (Non-Metropolitan)—KPRL Paso Robles, Joe Aleman and Dale Schwartz, Let's Look at the Weather.

Television Division:
Best Local Regularly Scheduled News Show (Metropolitan)—KNXT Los Angeles, The Big News. (Non-Metropolitan)—KBET Sacramento, Hank Thorley and Paul Meeks.
Best Local Special Events Coverage (Metropolitan)—KFMB-TV San Diego, “Return of the First Marines from Korea.”
Best Documentary Program (Metropolitan)—KNXT Los Angeles, Focus on Delinquency.

Chicago Ad Club Confers Station, Sponsor Awards

A SPECIAL AWARD was presented by the Chicago Federated Adv. Club, honoring RCA, WNBQ (TV) Chicago and Jules Herbeuval, NBC vice president, for “initiative and foresight” in pioneering color television in that city. The citation highlighted CFAC's 14th annual advertising awards competition dinner at the Sheraton Hotel May 16.

Network citations went to ABC Radio for Don McNeill's Breakfast Club, ABC-TV for Kukla, Fran & Ollie and NBC-TV for Zoo Parade.

Among stations, WBEX-TV Chicago won six first-place awards for outstanding programs, while WNBQ captured four and WMAC three.

Other station winners were WLS and WBEM in radio and WBBM (TV) and WGN-TV, all Chicago.


William A. McGuiness, WGN Inc., was chairman of the CFAC awards committee radio division, and James Storton, MCA, head of the television division. Mr. Storton also is president of the Broadcast Adv. Club of Chicago.

Bankers Life Co. Honored For Film on Disabled Persons

PRESIDENT Eisenhower's Committee for the Employment of the Handicapped has presented its annual distinguished service award to John D. MacArthur, president of the Bankers Life & Casualty Co., Chicago. The award is made for outstanding work in helping the handicapped find jobs.

Bankers Life & Casualty Co. produced, through Swanson & Dalzell, New York public relations firm, a 13½-minute film, "America's Handicapped As It Is," pointing up the economic benefits to both employer and employee in hiring partially disabled persons. A print of the film was given outright to every television station in the United States and has had approximately 4,000 showings on tv and an estimated 18,000 showings in schools, civic clubs, factories, and military installations throughout the United States.

Mr. MacArthur's award was accepted by Cal Swanson, president of the firm which created the film.

Abrams, Starch, Day Honored

GEORGE J. ABRAMS, advertising vice president of Revlon products, Daniel Starch of the radio-tv and print research firm bearing his name, and Lloyd Day of the copy department of BBDO, were to be honored for "distinguished service to advertising" by the New York Alumni Assn. of Alpha Delta Sigma, advertising fraternity, at its annual banquet Friday night. Mr. Abrams and Mr. Starch, who were to be principal speakers, were honored respectively for contributions in the field of advertising management and for contributions in the field of readership and listenership.

Mr. Day was cited for creativity.
Pan American Union Honors Radio Figures for Service

THE Pan American Union has honored representatives of radio stations and networks for fostering inter-American friendship through public service programs. Citations expressing the appreciation of the union for four air time were presented by Dr. Jose A. Mora, secretary-general of the Organization of American States.

Stressing the special significance of National Radio Week to the Pan American Union, Dr. Mora said, "It is a week dedicated to one of the information mediums that has served us best and has been most generous to us."

Receiving the citations were Everett L. Dillard, WDON and WASH-FM Washington; William Hance, ABC manager of public relations; Robert F. Hurleigh, Mutual in Washington; Hollis Seavey, Clear Channel Broadcasting Service; M. Robert Rogers, WQMS-Washington; Norman Reed, WWDC Washington; Frederick S. Houwink, WMAL Washington, and Henry Rau, WOL Washington.

Four Years of College Awarded to 10 by Y&R

TEN YOUNGSTERS, two of them reportedly "hardship cases," have been declared winners of Young & Rubicam's scholarship awards program, permitting four-year attendance at the college of their choice. Y&R has set aside an additional $2,000 to provide educational aid to "two young men who have demonstrated particularly heartening adjustment to unusual and difficult circumstances."

Winners are Barbara Bisogni, New York; Rose de Paola, New York; Thomas A. Fear, Park Ridge, III; Stephen Guzy, Little Silver, N. J.; Edythe C. Haber, Brooklyn; Robert C. Hackett, Chappaqua, N. Y.; Patricia J. Namara, Buffalo, N. Y., and Nathaniel M. Queen, Brooklyn. The two "hardship case" winners are Dominick Manfredi, Mt. Herman School, Mt. Herman, Mass., and Anthony Rodriguez, St. Christopher's School, Dobbs Ferry.

TOP NAVY AWARD to civilians—the distinguished public service medal—is presented Walter A. Shaeffer (I), president of Shaeffer Pen Co., by Secretary of Navy Charles S. Thomas. The award, given for "outstanding contribution to the Navy establishment in the fields of public information, education, security and morale," also was presented to F. L. Maytag II, head of the washing machine firm bearing his name. The Shaeffer and Maytag companies are co-sponsors of the tv program Navy Log, based on true life exploits of Naval personnel.

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, receives the Army's highest civilian decoration—the medal for exceptional service—at ceremonies last week in Washington, D. C. Secretary of Defense Charles E. Wilson pins on the award while Secretary of the Army Wilber M. Brucker, who made the presentation, watches. Gen. Sarnoff was praised by Secretary Wilson for his service to the Army and the nation in the fields of communications and electronics and for his efforts in spurring enlistments in the military reserve as chairman of the National Security Training Commission.

N. Y. They were picked by the Educational Testing Service, Princeton, N. J., administrators of college board exams.

AWARD SHORTS

S. Willing, general manager, KTLD Tallulah, La., and president of Tallulah Junior Chamber of Commerce, received certificates citing his leadership of chapter which won state Operation Civic Service certificate.

Fred Wolf, bowling announcer, WXYZ-TV Detroit, named by Bowling Proprietors Assn. of Greater Detroit as one who has done most for "growth and elevation" of game during past year.

Robert Young named Television Father of the Year last week by National Father's Day Committee. Film program starring Mr. Young, Father Knows Best, won organization's annual tv award. Series, produced by Screen Gems Inc., N. Y., is sponsored by Scott Paper Co., Chester, Pa., through J. Walter Thompson Co., N. Y.

Bob Comdine, MBS commentator, named Radio Father of the Year by National Father's Day Committee.

Granville C. Ryan and Donald A. Blomquist, co-producers of Youth Bureau—Boys in Trouble program on WXYZ-TV Detroit, recognized for service to police and city in civilian citations from Detroit police commissioner.

L. E. Caster, president, WREX-TV Rockford, III., received Eisenhower Prayer Award, highest recognition bestowed by Treasury Dept. on individual for cooperation in savings bond program.

Bill Yearoud, KCMA-AM-FM-TV Kansas City personality, named Man of the Year by local B'nai B'rith chapter for community work.

NBC-TV's March of Medicine (Sun., 5:30-6 p.m. EDT) cited for "creative pioneering in medical journalism through television . . ." by Albert and Mary Lasker Foundation and Newman (Harvard U.) Foundation. Lasker award for medical journalism was first ever presented to tv program.
EDUCATION

Educational Radio-Tv Center Announces Additions to Staff

FOUR radio-tv educators will join the staff of the Educational Television & Radio Center, Ann Arbor, Mich., this summer as the center expands its program of 20 educational stations now on the air. A fifth man will serve on a short-term basis.

Kenneth Christiansen, project director of educational television for the Southern Regional Educational Broadcasting, will assume the new position of program manager for the center. Other appointments, for one year only, include Donley Fedderson, professor and chairman of radio and television at Northwestern U.; Kenneth D. Wright, director of broadcasting at the U. of Tennessee, and Milo Ryan, associate professor in the U. of Washington School of Communication. Dr. Glenn Starlin, acting chairman of speech at the U. of Oregon, who served with the center in 1954-55, will rejoin the program staff from June through August.

Kansas State Plans Four Radio-Television Workshops

FOUR two-day radio and television workshops for county extension personnel are planned for this fall by Kansas State College, Manhattan, Kenneth L. Thoma, head of the department of extension radio, has announced.

