WICHITA is BIG BUSINESS

Soaring ever higher is Wichita's daily retail sales rate...now topping $1,000,000! KTVH dominates this hub of the rich Central Kansas area...a diversified area with income derived from oil, cattle, agriculture, and aircraft industry.

To sell in this thriving Kansas market, buy KTVH with unduplicated CBS-TV coverage.

KTVH
CBS-TV FOR CENTRAL KANSAS

Main office and studios in Hutchinson. Office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager. Represented nationally by H-R Television, Inc.

CHANNEL 12
VHF — 240,000 WATTS
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.
Look at these commanding audience ratings!

**KRNT-TV**

**337 FIRSTS**
in 462 quarter hours surveyed

**KRNT-TV**

**FULL POWER—FULL COVERAGE**

**9 of top 10**
multi-weekly shows--
local news ratings up
to 35.4

**KRNT-TV**

**FULL POWER—FULL COVERAGE**

**9 of top 10**
once-a-week shows

**KRNT-TV**

**SOURCE:** LATEST A-R-B FOR DES MOINES METROPOLITAN AREA

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!
The BIGGEST buy in the BIGGEST market in the BIGGEST State

KRLD-TV HAS THE GREATEST DALLAS VIEWING AUDIENCE BY, FAR, OF ALL DALLAS-FT. WORTH TV STATIONS

MONDAY THROUGH FRIDAY

<table>
<thead>
<tr>
<th>STATION</th>
<th>Average Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRLD-TV</td>
<td>41%</td>
</tr>
<tr>
<td>STATION B</td>
<td>29%</td>
</tr>
<tr>
<td>STATION C</td>
<td>22%</td>
</tr>
<tr>
<td>STATION D</td>
<td>8%</td>
</tr>
</tbody>
</table>

SUNDAYS

<table>
<thead>
<tr>
<th>STATION</th>
<th>Average Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>KRLD-TV</td>
<td>48%</td>
</tr>
<tr>
<td>STATION B</td>
<td>31%</td>
</tr>
<tr>
<td>STATION C</td>
<td>12%</td>
</tr>
<tr>
<td>STATION D</td>
<td>9%</td>
</tr>
</tbody>
</table>

These averages have been determined by the use of the Telepulse Report, Dallas Metropolitan Area, April, 1956.

NO OTHER TV STATION IN TEXAS GIVES YOU AS MUCH COVERAGE AS . . . . . .

Channel 4 Dallas

MAXIMUM . . . . . . POWER

Owners and operators of KRLD – 60,000 Watts, The Dallas Times Herald Station, Herald Square, Dallas 2, Texas.

JOHN W. RUNYON, Chairman of the Board – CLYDE W. REMBERT, President

REPRESENTED BY THE BRANHAM COMPANY
INSIDE, SENATE SIDE
Here's inside on Senate Commerce Committee's approach to tv problem: Committee is revising its planned interim report on allocations in light of FCC allocations report last week and hopes for full committee approval of new draft. It would comment on FCC report, praising FCC for finally acting and expressing hope Commission is serious about carrying through its proposals. Comments would indicate approval of some FCC proposals, doubt about others. Senate report would replace planned interim reports by both majority and minority segments of the committee.

WHERE'S PAT? • With special presentation reported to be one of most ambitious that network ever prepared, Sylvester L. Weaver Jr., chairman of board, last week had series of quiet meetings with top executives of automotive companies in Detroit. Essence of his presentation is that makers of autos and parts cannot hope to put needed push behind sales without extensive use of tv advertising. He's said to have renewed two accounts (A.C. Sparkplugs and United Motors) and to be hot on trail of new business.

IF AUTO MAKERS don't start jumping on tv bandwagon, they'll have only themselves to blame. They're getting lot of original research these days from tv missionaries trying to rid them of their age-old newspaper bias, and they're due to get more. In addition to special auto studies revealed last week by TwB and ABC-TV (see stories page 35), NBC-TV is getting ready to break one conducted by Advertent Research and pointing up, like others, dealer preference for tv as means of getting prospects into show rooms.

NO BACKDOWN • While there's complete silence around NARPTB headquarters about proposal of disgruntled group of tv code subscribers to form independent code unit, one thing is certain—association isn't scaring easily. Instead of letting up in announced crackdown against persistent code violators, it's known that code staff is under orders to toughen up its monitoring and station-contact work. Most tv code activity is handled quietly, on person-to-person basis. Some code officials contend publicizing of any station revolt from ethical structure is just what tv needs to convince critics that document is really doing effective job of raising calibre of telecasting.

NEW BRICKER APPROACH • Minority report urged FCC to declare policy to (1) move all tv to uhf in major part of country after finding uhf is technically mature enough to support tv system; (2) find gaps in uhf technology and sponsor crash program to fill them; (3) hold continuing proceedings with comments during move; (4) authorize 5,000 kw for uhf; (5) grant temporary "stop-gap" deintermixture to strengthen competition; (6) continue granting uhfs and vhf consistent with (5). Report called for 5-8-year transition period and simultaneous uhf-vhf transmission to amortize equipment and sets and use of vhf-only for certain geographical conditions. Plan would turn remaining vhf band over to non-broadcast services. Both majority and minority reports favored giving existing outlets priority at new grants.

WCAO Baltimore, acquired by Plough Inc. for $590,710 [B&T, March 26], has notified CBS Radio it will cancel affiliation and go independent effective with contract expiration Dec. 6. CBS Radio is negotiating with other Baltimore outlets, it's understood, with likelihood that new affiliation will be announced within next few weeks.

FINAL two days of hearings by Senate Commerce Committee in probe of tv networks and uhf-vhf won't be held until sometime after July 9. Staff was shooting for that date at Chairman Magnuson's suggestion but ran into conflicting schedules. FCC testimony on its allocations report expected to occupy final day of sessions.
That's okay, TIME Magazine...

... you transposed the call letters of Omaha's most-listened-to radio station 6 different times in the June 4th* issue...

... but Hooper, Pulse and Trendex have it straight:

The call letters of the radio station with the biggest audience all day... are K-O-W-H.

Hooper says so to the tune of 41.2% of the audience.

Pulse agrees to the tune of 204 out of 240 first place quarter hours for K-O-W-H.

Trendex chimes in with firsts for K-O-W-H in every time period.

For some good TIME in the right spots, call KOWH General Manager Virgil Sharpe, or the H-R man.

*... in a fulsome article featuring the Storz broadcasting formula—for building and keeping audiences.
NAME BANDS ON WEEKDAY MORNINGS NEW TACK FOR NBC RADIO PROGRAMMING

PLAN for two-hour daily program of live music featuring "name" orchestras was unveiled by NBC Radio Friday as its nomination for successor to morning portion of Weekend service, which has been center of controversy since it started last November and which, NBC revealed, will go off air July 27.

Details of new programming, slated for 10 a.m. to 12 noon spot Mondays through Fridays and tentatively titled NBC Bandstand, were laid before NBC affiliates executive committee in all-day meeting Friday and will be presented to all NBC Radio affiliates by closed circuit at noon today (Mon.). Network officials said they definitely plan to start Bandstand July 30.

It will be sold to advertisers on same basis as Weekend—in one-minute, 30-second, and six-second participation—and compensation to stations also will be on Weekend basis.

There was some discussion of station compensation during meeting, participants said, but prospects of raising it were linked primarily to whether or not new programming revitalizes advertiser interest. There was no question of raising compensation merely because of CBS Radio's similar action few weeks ago [B&T, June 11, et seq.], authorities reported.