The workshops will be conducted in cooperation with WIBW-TV Topeka, KOAM-TV Pittsburg, KTVH (TV) Hutchinson and KCKT-TV Global Educational Broadcasting. Instruction will be given by Joe Tonkin, chief of the audio-visual branch of the federal extension service; Don Schild, visual aids specialist with the federal extension service; and G. E. Landen, Kansas State radio-tv specialist.

Engineering Seminar Opens

MAGNETIC video tape equipment and mass duplication of tape recordings for radio will be explored at the first Radio & Audio Engineering Seminar of the National Assn. of Educati-
onal Broadcasters, which opened yesterday (Sunday) and continues through June 1 at the U. of Illinois, Urbana. Talks and demonstra-
tions by representatives of magnetic tape and recording equipment, including Anita Corr Audio Devices and Minnesota Mining & Mfg. Co., will highlight the seminar, which is held through a grant from the W. K. Kellogg Foundation.

WCAU Philadelphia has presented a complete tape recording system to the U. of Pennsylvania for use by the campus radio station and the School of Journalism. Last January WCAU gave the university a gift of $1,000 to be used in improving its television and radio teaching facilities. The university purchased reference library and broadcasting equipment with the money, which was the amount received by WCAU from the Alfred I. DuPont Awards Foundation for the station's work in the field of educational television.

Educational Group Adds 3 Tvs

THREE new educational tv stations—WKNO-TV Memphis, WHY-TV Philadelphia, and WIPR-TV San Juan, P. R.—have announced plans to join the National Educational Television Network this year. WKNO-TV plans to begin operations early this summer, WIPR-TV in December, and WHY-TV in October. Opening of the new stations will bring to 23 the number of educational tv outlets, according to George L. Hall, director of development for the Educational Radio-Tv Center. Most recent stations to join the network were KETA-TV Oklaho-
ma City in April, and WTHS-TV Miami last August.

NAEB Topics Scheduled

TOPICS for a series of "curbstone clinics" on radio-tv problems have been announced by the National Assn. of Educational Broadcasters for its annual convention in Atlanta Oct. 16-18. Radio clinics will explore such subjects as research, fm, children's programming, program ideas, budgetary considerations for station operation and engineering. "Tv topics include video vs. kinescope recording, budgets, credit courses, research methods, film production, closed circuit television, news and low power tv station possibilities.

WTTW (TV) Gets Catholic Aid

SCHOOLS of the Catholic Archdiocese of Chicago have contributed a check for $30,000 to the Chicago Educational Television Assn. for the development of an educational station, WTTW (TV). The money was collected by the school board from thousands of pupils in parochial schools throughout the Chicago area, and accepted Wednesday by Dr. John W. Taylor, WTTW executive director.

Lutherans Name Hertsgaard

ROLF HERTSGAARD, former head of his own radio-tv packaging firm in Minneapolis, last week was named secretary of the newly-created radio-television department, National Lutheran Council. He will replace the late E. G. Landen, Kansas State radio-tv specialist.

Before forming his own production firm in 1930, Mr. Hertsgaard was with WCCO Min-
neapolis, KOA Denver, KOTA Rapid City, S. D., and KSTP Minneapolis, as announcer, writer and newscaster.

EDUCATION PEOPLE

Dr. Clarence L. Menser, since 1950 professor of speech at Stetson U., Deland, Fla., director of radio and manager of university-owned WJS Deland, resigned. Dr. Menser, former head of the NBC versus CBS debate of 1952, is the model for the leading Los Angeles citrus and cattle interests in Palm Beach County.

Samuel Barber, engineer, WFLI-TV Philadelphia, named chief engineer for education station WHYY-TV Philadelphia. Mrs. Winifred Braun of Westmont, N. J., to WHYY-TV as secretary.

William B. Gould, film editor, Southwest Film Laboratory, Dallas, Tex., to WKNQ-TV Mem-
phis. Tenn., education station, as film manager.

John P. Kelly, engineering staff, WEEI Boston, to Lincoln Laboratory research staff of Mass. Institute of Technology.

Jack C. Ellis, Northwestern U. faculty, Evans-
ton, III., appointed assistant professor of film.

EDUCATION SHORT

Indiana U., Bloomington, next fall will offer new curriculum to prepare students as women's directors of radio and tv stations. Curriculum leading to B.S. was developed after study of station needs. It includes courses in arts and sciences, radio and tv, home economics, social service, English literature, psychology and journ-

INTERNATIONAL

Bavarian Radio Plans Commercial Tv by Oct.

THE Bavarian Radio, Munich, West Germany, has announced plans to introduce commercial segments into the organization's tv programs, starting in October this year. Commercial television thus would be introduced in West Germany through commercial segments in the already existing stations' schedules rather than through the establishment of separate and independent companies and stations.

The commercial segment in Bavarian Radio's schedule will be from 7:30 to 7:55 p.m. daily, followed by the normal and non-commercial programs.

Bavarian Radio is a quasi-official organization. It is non-profit and state-owned. Other existing organizations, South German Radio, West South German Radio, North German Radio, West German Radio, Hesse Radio, Radio Free Berlin and Radio Bremen, are expected to follow the pattern set by Bavarian.

There is much opposition against the handling of commercial television by a quasi-official organization. Groups favoring independent stations comprise newspaper publishers and other commercial broadcasters. This group has been handled by the quasi-official German broadcasting organizations for a period of years with opponents unsuccessful in attempts to remove the commercial segments, from the otherwise non-commercial broadcasts, for use on proposed commercial radio stations.

Existing stations hope to gain additional revenue to supplement their set license fee income and they, reportedly, are anxious to let no separate system as, for example, ITA in Britain, enter the scene in Germany. At present, no sponsored programs are planned. It is likely that commercial time slots will be filled with something like prolonged spots.

U. of British Columbia Backs Private Tv Stations

PRIVATELY OWNED local radio and tele-
vision stations should be encouraged and compet-
ting tv stations should be allowed in single-
station cities as soon as possible, members of the faculty of U. of British Columbia told the Royal Commission on Broadcasting when it held its sitting at Vancouver in mid-May.

The university đơn suggested that some separation of the regulatory and operational powers of the Canadian Broadcasting Corp. would be advisable if it did not weaken the effectiveness of the CBC board of governors. A university student group also backed the faculty in its brief for a separate regulatory body for broadcasting and for establishment of two tv stations in Canadian cities.

First member of the Canadian Parliament to be heard by the commission was T. H. Goode (Liberal member for Burnaby-Richmond, B. C.). He said the CBC should not be afraid of competition from private television. He pointed out that if the CBC, with its government money and head start, can operate, we should let no competition it should get out of the entertainment field. He argued for the establishment of a tv station in Vancouver’s suburban Burna-
by, told the commission that with only one tv station in Vancouver, a "national adver-
tising money is going to U. S. border tv sta-
tions which are seen regularly by Vancouver viewers.

INTERNATIONAL PEOPLE

R. M. MacLennan to commercial manager of CJOB Winnipeg, Man.
M&R STAGES GIANT MEETING

DESCRIBED by MBS as the first coast-to-coast sales meeting of a major drug distributor, McKesson & Robbins May 18 held a 343-station closed circuit broadcast via Mutual to promote M&R's sponsorship of Bob & Ray (Mon.-Fri., 5-5:45 p.m. EDT), beginning today.

Most of the drug distributor's key sales staff in the U.S. heard top executives describe the firm's advertising plan to open sponsorship of the show to eight drug products in a campaign to make the U.S. "druggist-conscious." Participating in the closed circuit broadcast were Bob Elliott and Ray Goulding, MBS Board Chairman Thomas F. O'Neil, MBS President John B. Poor, George Van Gorder, M&R chairman-president, and other high-level M&R sales executives.

KDNT RUNNING POLICE CAR

KDNT Denton, Tex., has its third mobile news unit on the roads, operating not only as a station broadcast unit but as Police Car 99 as well. The station wagon carries two-way police equipment with station personnel deputized to handle police calls.