Among names bands being considered for Bandstand, NBC said, are those of Dorsey Brothers, Benny Goodman, Guy Lombardo, Freddie Martin, Sammy Kaye, Les Brown, Xavier Cugat, Harry James, Ray Anthony and Louis Armstrong. Bandstand idea attributed largely to William R. (Billy) Goodheart, show business veteran who joined NBC in May.

Lester W. Lindow of WDFL Flint, Mich., chairman of affiliates executive committee, reported after meeting that his committee had presented to NBC officials "a wide variety of views and opinions about radio broadcasting which had been received from the individual stations throughout the country. These were received with great interest by the network officials and were discussed at length."...

Network delegation was headed by President Robert W. Sarnoff, who stressed commercial success of weekend Monitor (after which Weekend was patterned), and Board Chairman Sylvester L. (Pat) Weaver Jr. Other participants included Charles R. Denny, vice president for owned stations and spot sales; Al Capstaff, executive producer of Monitor, and Kenneth W. Bily, vice president for public relations.

Executive committee members are Mr. Lindow; George Harvey, WFLA Tampa, Fla.; William Rines, WCHS Portland, Me.; Ben Larson, KDYL Salt Lake City; George Wagner, KFI Los Angeles; David Baltimore, WBBK Wilkes-Barre, Pa.; Leonard Reisch, WSB Atlanta, and Harold Hough, WBAP Fort Worth.

May TV Network Gross Up 21.4% Over 1955's

MAY TV NETWORK gross time sales totaled $40,610,429, gain of 21.4% over May 1955 billings, Publishers Information Bureau reported Friday. For five-month period, January-May, 1956 gross for tv networks was $196,267,677, up 18.6% from gross for same period of last year. PIB's network-by-network comparison of 1956 and 1955 tv network gross time sales follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>1955</th>
<th>1956</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$6,039,132</td>
<td>$7,000,000</td>
<td>15.3%</td>
</tr>
<tr>
<td>CBS</td>
<td>$18,260,894</td>
<td>$21,348,600</td>
<td>16.5%</td>
</tr>
<tr>
<td>NBC</td>
<td>$15,710,403</td>
<td>$18,833,687</td>
<td>13.4%</td>
</tr>
<tr>
<td>Total</td>
<td>$40,410,429</td>
<td>$47,182,287</td>
<td>16.5%</td>
</tr>
</tbody>
</table>

CROWELL-COLLIER Closes “American Magazine”

CROWELL-COLLIER Pub Co. announced Friday it will (1) cease publication of American Magazine with August issue, and (2) raise advertising rates of Collier's and Woman's Home Companion, into which American's editorial content will be integrated starting with September issues. Collier's and Companion rates go up 12%, and another 10% will be added to Collier's based on guaranteed circulation of 3.7 million to 4 million per issue.

C-C, which retains American title "for use in another context in the future," explained decision by saying American's basic editorial functions are now "overlapped" by two others. Publisher Paul C. Smith said C-C's "reorientation-refocusing drive is taking us deeply into the television, radio and phonograph record business" but that C-C's "first order of the day" will be to continue publishing national magazines. C-C has bought, subject to FCC approval, KFWB Hollywood, Calif., KULA-AM-TV Honolulu, and Consolidated Television & Radio Broadcasters Inc. (Harry M. Bliner interests) in Indianapolis, Grand Rapids, Minneapolis and Flint, for total of six radio and four tv stations [B&T, April 30, et seq.]

KXXL Sold for $125,000

KXXL Montereay, Calif., sold by Stephen A. Cister to Pacific Ventures Inc. (among owners: Morton Downey, singer; H. G. Wells, manager, KOLO Reno), Reso, Nev., corporation. Price was $125,000. Transaction is subject to FCC approval. Blackburn-Hamilton Co. handled sale. KXXL operates on 630 kc with 1 kw and is daytime independent. Mr. Cister recently sold KEAR San Francisco to David Segal, principal in Mid-America Broadcasting Co., for $500,000. Station had been off air temporarily because of tax lien but resumed operations [B&T, June 25].

BROADCASTING • TELECASTING

Committee Won't Subpoena N. W. Ayer, 'Post-Draft'!

NO SUBPOENAS will be issued against N. W. Ayer & Son, Philadelphia, or against St. Louis Post-Draft, Rep. Clarence Cannon (D-Mo.), chairman of House Appropriations Committee, announced Friday following voluntary appearance of Edward R. Dunning, executive vice president of advertising company, St. Louis newspaper refused to permit editorial writer to voluntarily appear. Committee was seeking information on $100,000 one-shot newspaper campaign by group of private power companies regarding atomic energy development and background on Post-Draft editorial on same subject.

Earlier in week, Rep. Frank T. Bow (R-Ohio), former WHBC Canton, Ohio, news- caster and general counsel for Cox committee which investigated FCC in early 40s, warned colleagues in House floor speech that committee's action to issue subpoenas was "dangerous and unprecedented." He said he feared committee's action "invaded the freedom of press" and was "political excursus."
This group of experienced Meredith station executives meet regularly, sharing their ideas, their know-how.

The result, their better broadcasting, better telecasting—and your better sales results.

KANSAS CITY
KC/MO
RADIO 810 kc. CBS
TV Channel 5 CBS

SYRACUSE
WHEN
RADIO 620 kc. CBS
TV Channel 8 CBS

PHOENIX
KPHO
RADIO 910 kc. ABC
TV Channel 5 CBS

OMAHA
WOW
RADIO 590 kc. CBS
TV Channel 6 CBS

MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines
Peoria, Springfield, Raleigh
Tv Grants Issued by FCC

FCC issued three final tv decisions Friday—
granting ch. 8, Peoria, Ill., to WIRL there; ch. 2 Springfield, Ill., to WMAY-TV Inc. and ch. 5 Raleigh, N. C., to WRAL there. Peoria and Springfield grants forbade con-struction of new tv and radio stations, and announced plans for pending discontinuity mixt-ture proceedings in those two cities (see allocations story, page 27).

Grant to WIRL Peoria sustained examiner's decision, was made on preferences given that station for local ownership, civic participation of principals, diversification of business inter-ests of principals, integration of ownership and management and diversification of media of mass communications. WIRL owned by Charles C. Caley, Sr., 66.5%, and John E. Fetzer, 33.5%, who have radio and tv interests.

Reversing examiner in grant to WMAY Tv Inc. in Springfield, FCC found it to be preferred on grounds of broadcast experience of owners and integration of ownership and management. WMAY Tv Inc. owned 50% by WMAY that city and 28.5% by Lee Rossieh (WTVJ TV Miami, Fla.). Losing applicant Sangamon Val-ley Tv Corp. is 40% owned by WTAX Springfield.

Sustaining examiner's initial decision, grant to WRAL in Raleigh was predicated on integra-tion of ownership and management, diversifica-tion of business interests of principals and diversification of ownership of media of communi-cations. In superior decision accepted examiner's reasoning which held that WRAL should be preferred because it would give that station dominant tv station in Raleigh, leaving local independent tv station. Raleigh News & Observer, dominant printed media, owns 14% of WNAO-AM-FM-TV Raleigh (ch. 28). WRAL is owned by A. J. Fletcher and family.

AAA Names Top Officers For 1956 Committee Duties

APPOINTMENT of chairman and vice chair-men of six committees and nine standing com-mitties to serve for year ending next May 31 announced by American Assn. of Advertising Agencies' board include renaming of Frank G. Silvernail of BBDO, N. Y., as chairman, and Jane Daly of Earle Ludgin, Chicago, as vice chair-man of broadcast media unit. Also re-named: John F. Devine of J. Walter Thompson Co., N. Y., as chairman, and C. Burt Oliver of Foote, Cone & Belding, Hollywood, as vice chairman of television and radio administration committee. Both broadcast media and tv-radio administration are standing committees.

Named to six committees from among AAAA directors-at-large were these chairman and vice chairman:


Designated to other seven standing commit-ties were four names.


Hau ser Seeks Eureka Ch. 13

APPLICATION for ch. 13 at Eureka, Calif. (v.s. radio at Humboldt), filed with FCC Fri-day by Carroll R. Hauser, owner of KKM Eureka and 45%-owner of KVEN Ventura, Calif.

PEOPLE

ELDON E. SMITH, vice president, Young & Rubicam, appointed manager of Chicago office. He has been manager of merchandising depart-ment and member of agency's plans board in New York since 1953.

JOHN BROOKMAN, former vice president and manager of Ruthrauff & Ryan's Toronto office (recently closed), to BBDO, same city, as senior account executive.

NORMAN BAER, director of radio and television, Hilton & Riggio, N. Y., to Lewin, William & Saylor Inc. in same capacity.

W. SCOTT LEONARD, formerly vice president and account supervisor at Young & Rubicam, Chicago, and with agency past eight years, to J. Walter Thompson Co., same city, as account representative effective today (Mon.), ROBERT D. DOHN, formerly art director at Foote, Cone & Belding, Chicago, to Thompson in similar capacity, and BETTY STUART SMITH, direc-tor of radio tvb publicity for all agency accounts in New York, transferred to Thompson in Chicago as copywriter on Kraft Foods account.


Poller Would Buy WOPT (TV) As Subscription Tv Station

APPLICATION to purchase ch. 44 WOPT (TV) Chicago, provided FCC will allow station to be operated on partial subscription-tv basis, was filed with Commission Friday by Lou Poller, who early last month asked FCC to authorize pay-tv operation for his ch. 25 WCAN-TV Milwaukee [BFT, June 18].

Purchase of WOPT from Trendex would also entail no cash and did not involve WOPA-WAM-FM. If FCC approves purchase (this assumes approval of pay-tv plan), Poller firm (Tv Exhbitors of America) would issue WOPA Inc. 74% of non-voting, Class B stock in WOPT, according to application.

Proposed Chicago fee-tv operation would be similar to that environment for Milwaukee with 25% paid, 75% normal operation.

Right Once, Sindingler Again Predicts Sunday Duel

SUBSTANTIATING prediction of Sindingler & Co. that Steve Allen's first telecast opposite Ed Sullivan (June 24) would fail to attract half as many viewers as Sullivan [BFT, June 25], Sindingler interviewers early last week found actual viewing in ratio of 67.8% for Sullivan to 32.2% for Allen. Pulse rated Sullivan 35.3, Allen 15.1; Trendex, Sullivan 24.6, Allen 13.3. Sindingler Thursday estimated that Allen's second telecast (yesterday), would reduce audience ratio to three-to-two, 59.4% or 42,025,000 viewers for Sullivan, 40.6% or 28,766,000 for Allen.

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the week in brief

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WOODLAND-TV is **BIG** territory!

Here's the business end of a high-powered motoring market you may be missing . . . currently wheeling along at the rate of $514-million for gas, oil and automotive products. Western Michigan motorists are YOURS . . . when you buy WOOD-TV, Grand Rapids' only television station . . . the country's 18th television market. Ask us to tell you more!

WOOD-**TV** WOODland CENTER GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC: ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY
The sun—the water—and the world's most beautiful beaches still remain the Miami Area's greatest commodity, and the Great American Tourist, its leading customer. Present hotels showed an average season occupancy of 82.3%, and some $40 million will be invested this year in new tourist facilities. Summer vacations are establishing remarkable new records. One airline experienced an 85% increase between April 15 and June 1 in package-vacation tours alone, while another predicts a 40% increase in all Miami trips during balance of summer. Railroads and bus lines are scheduling special trains and trips to carry greatly increased summer loads, greatest in Miami's history.

The beautiful Miami skyline is familiar to most of the nation, but behind this lovely scene is an important industrial boom. The county now ranks first in Florida in industrial production, and a total of some $316 million in new projects (cement plants, aircraft industries, etc.) will solidify that position.

While Florida's farm economy has been somewhat obscured by vacationland and industrial publicity, agriculture is an area of vast importance. The cattle industry ranks second in the nation, and the economic value in Dade County (Miami) of all farming interests is in excess of $75 million per year.
Deep channel port facilities bring ocean vessels (and voyagers) virtually to the center of Miami’s downtown area, and cruise ships add their facilities to a greatly expanded transportation system.

The University of Miami, possibly the nation’s most modern, is Florida’s largest with an enrollment of 11,077. The recent establishment of the state’s first medical school at the University has provided added prestige.

114 MOVED IN TODAY

Every day is “moving-in” day in Greater Miami. 42,000 new permanent residents in each of the past five years have stimulated phenomenal residential construction, and new-record tourist seasons keep hotel-motel construction at an equally high peak.

1966 public school enrollment increased 12.2% over 1955 and a $34 million bond issue will provide over 1,000 additional classrooms for next year’s crop of youngsters.

Greater Miami is enjoying an increased earning power generated by 249,000 non-agricultural jobs, while all-important retail sales moved up to a new level of over a billion dollars in ’55 (a gain of 15.2% over 1954 against a national gain for the same periods of only 9.3%). “Effective Buying Income” is measured at over $14 billion by Sales Management Magazine ($6,047 per family) in a population area of 744,000 as of January 1, 1966.

Federal Reserve “Bank Debts,” a reliable business yardstick, soared to a new high of over $614 billion in ’55, a healthy 22.8% increase over ’54 — and a remarkable 265% over ’45.

Serving this booming Florida market are two Storer Broadcasting Company stations: WGBS, a 50 kw CBS Network (radio) affiliate, and WGBS-TV. Both stations are enjoying new peaks in audiences and the widest coverage in their respective fields. A strong merchandising service keeps pace with the rapidly expanding retail store development. Like all Storer stations, program policies of both WGBS and WGBS-TV make them “local stations,” while maximum power guarantees best reception throughout the entire Greater Miami area.

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HAPPY BIRTHDAY

THOSE GREMLINS who played such a big part in last season's "Alice in Wonderland" (Hallmark Hall of Fame) were back again last Monday night, stealing the show from the cast of "Happy Birthday" with such electronic effects as oscillating furniture, translucent liquor bottles, gurgling sound-effects, superimposed glassware and whatever else NBC-TV's sleight o' hands boys could muster in the way of distractions. It was like taking away from a baby, considering that the storyline of Anita Loos' play is and always has been incredibly complex and downright silly most of the time.

If the play wasn't "the thing," it probably was the idea of bringing to tv this Decameron night in a Newark tavern. The decision to do it must have been somewhat hard for the network and agency, besieged as they are, by two opposing audience factions: the one demanding more sophisticated, mature tv; the other calling for more "wholesome American family entertainment."

Though the attractive Betty Field was handicapped by too-appealing looks and clothes to be a prissy old maid, she still managed to impress us as a frustrated dumpling having the time of her life on, under or astride the bar. Her performance was satisfactorily complemented by the colorcasting and the work of her supporting cast, notably, Barry Nelson, Emil Markay, Tina Louise, Bill Harrigan and Luella Gear.

Production costs: $140,000.
Sponsored by Ford Motor Co. and RCA Victor through Kenyon & Eckhardt Inc., June 25, on Producer's Showcase, on NBC-TV in color and black-and-white every Monday, 8-9:30 p.m. EDT.