KDKA PARTY ENDS N. Y. DRIVE

AS a means of acquainting broadcasting and advertising executives in New York with the "New Pittsburgh" market and introducing its newest disc jockey, Art Pallan, KDKA Pittsburgh held a cocktail party at the Stork Club last Tuesday. Highlight of the evening was a 10-minute film, produced by the station's promotion department, titled "Meet the New Pittsburgh—Where Everything's Moving." Slanted to the national advertiser, the film stresses that Pittsburgh is composed of hundreds of small communities, all within hearing distance of KDKA. The nightclub party wound up a campaign in which Westinghouse Broadcasting Co. had placed 20 of Mr. Pallan's recorded shows on WINS New York, purchasing the time to bring the program to the attention of agency timebuyers [B&T, May 7].

AUTRY CAST MEMBER STEPS UP

WILLIAM Wrigley Jr. Co. (chewing gum), Chicago, has announced replacement for the recently vacated Gene Autry Show on CBS Radio. The program will star Autry cast member Pat Buttram—signed by Wrigley and CBS Radio—and will be called Pat Buttram Show. It is expected to fill the Sunday, 6:05-6:30 p.m. EDT slot temporarily occupied by a new CBS show called O'Hara.

NBC-TV FIRMS FALL LINEUP

NBC-TV's Friday night lineup for fall is all but set, with Gulf's Life of Riley slated to move forward to 8 p.m. from 8:30 p.m., EDT, and to be followed by a new, as yet unnamed, show in the 8:30-9 p.m. period sponsored by P. Lorillard and Toni Co.; 9-9:30 p.m. will be filled by On Trial, sponsored by Campbell Soup Co., and Big Story, now in at 9 p.m., will move to 9-10 p.m., continuing under sponsorship of American Cigar and Cigarette Co. (Pall Mall). The fights, sponsored by Gillette, will start at the usual 10 p.m. time.

'BAPIST HOUR' MARKS 15 YEARS

A PRAYER for peace, highlighting yesterday's Baptist Hour broadcast and joined in by more than a million members of Southern Baptist churches, climaxd a week-long observance of the 15th anniversary of that program on the air. The Baptist Hour, starting with 17 stations in 11 states in 1941, has grown to 384 stations. The beginning of the anniversary week was proclaimed May 21 by governors of a number of states. A feature of the observance was the simultaneous playing of a specially produced 35-minute anniversary record at evening services in more than 1,000 churches of the Southern Baptist Convention. Titled "The Baptist Hour Through a Dramatic Era in World Events," the record contains excerpts from speeches by Churchill, Roosevelt and other world leaders.

KYA PUTS OVER REALTY EFFORT

EIGHT star personalities from the KYA San Francisco talent roster helped put over what builders called the most successful grand opening ever staged by a Bay Area development. The opening of the Warford Mesa Estates in Orinda, featured one model home with each room furnished to reflect the program format and character of each of the station's eight star personalities, who were on hand to officially open the new community. The event was promoted with a saturation schedule on KYA for one week before the opening, with no other media used. Despite heavy rains, some 6,000 visitors came to the opening from as far away as Fresno and Sacramento.

WBNS-TV AIRS JURY PRIMER

A SPECIAL documentary, Primer for a Juror, was presented Thursday, 8:30-9:30 p.m., on WBNS-TV Columbus, Ohio, in cooperation with the advisory board of the Columbus Bar Assn. The program explored jury duty, featuring the mechanics of choosing jurors and typical jury procedure during the progress of a court case. Along with the program, the station prepared a teacher's guide on the jury system and procedures for use as supplemental material in the classroom.

SOCIALIST CONCLAVE ON CBS

A SPEECH on socialism by Norman Thomas, Socialist Party leader, to be made June 9 at the 38th national convention of the party at the Midwest Hotel, Chicago, will be broadcast by CBS Radio (10:45-11 p.m. EDT). Mr. Thomas was the Socialist Party's candidate for President in six national elections, 1928 through 1948.

'GOING PLACES' IN FOR 'CIRCUS'

SUMMER replacement for Super Circus on ABC-TV, Sundays, 5-6 p.m. EDT, will be a variety show called Going Places, claimed as the first network live program to originate regularly from Miami, Fla. Jack Gregson will be master of ceremonies, and the first show on the air June 3. Stone Assoc., New York, packager for Super Circus. also will produce the summer substitute.

We Double Everything... Including Results

PETERS, GRIFFIN, WOODWARD, INC.

"According to the Record"
Continuities for June
A daily almanac... each a five-minute program packed with information about the important happenings throughout the world. June's "According to the Record" includes stories about the Duke and Duchess of Windsor, the YMCA, Beau Brummell, the song "Home Sweet Home" and other significant and entertaining highlights and sidelights of the years past.

BMT's "According to the Record" package contains a full month's supply of continuities Highly commercial... Now in its 12th successful year. For sample scripts please write to Station Service Department

BROADCASTING • TELECASTING

May 28, 1956 • Page 103
Programs & Promotions

Godfrey's Power

A GRAPHIC demonstration (250,000 requests) of the "pulling" power of radio-television personality and aviation enthusiast Arthur Godfrey has been given during past weeks.

On March 16 Mr. Godfrey addressed the annual meeting of the National Aviation Education Council in New York on "What Aviation Education Means To Me." He subsequently offered a copy of the address free upon request.

Carl Parent, president of the Washington D. C. firm has made a request for Mr. Godfrey's speech, reported that at the present time 250,000 have been received. He said that a staff of 12 persons are working full time fulfilling these requests.

An industry spokesman said that although Mr. Godfrey has always demonstrated great "pulling" power from his listening and viewing audience, this is one of the greatest demonstrations of that power in the history of broadcasting.

At the request of Sen. Richard Russell (D-Tenn.) and Lyndon Johnson (D-Tex.), Mr. Godfrey's aviation speech was entered in the Congressional Record by unanimous consent.

CAPITAL AIRLINES Hosts Gloria Galloway Unloads another sock on the growing pile of requests.

For the Record

Station Authorizations, Applications

May 17 Through May 23

Includes data on new stations, changes in existing stations, ownership changes, news, rules & standards and routine changes round up.

Abbreviations:

CA-construction permit. DA-directional antenna. ERFP-effective radiated power. VHF-high frequency, uhf-ultra high frequency.

-10dB--10 decibels.

-LS-Local sunset. MD-modification. Trans-transmitter. Unl-unlimited hours.

-RLCS--Regional subsidiary communications authority. WRAL-Local subsidiary communications authority.

STA=Special temporary authorization.

Programs & Promotions

FCC COMMERCIAL STATION AUTHORIZATIONS

As of April 30, 1956*

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* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of Stations going on the air, clearing operations, surrendering licenses or grants, etc. These figures do not include noncommercial and tv stations.

For current status of AM and FM stations see "AM and FM Summary," above, and for tv stations see "TV Summary," next column.

FCC ANNOUNCEMENTS

New TV Stations

APPLICATIONS

Bowling Green, Ky.--George A. Brown Jr., vhf ch. 13 (210-216 mc); ERP 75.8 kw vis., 45.7 kw aud.; ant. height above average terrain 318 ft., above ground 600 ft. Estimated construction cost $165,256, 1st year operating cost $100,000. Post office address 609 Covington Ave., Bowling Green.

Brownville, Nebr.--Brownsville Broadcasting Co., vhf ch. 4 (66-68 mc); ERP 2,525 kw vis., 2,287 kw aud.; ant. height above average terrain 587 ft., above ground 686 ft. Estimated construction cost $164,000, 1st year operating cost $100,000. Located in 1st block east.

Casper, Wyo.--The Casper Mountain Television Corp., vhf ch. 6 (62-66 mc); ERP 6,620 kw vis., 3,020 kw aud.; ant. height above average terrain 1,475 ft., 1st year operating cost $97,131, first year operating cost $100,000. Located 13 miles north of Casper. Filed May 15.

Denver, Colo.--Mr. A. L. Chase, vhf ch. 9, aw., est. ERP 1,400 kw, estimated construction cost $125,000, estimated 1st year operating cost $115,000. Located 6 miles north of Denver. Filed May 16.