Producer-director: Alex Segal; associate producer: Andrew McCullough; associate director: Dean Whitmore; author: Anita Loos; tv adapter: Robert Wallent; musical director: George Bassman; settings: Otis Riggs; technical director: Jack Coffey; production assistant: Edith Hamlin.

CBS CARTOON THEATRE

AS LIGHT (and lightweight) summer fare, CBS-TV's newest venture into cartoonland is not likely to create an stir around network quarters or any qualms in the Disneyland camp. Its June 20 CBS Cartoon Theatre offered viewers a group of Paul Terry cartoons, including Gandy Goose, Heckel and Jeckle, plus those two delightful hams, Tom and Jerry, pieced together with pattern by Dick Van Dyke. He commented on the authenticity of historical characters, inserted a plug for The Adventures of Robin Hood (also a CBS-TV series) and gave water safety tips for the small fry. Mr. Van Dyke has a pleasant and smooth manner about him which, far from being condescending, appears a bit too lofty for the juvenile audience. Slated opposite ABC-TV's five-hour Disney- land for the summer, Cartoon Theatre is not apt to win many viewers during the 7-8:30 p.m. slot, any more than Arthur Godfrey is during the second half of Disneyland. Nor is it likely to influence advertisers (Cartoon Theatre is aired on a limited CBS-TV network, sustaining). It's hard to envision it as a tv staple.

This reviewer, an old Tom & Jerry fan, concedes that cartoons are popular, but isn't there a glut of them on tv already? And don't they belong on local stations instead of in prime network time?

Production costs (gross): $25,000.
Telecast June 20 by CBS-TV, 7:30-8 p.m. (EDT), sustaining.
Announcer: Dick Van Dyke; producer: Michael Grillkses; director: Howard Magwood; writer: Bill Dammie.

THE STEVE ALLEN SHOW

"THE SAME old thing" has no place in a Steve Allen format, as he has proved to national- wide audiences for the past few years on the Tonight show. Now he's in the big time as Dr. Steve Allen's (the name of which won't be mentioned here). Then some clever jibes at the opposing Ed Sullivan show. Then a bit of business where Steve played the piano while various scenes gave the viewer something to look at: a meat grinder, Skitch Henderson's head on a platter, etc.

Hits of the show: The commercial parodies featuring "testimonials" by Diane Clark, Vincent Price and Wally Cox. Steve's routine with Kim Novak on "teaching while you entertain" television. The finale "Death of the Blues" duet with Steve and Sammy Davis Jr.

Misses: The opening Davis Jr. routines. Not that they were bad, but Mr. Allen relinquished much too much time to the act. For a while it looked more like The Sammy Davis Jr. Show.

Near miss: The rooftop ballet with Bambi Linn and Rod Alexander. It turned out to be interesting as novelty but poor as dance.

Verdict: Results may not always be the most expert, but the show promises to be exciting.

Production costs: Approximately $35,000.
Sponsored on NBC-TV by Brown & Williamson Tobacco through Warner Bros. & Co., weco Mfg. through Compton Adv.; Andrew Jer- gens through Robert W. Orr Assoc.; three out of four Sundays, 6-7 p.m. EDT.

Executive producer: Jules Green; producer: Bill Harbach; director: Dwight Hamion; musical director: Skitch Henderson; an- nouncer: Gene Rayburn; NBC program su- pervisor: Alan Courtney; writers: Steve Al- len, Stan Burns and Herb Sargent; unit man- ager: Jim Reina.

SEEN & HEARD

To meet NBC-TV's new challenge to his supremacy in the Sunday evening 8-9 period, Ed Sullivan on June 24 celebrated his eighth anni- versary with 45 guests, practically all stars whose names are top flight audience attractions. True, most of them appeared only to take bows and join in a chorus of "Happy Anniversary to You," but they were there, as promised. Moreover, unlike too many anniversary celebra- tions, Mr. Sullivan and his producers did not neglect to have a show as well as greetings, with songs by Kate Smith, Teresa Brewer and Harry Belafonte, comedy by Jack Paar and--

not forgetting his younger fans—a troupe of performing bears. In other words, it was just the type of show that has put Sullivan into his enviable position and we predict Steve Allen's going to have a tough time usurping his throne.

Perhaps it's the heat that brought forth such talent last week in television. Whatever the cause, kudos are demanded for at least two of its performers. "Mr. Armstrong and Mr. Jr," who wrote the script for Alcoa Hour's "The Archangel Harrigan," a delightful fantasy about an Irish rogue who woos a Scottish miss in rural America. To John Drainie, whose por- trayal of "Mr. Armstrong" in Monday's Radio One Summer Theatre production of the same name was both spellbinding and supremely professional.

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

Page 14 • July 2, 1956
Ready for lunch?

Just a few chapters ago you took off on United's deluxe DC-7 nonstop. Another 700 miles will speed by between cocktails and dessert. Before you know it you've arrived at your destination — relaxed, composed. Ready for anything.

United offers 4 luxurious nonstops daily each way between New York and both Los Angeles and San Francisco . . . also deluxe DC-7 nonstops from Chicago to Los Angeles, San Francisco and New York. Enjoy this fine service on your next trip.
STAMPS OF APPROVAL
Advertisers are spending more dollars with the NBC Radio Network on weekends than with any other network...48% more than with the second network.

During its first year, MONITOR increased NBC Radio Network weekend revenues — in the face of a decline in weekend revenue on all other networks — by 278% over the preceding year.

MONITOR has moved steadily from 30% sold-out in the first quarter of 1956 to more than 78% sold-out for this August. By next month, NBC Radio will be delivering over 7,000,000 more listener commercial impressions, weekends, than any other network.

You belong on MONITOR, where advertisers have placed so many stamps of approval. **NBC Radio Network**
How Ayer Charges

EDITOR:
The article on the 15% commission in your issue of June 18 is very interesting and well written, but it is not up to date in regard to Ayer.

It is true that, until 1949, we charged a commission of 16½% on the net cost to us of space and other commissionable expenses. But in 1949 we changed to a straight 15% of the gross cost of space and time, and 15% of other commissionable expenses. This brought our charges exactly into line with those of other agencies, although in billing for space and time we use a formula which permits us to receive our compensation from our clients rather than from media. This is in accord with our long-standing policy of making sure that, both actually and legally, we are working for the advertiser.

If you would like some background on the reason for our 1949 change, here it is: Our 16½% of the net cost of space and time worked out as slightly less than the 15% of the gross charged by other agencies. Our 16½% of other commissionable charges was more than the charges made by other agencies. The differences just about cancelled each other out until television, with its high production costs, became an important factor. At that point, in order to keep our charges in balance with charges made by other agencies, we dropped our policy of charging 16½% on the net and adopted the 15% system.

Richard P. Powell, Vice President
W. W. Ayer & Son Inc.

What's Newsworthy?

EDITOR:
In your June 18 issue you have published a report from Troy Knowles of the Helene Curtis Industries. On the subject of "Free Plugs Supported, Says Cosmetic Company," Mr. Knowles was quoted as saying: "The question of free versus paid time assumes the only thing newsworthy is on a commercial."

This remark is almost too absurd to warrant an answer. Mr. Knowles, suppose you try getting your so-called "free plugs" or newsworthy notes to the various news services which serve radio. I feel sure that such accounts as Wrigley chewing gum and Coca-Cola do not evaluate their fine commercial copy, which in some cases has remained unchanged for years, as newsworthy. They want to sell merchandise and are willing to pay for it...