Faribault, Minn.--The Katherine Blind Co., vhf ch. 4 (66-68 mc); ERP 12 kw vis., 12 kw aud.; ant. height above average terrain 103 ft., above ground 386 ft. Estimated construction cost $524,000, estimated 1st year operating cost $300,000. Located in northeast section of the city. Filed May 16.

Fort Worth, Tex.--Mr. N. W. Bsterreich, vhf ch. 13 (210-216 mc); ERP 2,000 kw vis., 1,000 kw aud.; ant. height above average terrain 150 ft., above ground 411 ft. Estimated construction cost $1,000,000, estimated 1st year operating cost $650,000. Located adjacent to Arnot, nr. of Fort Worth. Filed May 17.

Keller, Tex.--The Keller Television Co., vhf ch. 11 (160-168 mc); ERP 2,000 kw vis., 1,000 kw aud.; ant. height above average terrain 167 ft., above ground 322 ft. Estimated construction cost $1,000,000, estimated 1st year operating cost $650,000. Located on Post Oak Blvd., nr. of Dallas. Filed May 17.

Las Vegas, Nev.--Mr. A. D. Jones, vhf ch. 2 (178-184 mc); ERP 2,500 kw vis., 2,500 kw aud.; ant. height above average terrain 620 ft., above ground 380 ft. Estimated construction cost $650,000, estimated 1st year operating cost $500,000. Located 1 mile north of Las Vegas. Filed May 17.

Shelbyville, Ind.--Harold P. Moore, vhf ch. 6 (62-66 mc); ERP 1,000 kw vis., 1,000 kw aud.; ant. height above average terrain 140 ft., above ground 230 ft. Estimated construction cost $250,000, estimated 1st year operating cost $110,000. Located 1 mile east of Shelbyville. Filed May 17.

Wichita, Kans.--Mr. W. W. Davis, vhf ch. 3 (210-216 mc); ERP 2,000 kw vis., 1,000 kw aud.; ant. height above average terrain 150 ft., above ground 411 ft. Estimated construction cost $1,000,000, estimated 1st year operating cost $650,000. Located 1 mile west of downtown. Filed May 17.
for ch. 52 at Youngstown, Ohio; substitute ch. 22 for ch. 47 at Pittsburgh, Pa.; and substitute ch. 79 for ch. 23 at Clarksville, Va. Petitioner also requests Commission orders to show cause to WTVQ (TV) Youngstown why its cp should not be increased to ch. 21 in lieu of ch. 72, and to WTIP (TV) Pittsburgh why its cp should not be increased to ch. 25 in lieu of ch. 83; filed May 17.

W TVQ (TV) Youngstown, Ohio. — Petitions FCC to amend Sec. 3.606(a) of Commission’s Rules by deleting ch. 3 from the Panama Canal Zone area ch. 3 to Portland, Ore.; also to grant waiver of, or deletion of, Section 3.606(a) of Rules permitting a certificate of public convenience and necessity, to permit to own and operate KPTV (TV) on ch. 25 in Portland, Ore.; and for further relief. Filed May 18.

Existing TV Stations

**ACTIONS BY FCC**

American Best-Paramount Theatres Inc. — Granted authority to transmit by cable or other means live tv programs relating to Democratic and Republican national conventions and national election returns to XETV (TV) Tulia, Texas, and WPXD, Youngstown, Ohio, without prejudice to any action Commission may take in the future if circumstances so warrant. Blanket authority to transmit to XETV (TV) any and all other tv stations. Filed May 22.

KFMI-TV San Diego, Calif. — Opposing grant and granting of CP by KFMB-TV San Diego, Calif., opposing grant. Action May 18.

**APPLICATIONS**

**Jasper, Ala.** — Walker County Besty Co., 1240 kw, 250 w, P.O. Box 240, Cullman. - Granted. Commission estimated cost $18,428.25, first year operating cost $18,000. Principal is equal partners Jules J. Paglin, Pres., and Joseph J. Marandola, Secy., of WDBO-OUT, Orlando, Fla., and owners of WKDO and WLOK, New Orleans, La. Filed May 18.

**Mobile, Ala.** — OK Besty Corp., 1150 kw, 3 kw D. Post office address, 50 Bartlett St., New Orleans, La. Estimated construction cost $79,000; first year operating cost $104,000; revenue $125,000. Principals are equal partners Jules J. Paglin, Pres., 50% owner of WDBO-OUT, Orlando, Fla., and owners of WKDO and WLOK, New Orleans, La. Filed May 18.


**KPLC-TV Lake Charles, La.** — Granted mod. of cp to make changes in facilities of existing tv station. (Not signed by general manager) Action May 17.

**WEDQ (TV) Pittsburgh, Pa.** — Application seeking cp to make changes in facilities of existing tv station. Action May 17.

**Clarksville, Tenn.** — Granted mod. of cp to make slight change in trans. location. Location is 2 miles northeasterly of trans. location shown on tech. drawing at Univ. of Tennessee. Action May 17.

**KFCJ (TV) Pittsburgh, Pa.** — Application for new cp to make changes in facilities of existing tv station. Action May 17.

**NOW** — PITTSBURGH, PA. — May 25. — The new religious network is being heard on the air. The network, which will be heard on WAGA, WYDO, WAGF, WAGH, WAGC and WAGN, is the brainchild of President James H. J. Marandola of WAGA, who helped to organize the network. The network is expected to carry programs from all over the world, including religious services from the United States and Canada. The network is expected to begin broadcasting on June 1, 1956.

**New Am Stations**

**JACKSONVILLE, FLA.** — Joseph M. Nibley’s application seeking cp for new am to be operated on 1500 kw, 1 kw D, dismissed per Sec. 1251 of Rules. Action May 17.

**Bastrop, La.** — Bastrop Besty Co. ’s application seeking new cp to operate am station on 1500 kw, 250 w, returned. (Dated after verification) Action May 17.


**South Plainfield, N.J.** — Granted construction cp to WITI (TV) Trans., 990 kw, 250 w, to operate new station at 2050 w, 90 kw D, at address Drawer 105, South Plainfield, N.J., for further relief. Action May 20.

**Jeffersonville, Ind.** — Clark County Besty Co. granted 1500 kw, 250 w, at 5 Howard Ave., Jeffersonville, Ind., estimated construction cost $36,000, estimated first year operating cost $44,000, revenue $50,000. Equal partners are James C. Symon, owner Munsing Co., and Charles J. Nibley, owner Munising Co. Action May 17.

**JUNIATED BROADCAST TRANSMITTERS IN USE**
New Fm Stations . . . ACTION BY FCC

Los Angeles, Calif.—Loisla U. of Los Angeles granted 881 kc. 25 kw. Post office address: 710 W. 80th St, Los Angeles. Estimated construction cost $1,050, first year operating cost $75. Station is for non-commercial educational purposes. Granted May 16.

Existing Fm Stations . . . APPLICATIONS

KHOF (FM) Glendale, Calif.—Seeks mod. of cp (which authorized new fm) to change station location to Glendale, Calif. 124.9 m. Granted May 17.

KWBK Mobile, Ala.—Seeks authority to de- crease operating power by direct measurement of ant. power. Filed May 17.

KBOK Malvern, Ark.—Seeks cp to change frequency from 1420 kc. to 1210 kc. change ant. and studio location, and make changes in ant. (Increase in height). Filed May 17.

KXLA Pasadena, Calif.—Seeks cp to replace expiring cp which authorized trans. move 200 ft. northeast of present location. Filed May 17.

WAHR Miami, Fla.—Seeks authority to transmit programs from Miami Stadium to CKAC and CFCF Montreal, Canada. Filed May 11.

WACI Waycross, Ga.—Seeks cp to increase power from 1 kw to 5 kw. Filed May 11.

WCMR Elkhart, Ind.—Seeks mod. of cp to in- crease power from 500 w to 5 kw and make changes in ant. (Increase in height). Filed May 22.

WHCR Houghton Lake, Mich.—Seeks cp to in- crease power from 1 kw to 3 kw. Filed May 16.