J. M. McDonald, Gen. Mgr.
KURF-Edinburg, Tex.

Vincent Hartnett, Researcher

EDITOR:
In the article, "Faulk Sues AWARE for "Blacklisting,"" which appears on page 31 of the June 23 issue of your indispensable magazine, the following statement is attributed to me:

"I am hired by agencies, sponsors and networks to look into the qualifications of persons they plan to use on radio and TV programs. Following my investigation, I find and report on any political activity in which the person under examination may have participated.

This is not an accurate quotation of what I said over the phone to your able reporter. I did not use the word, "investigation." I am not an investigator and have not the training or facilities to conduct investigations. I am a researcher. I have comprehensive files on communists and communist-fronts in the entertainment industry. What I said was that I "check" names proposed to me, to ascertain whether the individuals involved have or do not have records of affiliation of one kind or the other with the Communist Party or with communist "fronts" and causes.

I did not use the phrase, "political activity." I am not concerned with individuals' political activities. I am concerned about whether they did or did not engage in communist or pro-communist activity.

The statement attributed to me in direct quotes was inaccurate and might well be damaging to me in my profession. I would appreciate your making a prompt correction.

Vincent W. Hartnett
New York

Jeweled Coach

EDITOR:
Mr. Mack [Larry Mack, Slenderella president] has read the article, "Radio: Jeweled Coach for Slenderella," in your June 4 issue and he has asked me to write and tell you how much he liked it.

It is an excellent article, as evidenced by the many compliments we have received on it, and your interest and consideration are very much appreciated.

Margaret Gibbs, Asst. to the Pres.
Slenderella, International
Stamford, Conn.

Free Speech in Action

EDITOR:
On June 28 Santa Barbara radio station KIST will celebrate the second anniversary of its Free Speech program, which is unique in that [it affords listeners] free opportunity to [exercise that right]. By merely picking up the receiver at home, place of business or telephone booth and dialing Woodland 3901 at a given time, one is soon connected with a broadcasting medium whereby he or she is "on the air."

Any person's views on public matters or officials, one's innermost thoughts or convictions, are permitted (within propriety) and expressed on this Free Speech program. Participants include hundreds of citizens who have spoken, many more than once...

Through the medium of this valuable program citizens have influenced public affairs in Santa Barbara City and County, as well as California State, as follows:

(1) A long overdue special election for state senator in Santa Barbara County and vicinity, being thoroughly publicized on the program by citizens in 1955, had much to do with forcing Gov. Goodwin J. Knight to obey the state constitution by calling this election.

(2) Free Speech was a large factor in Santa Barbara City whereby a majority of its speakers on the matter of a public golf course favored same and a bond issue for this purpose was approved by the voters.

(3) Discussions on traffic conditions, street improvements, education, taxes, city departments and the general welfare of the people socially, culturally and at business and work have created much public interest and practical results.

Free Speech is also a public forum—a meeting of the minds, so to speak. Controversial issues dealing with national and international affairs with matters legal, moral, practical and ethical—of everyday living, have been presented and discussed pro and con.

Harry C. Butcher, owner of KIST and originator of the Free Speech program, his staff and moderators, are all to be congratulated on its moral success and achievements...

Irving Polstein (a listener)
Santa Barbara, Calif.

Page 18 • July 2, 1956
While the nation's harried, about-to-be-married No. 1 glamour girl* tried to give photographers the slip, United Press Newspictures' Joseph J. Gazdak made this shot.

*Marilyn Monroe, of course.
CASE HISTORY - WOMEN'S WEAR

Sally is 18 this year. A beautiful and healthy 18, thanks largely to the good nutrition of Southern California Radio.

Since 1938 the Sally Shops have been a family enterprise of the Zuckermands; Ted and Marvin and their father, H. Lew. Their object: bring high fashion to the Southland at popular prices. Their method: take the stores to the women in their residential neighborhoods.

Foreseeing both the growth and the decentralization of Los Angeles, Sally harnessed the giant of advertising media, Radio, to carry the bulk of advertising. Morning newscasts and a half-dozen weekend five-minute programs are on KBIG. Spots are run on two other fine Los Angeles independents.

Results? Sally Shops have grown from one small store to beautiful, modern fashion centers in 15 communities in Los Angeles, Ventura and San Bernardino Counties. Sales have increased substantially every year.

Says John Bainbridge, account executive, the Lansdale Company Advertising Agency: "Radio has been our indispensable tool in making Sally's the 'Most Walked about Clothes in Town'... by making them the 'Most Talked About'!"

Huge, sprawling, rich Southern California is reached best by radio: KBIG RADIO, for greatest coverage at lowest cost-per-thousand.

ALTHOUGH he had no particular affinity for driving an ice truck, Robert W. Carpenter, vice president in charge of station relations for MBS, had reason to believe as a youth that the feeling wasn't mutual—insofar as the ice truck was concerned.

Twice during his career Mr. Carpenter guided such a vehicle on New Jersey highways because of the press of economic circumstances. Today, as he busily criss-crosses the country several times a year attempting to keep some 300-odd Mutual affiliates happy, Mr. Carpenter can look backward and comment wryly: "You can't beat those regular hours on the truck!" Mr. Carpenter's arduous schedule as station "trouble-shooter" for the world's largest network might faze an individual with a less formidable basic training in hard work.

Robert Wilfred Carpenter was born in Elizabeth, N. J., on Sept. 30, 1909, one of six boys in a family that believed all youngsters should perform household chores. He grew up in Roselle Park, N. J., and was graduated from the local high school in 1928.

Though Mr. Carpenter had set his sights on a college education, he had to defer his plans for lack of funds. He decided to work for a while, save some money and enter college at a later date. It was at this point that Mr. Carpenter had his experience in hauling ice.

Some months later, he switched to a factory job at the Western Electric Co. in Kearney, N. J., and later to one at the Ford Motor Co. plant in Edgewater, N. J. The arrival of the depression shattered Mr. Carpenter's hopes of attending college, and in the next four years, he worked at several jobs, including a second tour on the ice truck.

Early in 1934, a friend tipped off Mr. Carpenter to a job opportunity that held promise of broadening his occupational vista: CBS was going to have an opening in its accounting department in three months. Undismayed by his lack of background in accounting, Mr. Carpenter enrolled for a short course in accounting in the night division of the Drake Business College in Elizabeth. Armed with two months' worth of knowledge in accounting, he arranged for an interview for the job at CBS. He was hired by Samuel R. Dean, currently treasurer of CBS, as a clerk on the accounting staff.

At CBS he displayed a penchant for figures as well as for administration. Three years after joining the network, he was promoted to comptroller of WBT Charlotte, N. C., then a CBS-owned station. In 1940, he was moved to St. Louis as comptroller of KNOX, and in 1941, he was appointed account executive.

In 1943, Mr. Carpenter responded to the war effort by joining the American Red Cross as an assistant field director. He served in various localities throughout the country and later was assigned to Morocco and Marseilles.

At the end of the war, Mr. Carpenter returned to the U. S. and accepted an offer from Mutual in 1945 as southwestern manager of the station relations department in Oklahoma City. Three years later, Mr. Carpenter was advanced to eastern manager of the department, with headquarters in New York, and in 1953 was named assistant director of station relations. He was appointed director in March 1954 and last April was elevated to vice president in charge of station relations.

As a veteran station relations official, Mr. Carpenter has come to know intimately the managers of the stations affiliated with Mutual. He estimates he spends about a third of his working time on the road, conferring with station executives on their problems and receiving suggestions from them on the ways Mutual can better serve its affiliates.

"We've gone up and down the land, asking our affiliates what they want from the networks," Mr. Carpenter explained. "Though the answers have been different, one pattern has emerged. We've found out that radio stations want these things from networks: news programs—not spot news—but commentary and interpretation; good special events coverage; good national sports coverage; some 'who dunsits' and drama. If that's what they want, that's what they'll get. Whether they pay us in dollars or oranges or time makes no difference."