KBBM St. Cloud, Minn.—Seeks license to operate on 1230 kc. 250 w. Filed May 21.

WYFC Fayetteville, N.C.—Seeks cp to make changes in ant. Granted May 17.

KNAF Fredericksburg, Texas.—Seeks cp to change station call letters to KWSF, 1260 kc.变化 hours from untl. to D; change power from 250 kw to 750 kw. And make changes in ant. system. Filed May 23.

WCAL Colonial Heights-Petersburg, Va.—Seeks cp to increase power from 1 kw to 5 kw. Filed May 19.

WEMP Milwaukee, Wis.—Seeks cp to make changes in DA pattern and change studio loca- tion. Granted May 17.

WLDO Ponce, P.R.—Seeks mod. of cp (which authorized new am) to change station location and move studios from current studio location. Filed May 21.

WDVT Cruz Bay, Virgin Islands—Seeks cp to replace expired cp which authorized new fm. Granted May 17.

APPLICATIONS AMENDED

WEIM Fitchburg, Mass.—Application seeking cp to increase power from 1 kw to 3 kw and change from DA-N to DA-2 amended to make changes in DA pattern. Amended May 21.

WKPA New Kensington, Pa.—Application seek- ing mod. of license to change station location from New Kensington to New Kensington-Tarentum. Granted May 17.

WJR Detroit, Mich.—Application seeking in- stallation of new ant. amended to change name to Harbenito Radio Corp. Amended May 18.

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WJR Detroit, Mich.—Application seeking in- stallation of new ant. amended to change name to Harbenito Radio Corp. Amended May 18.

New Fm Stations . . . ACTION BY FCC

Los Angeles, Calif.—Loisla U. of Los Angeles granted 881 kc. 25 kw. Post office address: 710 W. 80th St, Los Angeles. Estimated construction cost $1,050, first year operating cost $75. Station is for non-commercial educational purposes. Granted May 16.
PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W.
Washington, D. C.
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
1055 Warner Bldg., National 8-7757
Washington, D. C.
Member AFCCE

GEORGE C. DAVIS
501.514 Munsey Bldg., Sterling 3-0111
Washington, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. Box 7037
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg., Republic 7-2347
WASHINGTON, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1055 Warner Bldg., National 8-7757
Washington, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-2315
WASHINGTON, D. C.
Member AFCCE

Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1316 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan B-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W.
Sheraton Bldg.
Washington 6, D. C.
Republic 7-3984
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WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C.
Dallas, Texas
Member AFCCE

PAGE, CREUTZ,
STEEL & WALDSCHMIDT, INC.
Communications Bldg.
710 14th St., N. W.
Executive B-8490
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 3-9000
WASHINGTON, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS
JUSTIN 6108
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GUY C. HUTCHESON
P. O. Box 32
Crestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, I11.
Member AFCCE

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
4806 MONTGOMERY LANE
WASHINGTON 14, D. C.
Oliver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1018 Eye St., N. W.
Washington, D. C.
Executive 3-1236
Executive 3-6431
Member AFCCE

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W.
Wash., D. C.
Phone Emerson 3-8071
Box 2468, Birmingham, Ala.
Member AFCCE

JOHN L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
Sutter 1-7645

JOHN B. HEFFELFINGER
8401 Cherry St.
Hiland 4-7010
KANSAS CITY, MISSOURI

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
Mendelson 2-8177
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J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3266
Dallas 6, Texas

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Directional Antenna Props
Mountain and Plain Terrain
1316 S. Kearney
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Allocations • Applications
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TELEVISION and RADIO ENGINEERING CONSULTANTS
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COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
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Practical Broadcast, TV, Electronics engineering home study and residence courses.
Write for Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 77,440* Readers
among them, the decision-making station owners and managers, chief
engineers and technicians—applicants
for AM, FM, TV and facsimile facilities.
*1956 ARB Continuing Readership Study

May 28, 1956 • Page 107
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.
Deadline: Undisplayed—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.
All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch.
No charge for blind box number. Send box reply to
BROADCASTING & TELECASTING, 1735 E. 5th St., Des Moines 5, D. C.

(RADIO)
Help Wanted

Managerial

Central Kentucky daytimer needs manager. First class license preferable but not absolutely necessary. Will consider experience resume-photo in first letter. Box 545G, B'T.

Expanding organization with proved system for small market stations will soon have opening for commercial manager young enough to keep side-walks but no hucksters, no boozers. Want civic-minded family man eager to settle. Guaranteed base, attractive commission arrangement. Take note: Especially interested in men from small market areas only. Please keep letter short. Personal interview necessary. Box 559G, B'T.

Assistant manager-program director-promotion director—all in one. Top Hooper station in Capital city, Jackson, Mississippi. Race programming. This executive position open now. Will be a challenge for the right man. We're expanding with more met stations in the near future. No guarantee of clock watchers. Southerner preferred. 24-30 years experience. Send resume and complete application in first letter. John McLendon, WOKJ, Jackson, Mississippi.

Solamen

Radio sales manager for Florida's 5 kw indie. Minimum 2 years radio sales experience. Must be able to handle a top sales account and produce maximum results. Must be in a position to put forth average effort and satisfied with average page please and not apply. If able to contributors, but, and money you'll be very pleased. Send resume and references. Send photo in resume in first letter. Box 569G, B'T.

Excellent spot financially and otherwise for proven salesman with sales management experience. (Or sales manager for Kansas City best independent. Box 579G, B'T.


Experienced, aggressive . . . radio time salesman. Guaranteed plus commision. This job offers a good starting salary to a man willing to work. Contact Dan Markham, Sales Manager, KOPR, Radio Butte, Montana.

Announcers

Florida—Need top-notch pops DJ. Better than average voice. Send resume and complete application in first letter. Payable in advance. Checks and money orders only. Send short tape (non-returnable) on CF, F, T. Box 589F, B'T.

Girl disc jockey. Age 21-30. Good voice. Must be attractive. LP and traffic work. Outstanding station. Send full length picture-snaphot and complete information to Box 464G, B'T.

AREN'T THERE ANY GOOD TV PROGRAM MANAGERS AROUND ANYMORE?

We've been looking for some while now for a man to fill a great job at a great television station. We want a Program Manager. He must be resourceful, energetic, and above all, creative; he must also know how to administer a fairly large staff, without getting bogged down, himself in paper work; he must not only be an idea man, he must be good at production. He should be equally able to handle the problems of live programming and of buying and producing film. He must be the kind of man who can cope constructively and imaginatively with the problems of a competitive, big-city job. That's not all, he must also be the kind of man for public service programming.

This is a tall order. But we know that there's a man around like this. We find him. We pay him $12,000 to $15,000 a year, and the opportunities for advancement above that are unlimited. The station is one of the major stations of the country in one of the top 15 cities.

The man we're looking for might right now be a program manager of a station; or, he may be working in a television department of an advertising agency, but has had station experience; or he may be working for a network. We feel that there's probably a man around like him with stations, if you think that this is the job for you, let us know. Give us the facts about yourself in a brief letter.

BOX 657G, B'T.

Situations Wanted

Managerial


Broadcast director. Twenty-five years experience in all phases of broadcasting. 5 kw Manhattan station. 10 kw Grand Rapids station. Move to Dallas, Texas. Must be interested in top level management. Box 575G, B'T.

Adjacent to electrifying city. Excellent opportunity for experienced manager who realizes that there is more to broadcasting than mere air time. crate your resume to WOR.

Desires to increase his regional experience in a large television market. Must be experienced in all phases of production. Box 625G, B'T.

(Television)

Help Wanted—(Cont'd)

Technical

Chief engineer—announcer, $50, small southeastern market. Salary commensurate ability. Box 588G, B'T.

Chief engineer with thorough experience needed for established class IV station in metropolitan area. Give background, photo, technical ability, family status and any additional information helpful to you to quality for position. All replies strictly confidential. Box 605G, B'T.

Chief engineer capable of working announce shift. Must be good engineer and good announcer. Send full resume, Box 564G, B'T.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCCW, Alliance, Nebraska.

XKGO, Fort Madison, Iowa needs first class engi neer immediately. No announcing.

Chief engineer wanted at kw daytimer WBAB, Bartow, Florida. Contact Manager Mr. Burghen.

Wanted: Radio engineer: first class radio-telephone license; strong on maintenance. No operating trials. 40 hours. Apply Chief Engineer, Southern Music Corporation, Forth Worth, Texas.

Radio-telephone license; strong on maintenance. No operating trials. 40 hours. Apply Chief Engineer, Southern Music Corporation, Forth Worth, Texas.

Other classifications $1.00 per line payable in advance. Forward remittance separately, please.

Programming-Production, Others

Wanted May 15 or June experienced continuity chief. Would handle all production and production spots. Great creative opportunity. Prefer experience in male or female. Box 575G, B'T.

Wanted: Announcer, stage manager, voice artist, tape editor, tape operator. $150 per week. 

Rantazzle dazzle program director who knows successful morning show. Must be good in top market. Capable of pulling a tremendous promotion. Send resume to KFO.

Excellent opportunity for an engineer man with experience. Send resume for immediate consideration. Box 587G, B'T.

Continuity girl with ability, personality to service accounts for outstanding station. Box 595G, B'T.

Top station in highly competitive market needs writer-producer with personality. Send resume for immediate consideration. Box 587G, B'T.

Wanted: Ball-of-fire, program director—assistant manager for new kw station, daytime, southeastern United States, small town, bit terrific potential due to surrounding market. Good salary with percentage on sales. Good opportunity for experience. Send complete application. Box 565G, B'T.

Newman—1st class phone license—for White's No. 1 Hooperated station, news bureau. Only applicant to have experience with a liberal and individuals will be considered. Include personal history, references, character, etc. to KXXO, El Centro, Cali.

Can you write good copy? We are opening June 1, WHTA, Pull, Georgia.

News director: Station maintains top local news coverage. Experience in gathering and writing a news story. Salary depends on experience and capability. Solid citizens only—no part-timers. Send resume and apply to: Program Director, KABC, Los Angeles, California.

Radio-producer, educational station, chance to attend classes. $310 month, one year only. WUOT, University of Tennessee, Knoxville.

Page 108 • May 28, 1956
Sales manager/manager: Successful profit making three year station operation record make possible my owner's profitable sale and his retirement. My full endorsed and accredited sales and management record open to your consideration. Present position with top major metropolitan market station very secure; nevertheless I'm desirous of making change where in return for production results there'll be permanence, security and a mutually creative future. I'm definitely working no self-opinionated newcomer; but a stable, married, experienced 25 hard working know-how pro—well known in the industry as a proven executive. Negotiations held confident. Box 376G, B-T.

Fifteen years experience—five in basic network executive position. Would like to locate with Florida radio station in managerial capacity. Family man. Box 606G, B-T.

Salesman—announcer. Excellent commercial contact. Former sales manager. SRT graduate. Single. Box 646G, B-T.

Radio disc sax player. Seven years experience all phones mic work. Employed. Box 866G, B-T.

Announcers

Hi! Looking for half a comedy DJ team? Or a breezy, low-pressure morning or late night man? Versatile, experienced, employed. Box 606G, B-T.


Experienced personality disc jockey with solid reputation for building teenage audience desires relocate in metropolitan market. Extreme knowledge of pop music. Box 616G, B-T.

Top quality announcer with first phone 8 years. Prefer metropolitan area. Interested in summer replacement, or permanent position if long term mutual satisfaction apparent. Welcome in opportunity. Available June 15. Tape, etc. Box 621G, B-T.

RADIO

Situations Wanted—(Cont’d)

Managerial

Sales manager/manager: Successful profit making three year station operation record make possible my owner's profitable sale and his retirement. My full endorsed and accredited sales and management record open to your consideration. Present position with top major metropolitan market station very secure; nevertheless I'm desirous of making change where in return for production results there'll be permanence, security and a mutually creative future. I'm definitely working no self-opinionated newcomer; but a stable, married, experienced 25 hard working know-how pro—well known in the industry as a proven executive. Negotiations held confident. Box 376G, B-T.

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Salesman—announcer. Excellent commercial contact. Former sales manager. SRT graduate. Single. Box 646G, B-T.

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Top quality announcer with first phone 8 years. Prefer metropolitan area. Interested in summer replacement, or permanent position if long term mutual satisfaction apparent. Welcome in opportunity. Available June 15. Tape, etc. Box 621G, B-T.

RADIO

Situations Wanted—(Cont’d)

Announcers

Experienced staff announcer, sports, news, DJ, desire to relocate, single, vet, will travel. Box 622G, B-T.

9 years experience announcing, programming. Interested only small town southeast chief announcer or announcer-pd. Specialties morning, pops, character, hillbilly, news; no sports. Personal interview necessary. Box 646G, B-T.

Florida only: Announcer-engineer-PD-sales manager. Fully experienced all phases. Noted for existence of work, dependability, permanence. Tape or personal interview on request. Box 615G, B-T.

Experienced announcer, currently employed, voice on network, prefer evening shift. Box 653G, B-T.


Versatile staff announcer. 14 months experience. Third class ticket. Box 656G, B-T.


Experienced personality disc jockey. Presently employed in northeast wishes to relocate with progressive station. Box 649G, B-T.

Experienced personality disc jockey. Presently employed in northeast wishes to relocate with progressive station. Box 649G, B-T.


RADIO

Situations Wanted—(Cont’d)

Announcers

Question? Where can you find an experienced announcer-disc jockey, single, 28, veteran with pleasing personality and voice, plus broad knowledge of records and artists? Right here! Tape, photo, resume. Box 661G, B-T.

Call the National Academy of Broadcasting, 3338 16th Street, N.W., Washington, D. C., for trained announcers, continuity writers, sportscasters, newsman, disc jockeys (D.O.B. 3-3360).


Attention: East-Delaware to Rhode Island. Young experienced announcer, third ticket, operate board. Tom DeCilla, WASA, Hayde de Grace, Maryland. After June 1, 1106 Lowden Ave., Union, New Jersey. Elizabeth 3-0468.

Southeast only—Experienced announcer (staff, DJ, board)—now employed with progressive indie—desires permanent work with network affiliate. Bill Gray, 1622 Pennsylvania Ave., Durham, North Carolina.

Get two for the price of one. Play-by-play man with basketball a specialty. Also dj with teen age appeal. Dick Jones, Somerset Ave., Apt. 1, Cambridge, Md.

"Harry the Horse thief"—comedy country and western disc jockey—three years experience—available June 16. Proven sponsor and listener appeal. Also program director. Harry E. Kirchman, 4802 Log Cabin Road, Nashville, Tenn.


(Continued on next page)

RADIO-TV HELP WANTED Since announcing National's New Radio-TV Employment Service, we have received numerous requests for Broadcasting people in ALL sections of the country. Here are just a few:

Announcer-Engineers ........................................ $80 per week and UP
Radio-TV Announcers (staff, sports, news) ........ $100-$125 per week and UP
Radio-TV Salesmen ....................................... $90-$115 per week plus comm.
Radio-TV Engineers ....................................... $80 per week and UP
Continuity and Copywriters ............................... $80 per week and UP
Woman DJ and Sales ....................................... $80 per week plus comm.
News Editors .................................................. $90 per week and UP
Station, Commercial, Program Managers .......... Salaries open

List with National now for the job you've been looking for! Write, wire or phone M. E. Stone, Manager today for complete information. NATIONAL HAS THE JOBS.

National Radio & Television Employment Service
5th Floor · 1627 K Street, N.W. · Washington, D.C. · Telephone RE 7-0348

May 28, 1956 · Page 109
**RADIO**

**Situations Wanted—(Cont'd)**

**Announcers**

- Experienced, college broadcasting training. Excellent combo man, 3rd phone, ham also production, sales, currently employed, highest reference, tape, photo. Ken Orchard, 14460 Erwin Street, Van Nuys, California.


- DJ-broadcasting school graduate. Also 1st phone license. Desires combination tv and radio. Russ Lando, 2211 N. Parkside, Chicago.