Mr. Carpenter's comment about payment referred to Mutual's new affiliation contract [B&T, April 16], under which network option time was reduced from nine hours a day to an average of five hours a day. Affiliates were asked to "pre-clear" and carry without compensation some 15 hours of network programming a week in return for about 15 hours of programming, furnished free to the local station for local sales. Mr. Carpenter commented that the old contract form was "obsolete" and the new plan, which goes into effect on Nov. 1, is a blue-print that should work to the advantages of both the network and its affiliates.

In 1933, Mr. Carpenter was active in amateur theatricals in Roselle Park, and appeared in a play opposite a young lady named Isabelle Struthers. Two years later they were married.

The Carpenters, who live in Old Greenwich, Conn., have three children—Barbara, 20, a junior at the U. of Connecticut at Storrs, who recently was elected "Campus Queen" and president of the Women's Student Government Council; Robert, 17, and Heather, 15, both students at Greenwich High School.

Mr. Carpenter is an avid reader. Though he prefers non-fiction books, he will read "practically anything I find" in a hotel when he is on a business trip. He lists his hobbies as: work, golf, fishing, cabinet-making and bowling.

our respects

to ROBERT WILFRED CARPENTER

Page 20 • July 2, 1956
...climbing beautifully in San Antonio...

is

KTSA

In just THREE SHORT WEEKS of new independent operation (since Monday, May 21st), KTSA is already FIRST in the afternoon and a strong SECOND in the morning, probably the most meteoric rise in rating history!

BEFORE (March '56)

KTSA daytime average share 5.3%

AFTER (June '56)

KTSA daytime average share 20.2%

(C. E. Hooper March averages vs. C. E. Hooper June 11-15 special report.)

KTSA leads the nearest station by 1.2% in the afternoon and is second highest in the morning, trailing by only 4.3%

watch the ratings in San Antonio!

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

*in operation soon

AMERICA'S LARGEST GROUP
OF INDEPENDENT RADIO STATIONS

NOEMAC STATIONS
NEWS MUSIC

20.2%
(June '56)

5.3%
(March '56)
Who Does the Traveling--Editors

J. Frank Beatty: Ubiquitous. Roving assignments for B&T in past year took him 36,650 miles, had him inhaling the etter of gasoline in Texas, dodging frying chips in a High Sierra lumber mill, sampling Tillamook cheese, gaping at Wilson Dam turbines, eating scrod in Boston, abalone on Catalina Island, Olympia oysters on Puget Sound and swordfish in Miami. Aside from a fondness for sea food and no air sickness, Frank boasts a well-traveled Swiss typewriter which may well symbolize B&T's editorial approach: Get it first hand and get it all.

A radio- television trade magazine may be judged by the type of staffer who hits the road. Is he out selling advertising or is he out getting a story? Some books need only a scissors and paste-pot to “cover” the country; an editorial expense account for travel might include a couple of cross-town taxi fares, while the business of space selling uses 95% of their travel budget.

Don’t get us wrong—there’s nothing wrong with travel for space-selling. It’s an essential part of the business of publishing a magazine. Our point is one of balance.

Here at B&T our editors and reporters do plenty of traveling. Take Senior Editor J. Frank Beatty for example. He has traveled 36,650 miles in the past year, making market studies in the Carolinas, the Gulf States, the Pacific Northwest, covering national advertiser meetings, digging into the impact of the Detroit newspaper strike, investigating uhf in Indiana and Pennsylvania, touring the major markets in Texas (and making an “informal inspection in Las Vegas which yielded no story but proved that gambling doesn’t pay”).

Frank is one of 35 editors, writers, production experts and stringers who cover the world of radio and television for
or Salesmen?

B*T. It's a staff that puts out a book of 85,000 informative, informed and pertinent words a week. Raw material is 100,000 words a day that reach B*T Wash D C via AP, UP and B*T's own communications to bureaus in New York, Chicago and Hollywood, plus on-the-spot Congressional and FCC coverage.

A recent survey* among 4,584 radio-television executives (42.2% replied) revealed that 90.4% read B*T regularly. Not only do they read it—if they could get only two of the seven publications in the field, 82.1% would choose B*T as one of the two; 78.4% prefer B*T's weekly frequency; 57.1% list B*T as the publication in which an advertisement would have the most impact on them (runner up scored 18.7%).

B*T's 77,440 readers every week find B*T indispensable. That's why B*T carried more pages of radio-tv advertising (3,832) in 1955 than all other vertical publications in its field combined.

*For a complete summary, write Executive and Publication Headquarters, Broadcasting Telecasting, 1735 DeSales St., N.W., Washington 6, D. C.
WIBC—Leads in Indiana

During each of the past five years, WIBC has received among other honors for community service, the National Safety Council’s Public Interest Award for Exceptional Service in the Farm Safety Field. WIBC is the only Indianapolis radio station ever to receive this award.

Obviously, even WIBC’s community service programs build big audiences because in the 31 county Indianapolis trading area, WIBC programs rank first during 447 out of 504 rated quarter hours each week.1

Chiefly responsible for WIBC’s community service success and big audiences are WIBC’s well-known personality salesmen...Easy Gwynn, Jack Morrow, Joan Evans, Gordon Graham and many others. These same “personalities” are available on a “first come, first served” basis to help you sell your product or service.

To Sell Indianapolis, and Indiana, the Best Buy...the Only Buy Is...WIBC!

2835 N. Illinois Street Indianapolis 8, Indiana

RICHARD M. FAIRBANKS, President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

THOMAS A. WRIGHT

on all accounts

AGENCY WORK has proved to be the “happy combination” of television and advertising at all media levels that Tom Wright first envisioned when he served as public relations representative for NBC in TV’s early days.

Today, during the growth period of television, Mr. Wright describes his media group supervisor role at Leo Burnett Co., Chicago, as one of “synthesizing a media plan upon marketing strategy.” In that capacity he is responsible for media recommendations in a Burnett client group that includes the Kellogg Co., Maytag, Tea Council and Campbell Soup Co.

A native of Plainfield, N. J. (born March 18, 1919), Thomas A. Wright majored in journalism at the U. of North Carolina and graduated with a B.A. degree in 1941. During the summers for two years (1939-40) he was a combination PR-guide representative for NBC at the New York World’s Fair.

After five years in the Marine Corps as administrative staff communications officer (he attained the rank of major), Mr. Wright set out to make advertising his career.

Joining BBDO, Mr. Wright worked on every phase of agency TV operation from 1946 to 1951, preparing and planning budget presentations for His Parade, Betty Crocker and other programs; developing programs and talent-time sales recommendations, and supervising contract preparations and negotiations. He also organized and staffed the TV traffic section and worked closely with studio producers. (Among his other credits: planning and placement of the Chiquita banana minute movie campaign for United Fruit Co.) At BBDO he was variously head of TV account service, business manager of the TV department and head of motion picture and TV film department.

Mr. Wright left BBDO to join Dundes & Frank as vice president and radio-TV director with general agency assignments in 1951 and the following year became associated with NBC as account executive in radio and TV sales.

Mr. Wright came to Burnett in September 1955 and now handles all media in his particular account group. All four clients have been especially active in network and spot TV and one of them, the Tea Council, recently announced a $248,000 spot television campaign in major cities. Burnett handles the Franco-American line, frozen soups, tomato juice and tomato catsup for Campbell.

Mr. Wright married the former Christine Allen. They have three children—Laurinda, 10, Thomas Jr., 6, and Cynthia, 4—and live in suburban Woodstock. His hobby is golf.
**Save up to 15%**

By Using 2 or More of these Powerful Stations

WKMH—Dearborn—Detroit

WKMF—Flint, Mich.

WCHM—Jackson, Mich.

WSAM— Saginaw, Mich.

**HERE’S HOW:**
Buy All 4 Stations SAVE 15%
Buy Any 3 Stations SAVE 10%
Buy Any 2 Stations SAVE 5%

Represented by NEAL DEED

---

**HERE’S PROOF!**

WKMH gets the biggest tune-in share of Detroit's tremendous automobile traffic... not just in the morning... not just in the afternoon... not just at night... not just 5 days a week... BUT, MORNING, NOON and NIGHT... 7 DAYS A WEEK!

These figures prove that WHENEVER YOU'RE ON WKMH, YOU'RE GETTING DETROIT'S BIGGEST SHARE OF AUDIENCE!

<table>
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<tr>
<th>5 A.M. TO 12 NOON</th>
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| WKMH             |                 |                      |
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| Station B        | 14              |                      |
| Station C        | 13              |                      |
| Network D        | 12              |                      |
| Station D        | 2               |                      |
| Station E        | 1               |                      |
| Misc.            | 6               |                      |

PULSE REPORT FOR JULY, 1955

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**WKMH TOPS ‘EM ALL**

In Out-of-Home Audience!

5000 WATTS NIGHT and DAY!

**WKMH**

DEARBORN—DEtroit

Fred A. Knorr, Pres.

JOHN CARROLL, Mg. Director

The Community Stations

KNORR Broadcasting CORP.

July 2, 1956 • Page 25
KTHS—Basic CBS Radio in Little Rock—is Arkansas' only 50,000-watt station. Its audience includes hundreds of thousands of people throughout the state.

Take Yale (Ark.), for example. Population-wise, it can't compare with its Ivy-League counterpart. But combined with hundreds of other communities, it helps account for KTHS's interference-free daytime coverage of more than 3,370,000 people!

Ask your Branham man for all the facts on KTHS—Arkansas' BIG radio value.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

Page 26 • July 2, 1956
TELEVISION'S allocations future was sketched out by the FCC last week when the Commission issued its long-awaited decision in the eight-month-old allocations proceeding.

The FCC held out the possibility of moving all television—or those assignments in a major geographic area—to the uhf band in the unspecified future.

It also proposed to deintermix 13 markets immediately and it raised the uhf maximum for power to 5 million watts and revised its mileage separations standards from city-to-city to transmitter-to-transmitter.

The prospective move of television to the uhf band was predicated on the hope that uhf propagation and equipment can be improved to more nearly equal that of vhf.

The deintermixture proposals—which do not become final until after the Commission has studied comments and counter-comments and probably heard oral argument—were issued with the idea of equalizing competitive facilities in the 13 markets. Some were authorized on slim four to three votes.

Comments on the deintermixture proposals were requested by Sept. 10, on the long range plan by Oct. 1.

Comr. John C. Doerfer issued a general dissent to the entire report, and most emphatically to the proposals to deintermix the 13 cities.

Mr. Richard A. Mack urged that no moves be made now until the long-range project was completed. Other commissioners expressed varying views on separate items of the report.

But, even as the industry was studying the document, the Commission went ahead and approved vhf grants in Peoria and Springfield, Ill.—two of the prospective deintermixture cities. The grants were made to WIRL Peoria (ch. 8) and WMAY TV Inc., Springfield (ch. 2), but forbidding construction and conditioned on any changes which might take place in the channels assigned after the proposed rule-making is concluded.

The FCC also finalized the grant of ch. 5 to WRAL Raleigh, N. C.

Reactions from broadcasters and manufacturers was slow in coming. However, some comments were made late in the week by:

Committee for Competitive Television: CCT said the Commission's proposals offer a "promising blueprint" for establishing an all-channel television system. "It now remains to be seen whether the Commission will develop the system according to the plan." CCT called on the Commission to refrain from granting vhf channels in the 13 areas proposed to be deintermixed. It added that "failure to do this would virtually nullify the deintermixture proposal." It also urged as "mandatory" that the Commission immediately institute proceedings to shift vhf to uhf channels in these markets "in order that the deintermixture proposal may become deintermixture in reality."

Radio-Electronic-Television Mfrs. Assn. had no comment on the proposals, but one unidentified manufacturer was quoted as saying that "The FCC has just laid a great big egg. This will change nothing."

Another set maker expressed doubt that anything substantial would be decided for another year. "Maybe we'll get a final ruling by next June or July," he said.

The Senate Commerce Committee, it was understood, instructed its counsel, Kenneth Cox, to study the Commission's action and make any required changes in its own proposed report on the subject. Individual Senators were reported to have expressed satisfaction that the FCC had finally acted. The committee held hearings on allocations earlier this year.

Benedict V. Cottone, counsel to the UHF Industry Coordinating Committee: Mr. Cottone declared that uhf operators must be gratified that the Commission has accepted the principle of deintermixture. However, he felt "keen disappointment" that the FCC refused to permit uhf squeeze-ins with lower power and antenna heights at reduced mileage separations.

Other reactions were varied. Telecasters who stood to be hurt were naturally resentful; those who stood to benefit were happy.

Most observers were certain that the long range plan was at least three years from any sort of start. It will be that long, engineers and attorneys felt, before any development program could attain worthwhile improvements bringing them to the level of vhf.

As to the deintermixture proposals, it was
the consensus of some broadcasters and Wash-
ington attorneys that final decisions on these 13
cases would not be reached before the end of
this year, or early in 1957. They also felt that
there probably would be only three or four
cities actually deintermixed. It, and it was point-
ed out, there were bound to be appeals to the
courts which would stretch out the completion
of the process another year.

Some observers noted that Comr. Webster's
place would be taken by T. A. M. Craven (who
takes office today). A change in one vote, it
was pointed out, would reverse five out of the 13
proposed deintermixed.

The allocations proceeding was begun Nov.
10, 1955, when the FCC denied a group of deintermixed peti-
tions. The Commission said that the question had be-
come nationwide in scope and could not be resolved on an
individual basis.

Prior to that time the FCC had been called on to
deintermix some 30-40 cities. It held an oral argument on five of these cases
and then decided in its November ruling that
a general, overall allocations proceeding was desirable.

The allocations proceeding drew more than
500 comments, plans, suggestions and counter
comments. It was the subject of almost weekly
Commission meetings since the end of April.

At various times it had been reported that
the Commission was favoring "selective deintermix-
ture," large-scale deintermixiture, division of
the country into an eastern uhf area and a
western combination uhf-vhf area, and no
change in present principles of allocations
assignments.

It is known that at one time recently the
Commission was ready to issue its long range
proposal and invite individual comments on
specific deintermixitures [B&T, June 11].

Television began commercial operations in
1941 when the FCC allocated 18 channels in
the 50-294 mc band. In 1945, the television
application was contracted to 13 channels in the
band from 44 mc to 216 mc, and fm broad-
casting moved up to its present 88-108 mc.
The following year, ch. 1 (44-50 mc) was deleted
from the television band and allocated for
industrial, public safety and transportation
services.

It was in 1945 that the Commission said that
the 13 (now 12) vhf channels were insuffi-
cient for a nationwide, competitive television
service, and that tv must expand in uhf.