**Technical**

- Chief engineer available June 1st. Personality DJ. No straight announcing. Service accounts and sell. Years of seasoned technical and administrative experience. Interested only in 1st rate southern station of good reputation. Finest, technical and character references. Box 601G, B-T.


- First class phone engineer. Experienced studio and transmitter, maintenance, desire southeast. Box 862G, B-T.

- First phone, active amateur. three years experience, married, age 26, two little children. Weight 250, diplomas from two radio schools, attended Port Arthur College 11 months. New 30 foot trailer. Good references, personal and financial, want job as control board operator or on engineering staff. Experienced around drive-in theatres. Some experience as projection operator. Want permanent job in south. Will consider anywhere. Available immediately. L. H. Estes. Phone BE 8-5230 or 2-2394, Marble Hill, Missouri.

**Programming-Production, Others**

- 3 years news editor and tv newswoman, B.A. and post-grad, taught university English, seek solid radio or tv. Equally competent writing and delivery. Box 682G, B-T.

**RADIO**

**Situations Wanted—(Cont’d)**

**Programming-Production, Others**

- Program director-announcer. College graduate. 7 years experience in administrative and air duties. Fresh, creative ideas. Strong on production. Currently employed. Box 634G, B-T.

- Program director; successful 'pro', nine years experience, top-rated stations in metropolitan markets. Sure-fire formulas, top-notch programming ideas. Young, energetic, expert. Box 604G, B-T.


**TELEVISION**

**Help Wanted**

**Announcers**

- Southeast vhf needs good staff announcer and news editor. Send full resume, photo and tape. Box 876G, B-T.

**Technical**

- Engineer with first class license for work in tv. Contact Chief Engineer. WINK-TV, Ft. Myers, Florida.

**Programming-Production, Others**

- Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B-T.

- Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 606G, B-T.

**TELEVISION**

**Help Wanted—(Cont’d)**

**Programming-Production, Others**

- Experienced tv photographer to handle news and commercial work. Should be experienced with 16mm processing. Major southwestern vhf. Reply Box 586G, B-T.

- Experienced cameraman for program department of large eastern network affiliate. State salary requirements along with resume. Box 604G, B-T.

**Situations Wanted**

**Managerial**

- Sales manager—highly successful record two stations, presently employed, family man, hand rigid investigation. Interested in progressive vhf. Box 507G, B-T.

- Seasoned young tv station account executive with NBC outlet in major market seeks sales management or assistant to general manager opportunity. Three years experienced contacting and selling local and national business through distributors and food brokers. Minimum $8,000 per year. Box 610G, B-T.

- **Salesmen**

  - Desires eastern market. Now key man in west. Must have $1000. min. Don't write unless you mean business. Box 504G, B-T.

- **Announcers**

  - Want witty weatherman-emcee-announcer with warm winning way?? Box 614G, B-T.

- Cowboy announcer, musician. DJ. Top western tv kid show present area. Experienced on national radio-tv shows. Write don't call, available June 1st. Dave Davis, Curran, Michigan.

- **News-sports announcer—7 years experience radio-television; college graduate; presently employed. Family man will locate permanently for right offer.** Ed Murphy, 2338 Okalina Avenue, Winston-Salem, N. C.

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**RECOMMENDED TOPS FOR TV**

JOE DICKMAN

These graduates all have had extensive individual instruction in our Washington studios. Their individual abilities and qualifications include Radio-TV continuity, camera work-Directing, production assistant, announcing and news. In addition, they have been trained in all phases of TV production. There is a Northwest graduate especially tailored for your specific needs. Call Northwest FIRST. Wire, phone or write, John Birrel, Employment Counselor.

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**NORTHWEST RADIO & TELEVISION SCHOOL**

HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7146

Hollywood, California

1440 North Highland

HO 4-7822

Chicago, Illinois

540 N. Michigan Avenue

DE 7-6366

Washington, D. C.

1627 K Street N. W.

# 7-0343

Broadcasting • Telecasting
TELEVISION

WANTED TO BUY

Stations

Experienced engineer-salesman-announcer interested acquiring working interest in station with cash investment. Box 632G, B-T.

Financially responsible principals intersted in daytime radio stations in Iowa, Wisconsin, Box 652G, B-T.

Some new fine listings on eastern stations are now available. John Hall, 1377 De Sales St., N. W., Washington, D. C.

Stations wanted. Growing list of qualified buyers desiring medium, medium and small markets. Private sales. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Used 1kw am transmitter. Must be in top condition and suitable to remote. State best price. Box 699G, B-T.

New 100 watt station, SE North Carolina needs console, turntables, 150 ft. tower and limiting amplifier. Give full details in reply to W.B.L., Elizabethtown, N. C.

Magneconer wanted at once State model, condition and price by wire WDFD, Portage, Wisconsin.

Used RCA, Raytheon or Federal tv microwave link, tv master monitor or whatever you have. Quote lowest price. Carl Butman, National Press Bldg., Washington, D. C.

All types am-fm equipment. Send complete information. Sal Paichino, 185 Hancock, Everett, Massachusetts.

INSTRUCTION


The National Academy of Broadcasting, 5330 16th St., N. W., Washington, D. C. is in need of engineers and men in excellent jobs as radio, tv programmers, writers and producers. Established in 1934, it has alumni in every state. Write for list of graduates and their jobs. Catalog mailed on request. New term starts June 4.


Home study or residence course in staff announce, newscasting, managing, traffic, interpretation, foreign pronunciation. Increase your ability to earn more. Write for list of graduates and their jobs. Catalog mailed on request. New term starts June 4.


SALES ENGINEERS

Broadcast Equipment Manufacturer has openings for sales engineers to call on radio stations in:

NEW ENGLAND

NEW YORK STATE

Technical background essential. Permanent positions with high earning potential.

SALES TRAINEES

Positions also open for young sales-minded broadcast engineers to train in east coast sales offices in New York City and Washington, D. C., for future top-level sales positions.

Send complete details with photo to Box 654G, B-T.

MANAGER-SALESMAN

Here is an excellent opportunity for a hard working, aggressive man who is interested in friendly, small town radio.

The station is a low power independent well established in its market with an excellent earning record. Ownership is well on its way to expanding to a regional network.

The market is a small southern town so we prefer men with such a background.

Send complete resume to Box 616G, B-T.

FOR SALE

Stations

Small single-station market kilowatt daytime, 55 gross $52,000.00 net $7,000.00. Located county seat and capital of state. S. F. Fine reputation and audience. Not run-down. Beautiful physical plant. Only station in progressive city. Outstanding cultural advantages in addition to excellent background.

Three small market stations in scattered parts of south, each priced under $30,000. Terms arranged. Paul H. Chapman Co., 84 Peachtree, Atlanta.


FOR SALE

Help Wanted—(Cont'd)

Salesmen

3 LIVE WIRE SALESMEN

We need 3 aggressive men for sales positions in New Orleans, Houston, and Memphis. We operate 5 successful stations and have applied for sixth. Good selling story, good ratings, realistic rates, heavy promotion plus good markets give you high earning potential. Opportunity for advancement.

Send full details, past earnings, photo to the O. K. GROUP

505 Baronne St.
New Orleans, Lo.

FOR SALE

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B-T.

(Broadcasting • Telecasting

May 28, 1956 • Page 111

Managerial

Announcers

WANTED TO BUY

Radio

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B-T.

(Continued on next page)
FOR THE RECORD

LELAND POWERS
SCHOOL OF
RADIO, TELEVISION AND THEATRE

EMPLOYMENT SERVICES

QUOTE AND UNQUOTE

. . . . as thorough and as easy to work with as though you were on our own payroll as our personal director . . .

Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere.

Palmer-DeMeyer, Inc., (Agency)
50 E. 42nd Street, N.Y.C.

Page 112 • May 28, 1956

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting*Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting*Telecasting.

* Or job.
May 21 Decisions

**BROADCAST ACTIONS**

- **Licensed to Boston, Mass.:** WNFV

- **License denied:** WNMC

- **Adjourned:** WIGP

- **License transferred:** WMMX

- **Grant effective:** WFTS

**Telecasting**

- **Accepted for Filing:**
  - License to Cover CP
  - WMMX

May 22 Actions

- **Further Hearing Notice:**
  - modem.

- **License to Cover CP:**
  - WMMX

- **License to Cover CP:**
  - WMMX

- **License to Cover CP:**
  - WMMX

- **License to Cover CP:**
  - WMMX

- **License to Cover CP:**
  - WMMX

- **License to Cover CP:**
  - WMMX

- **Telecasting:**
  - **Accepted for Filing:**
    - License to Cover CP
    - WMMX

**Renewal of Licenses**

- **KMOV Bay City, Tex.:** KCTX Childress, Tex.
- **KBRW Fort Worth, Tex.:** KFXV San Angelo, Tex.
- **KVJO Myrtle Beach, S. C.:** KVOP Plainview, Tex.
- **KSTV Stephenville, Tex.:**

- **May 23 Applications**

- **Accepted for Filing:**
  - **KEN-TV Anchorage, Alaska:** Seeks mod. of cp (which authorized new tv) for extension of commitment date to Sept. 15.
  - **KBSI Brownsville, Tex.:** KBBW Brownwood, Tex.; KCRQ Brownsville, Tex.; KEDT Center, Tex.; KCOL Fort Worth, Tex.; KGVU Galveston, Tex.

- **Renewal of Licenses**

- **Kibir Hillsboro, Tex.:** (Re name of applicant.)

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**UPCOMING**

**JUNE**

- June 1: 11th Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.
- June 1-3: Advertising Federation of America, National Convention, Bellevue-Straight Hotel, New York City, N. Y.
- June 1-3: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.
- June 11-15: Commerce Commerce Conference to hear tv networks on admission policies.
- June 12-14: National Community Assn. of Broadcasters, Cremona Beach Lodge, Lake Okoboji.
- June 13: BIB License to Cover CP Returned
- June 14-19: Md.-D. C. Radio & Tv Broadcasters Assn., Commander House, Ocean City, Md.
- June 16: 12th Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.
- June 17-18: Advertising Federation of America, National Convention, Bellevue-Straight Hotel, New York City, N. Y.
- June 19-24: National Community Assn. of Broadcasters, Cremona Beach Lodge, Lake Okoboji.
- June 21-22: National Assn. of Tv & Radio Farm Directors, National Spring Meeting, Hotel, Leamingon, Minneapolis, Minn.
- June 22-23: Florida Assn. of Broadcasters, Har- rison Hotel, Clearwater.
- June 24-28: Advertising Assn. of the West, Hotel Starler, Los Angeles.
- June 28-29: N. C. Assn. of Broadcasters, Nags Head, N. C.

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editions

Who Pays Whom, For What?

A serious re-examination of the traditional methods of advertising agency compensation is clearly underway. It is too early to predict where the re-examination will lead. Perhaps it will lead to a general departure from the historic system under which the agency is paid a 15% commission on the business it places in media. Perhaps some advertisers, after study, will decide to adhere to this system and others will choose to change. Perhaps most or all will decide to keep things as they are.

In advance of decisions—whatever they turn out to be—we hope that all elements of the advertising business, including the media, will participate in the study of agency compensation. It would be wrong if advertisers, acting unilaterally, came to a conclusion without the consultation of their agencies and the media with which they must do business. Tripartite agreement on a universal course of action would obviously defy the antitrust laws, but certainly there would be nothing illegal about joint conferences in which each of the three main elements could express their views.

The advertiser cannot make a decision on the means or amount of his payments to his agency without the agency's agreement. It is the agency itself which must price its services.

Nor can the advertiser tell media what they should charge. It is the medium which must establish its own worth.

Under such circumstances, and with the current agency compensation system a matter of agreement among advertiser, agency and medium, the need for a thorough exchange of views among all three is evident.

'Lawineer' Craven

Some of the new generation subject to the regulatory processes in communications may lift an eyebrow as to the political significance of the appointment of Comr. T. A. M. Craven, to the FCC to succeed Comr. E. M. Webster, who has an impeccable record of nine years of stewardship. There isn't any political significance.

Comr. Craven, whose nomination for a seven-year term beginning June 30 went to the Senate last week, is a proven quantity. He served as a commissioner from 1937 until 1944, after having been the FCC's chief engineer. He figures prominently in just about all events, big or small, and in his big decision the FCC made during the "radio era," and he also laid much of the technical and economic groundwork for what became the television allocations, although he had no part in producing the controversial Sixth Report.

T. A. M. Craven's career runs hand-in-hand with the development of communications. He was "loaned" to the old Federal Radio Commission in the late 20's to help on the original broadcast allocations. He became chief engineer of the FCC in 1935. We can recall no criticism of his engineering direction of the FCC despite the controversial and delicate nature of that assignment. He was in the middle of many disputes as a commissioner, but he was a constructive force, steadfastly resisting undue interference with private initiative and enterprise. He afterwards served in private industry, as a station operator and a consulting engineer. Merit, not politics, is responsible for Mr. Craven's appointment.

It is regrettable that a man of Comr. Webster's caliber is lost to the FCC. The fact that he was politically an 'independent' may have had some bearing on the decision against reappointment. More likely it was the age factor (he is 67) and the fact that he is eligible for retirement. This administration has made singularly few reappointments of "holdovers" on administrative agencies.

At all events, Comr. Webster leaves the FCC gracefully and with the realization that his has been a job well done. We hope the government takes advantage of his probable availability for special projects dealing with international communication and safety of life. He has great prestige among the communications administrations of foreign governments. We suspect that both the White House and the State Department will have the opportunities ahead to make such special assignments.

In the current atmosphere of confusion and uncertainty in tv allocations, it is evident that the FCC needs Comr. Craven because of his experience and background as a professional engineer, self-made economist and legal analyst—a sort of "lawineer." We're glad to see that the Senate Commerce Committee has set its confirmation machinery in motion so that Mr. Craven can take office promptly on July 1.

Fm's Resurgence (Via MBS)

Hard on the heels of the Maxon agency survey of fm, which found the medium doing a job for local advertisers but needlessly neglected on the national level [BT, April 16], comes Mutual's proposal for an fm-only good music network, to start on the East Coast and to expand nationally if the initial operation pays off. Fm broadcasters can now feel assured that they are going to get their share of benefits from radio's resurgence.

It is particularly encouraging that a radio network has originated the idea of providing dual service to its affiliates, adding the good music service for fm to its present programs for am affiliates. There has long been a feeling among fm broadcasters that many of their economic troubles stemmed from the policy of the networks to permit duplication of their programs by the fm stations of their am affiliates without charge to the program sponsors—a policy which made it difficult for an fm-only station to sell its time while its am-fm neighbor was giving fm away to am buyers.

The quality of the program service which the Mutual fm network proposes to provide may be taken for granted. WGMS-AM-FM Washington, which MBS has bought (subject to FCC approval), has originated splendid programming for years, and M. Robert Rogers, now WGMS president, will stay on after the sale to assist in the organization of the Mutual fm network. Hence there is a record of enviable experience behind this move.

Free-Plug Sneak Thieves

It's a truism that the old, accepted frauds are often the hardest to whip. This journal last week detailed the practice of just such a fraud—the "free plug," whereby an agent for a certain product slips someone money or merchandise to get the product mentioned in a broadcast script. "Who's hurting?" the practitioner will ask you. The writer, or director, or cameraman, or star gets some extra cash, the product gets valuable publicity, and it hasn't cost the network a thing—or so they'll tell you.

The sorry truth is that it is hurting. It's causing the network to give away the commodity it is in business to sell. It's costing the sponsor, too, because the time for which he has paid hard cash at card rates is being used dirt cheap by a free loader, while at the same time the effectiveness of his ad message is diluted in direct proportion to the number of chiselers who sneak in on his show.

The networks and the sponsors are to be commended for the efforts they have made thus far to stem the tide of free plugs. They are to be encouraged, however, to intensify the policing action both against the free loader and against the dual evil of giving extensive air credit for often insignificant prizes or props. In the now-famous words of a broadcaster, "If you can't sell it, sit on it; don't give it away."
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