In 1952, following the four-year freeze, the

COMPLETE TEXT OF FCC REPORT AND ORDER
IS IN THIS ISSUE, BEGINNING ON PAGE 91

denied various proposals that would have per-
mitted vhf squeeze-ins at reduced mileage separations, to drop the table of allocations and decide
applicants for space on a case basis, to permit antennas in Zone 1 to be 1,250 ft. above
average terrain.

In discussing the possibility of moving tele-
vision to the uhf band, the Commission declared
that this would have many advantages: there
would be equality of competitive opportunity
among all sta-
tions; there would be no problems of receiver
incompatibility, and more stations would be
built and successfully operated.

Also, said the FCC, the vacating of the vhf
band would open up additional space for other,
non-broadcast services.

The Commission asked that comments be supplied on what
use might be made of the uhf band if it is decided to move
television to chs. 14-83. In this connection, the FCC wondered
whether 30-60 mc should not be set aside for uhf
applications and whether the lower vhf band might not be
utilized by the mobile services.

This is considered one of the most dangerous
elements in the FCC's document.

Key to any changeover, the Commission em-
phasized, was uhf's capability to serve larger areas
as well as vhf does. This means, the FCC said, that
uhf transmitters, receivers and antennas must be
upgraded.

At present, uhf stations suffer in comparison
with vhf stations in lesser coverage, with prob-
lems of shadow areas, and in the requirement for
higher powers to adequately serve their markets. Uhf receivers also are more expensive
and less sensitive and selective than vhf sets.

Receivers are more expensive and less sensitive
 uhf receivers, while positioning of antennas also is
considered more critical than for vhf.

The Commission urged that a program of

THE PROPOSED-TO-BE-DEINTERMIXED THIRTEEN

THERE are 13 cities which have been
tapped by the FCC for deintermix-
more or less. It is these cities—some of
which were proposed to be made all uhf,
some all vhf, and some with
a single vhf operating station remaining in a
sea of uhf assignments—about which pro-
posed notices of rule making were issued
last week. Comments requested by Sept. 10.

The proposals:

Elmira, N. Y.—All uhf by deleting ch.
9 and adding ch. 30. This would give Elmira
ch. 18, 24 and 36. Comrs. McConnaughey,
Doerfer and Mack dissented. Ch. 9 had been
allocated to Elmira Nov. 30, 1955.

Evansville, Ind.—All commercial uhf by
switching the educational reservation from
ch. 12 to 13, this would give Evansville
ch. 7, 50, 56, 62. Comrs. Doerfer and
Mack dissented. WTVW (TV) holds a grant
for ch. 7.

Fresno-San Jose, Calif.—Make Fres-
nov uhf by moving ch. 12 to Santa Bar-
bara, adding ch. 30 from Madera, Calif.,
and moving ch. 59 into Madera. This would
give Fresno chs. *18, 24, 30, 47 and 53, and
Doerfer and Mack dissented. KFRE-TV
operates on ch. 12.

Hartford, Conn.—Providence, R. I.—
Propose Hartford all uhf by deleting ch. 3 and
moving it to Providence, transferring ch. 61
from Easthampton, Mass., to Hartford, and
deleting ch. 65 at Meriden, Conn. This
would give Hartford chs. 18, *24 and 61;

uhf band (470-890 mc) was opened to com-
mercial tv operation.

Within a year, it was apparent that uhf sta-
tions, particularly where they faced competition
from vhf outlets in the same communities, were
in trouble. Part of the problem was the fact
that in vhf areas, viewers refused to spend the
$50-$75 necessary to convert their receivers. In
addition to this, uhf's technical disadvantages
led advertisers and networks to prefer vhf affilia-
tions.

Since July 1952, when television application
processing was resumed by the FCC, more than
300 commercial uhf grants have been made.
As of today there are 94 uhf stations operating.
Quite a few have returned their permits, while
the others have retained their construction permits
awaiting the Commission's decision on uhf's future.

In issuing last week's ruling, the Commission

Providence chs. 3, 10, 12, 16 and *36.
Comrs. McConnaughey, Doerfer and Mack
dissent. Comr. Doerfer suggested that if
ch. 3 is taken away from Hartford, ch. 13
from New York should be substituted.

Madison, Wis.—All commercial uhf by
switching the educational reservation from
ch. 21 to ch. 3. This would give Madison
chs. *3, 21, 27 and 33. Comrs. McCon-
naughey, Doerfer and Mack dissented.
WISC-TV is on program tests on ch. 3.

Mobile, Ala.—New Orleans, La.—Make
Mobile all commercial vhf by moving ch. 4
from New Orleans, moving ch. 42 (now edu-
cational in Mobile) to New Orleans (where
it would be commercial). This would give
Mobile chs. 4, 5, 10 and *48. New Orleans
would lose 6 (WDSU-TV), *8, 20, 26, 32,
42 and 61. Comrs. Doerfer and Mack dis-
sented. Comrs. Webster and barley con-
ced, but would also propose the dele-
tion of ch. 6 from New Orleans.

Peoria-Rock Island, Ill.—Make Peoria all
uhf by deleting ch. 8 and adding ch. 25.
Ch. 8 would be assigned to Rock Island.
This would necessitate assigning ch. 77
in lieu of ch. 40 at Galesburg, Ill. This would
give Peoria chs. 19, 25, *37 and 43, and
Rock Island chs. 4, 6, 5, 30, 36 and 42.
Comrs. Doerfer and Mack dissented.
Ch. 8 was granted to WIRL Peoria, Friday.

Springfield, Ill.—St. Louis, Mo.—Make
Springfield all uhf by deleting ch. 2 and mov-
ing it to St. Louis, and adding ch. 39 to
Springfield. This would necessitate substi-
tuting ch. 49 for ch. 53 at Lincoln, Ill. This
would give Springfield chs. 20, 39, 46, 56, and
St. Louis chs. 2, 4, 5, *9, 11, 30, 36,
and 42. Comrs. Doerfer and Mack dis-
sented. Ch. 2 was granted to WMAY-TV
Inc., that city, Friday.

Schenectady, N. Y.—Make area predomin-
antly uhf by deleting ch. 10 from Vail Mills,
N. Y. (Albany area) and adding ch. 47. This would give Albany-
cy and Troy-Troy chs. 6 (WRGB [TV]
Schenectady), *17, 23, 35, 41 and 47. Comrs.
McConnaughey, Doerfer and Mack dis-
sented. Comrs. Webster, Bartley and Lee
concurred but would also propose the dele-
tion of ch. 6 from this area. Ch. 10 had
been assigned to Vail Mills Nov. 10, 1955.

Charleston, S. C.—Make Charleston pre-
dominantly vhf by adding ch. 4. This would
give Charleston chs. 2, 4, 5, *13 and 17.

Duluth, Minn.-Superior, Wis.—Make area
predominantly vhf by switching education-
al reservation from ch. 8 to ch. 32. This
would give Duluth-Superior chs. 3, 6, 8,
*32 and 38.

Miami, Fla.—Make area predominantly
vhf by deleting ch. 6. This would give Miami
chs. 2, 4, 6, 7, 10, 23 and 33. Comrs.
Webster and Mack dissented.

Norfolk-Portsmouth-Newport, News, Va.—
Make area predominantly vhf by adding
ch. 13 to Norfolk from New Bern, N. C.
and add ch. 12 to New Bern. This would
give Norfolk area chs. 3, 10, 13, 15, *21 and 33.
Comrs. Hyde, Webster and Mack dissented.

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BROADCASTING • TELECASTING
research and development—along the lines of the crash program recommended by Chairman Mr. Good and adopted by the NARTB convention last April—be instituted for uhf. Among its goals, the FCC stated, must be the increasing of uhf transmitter power, the use of boosters and satellites to fill in shadow areas, and the improvement of uhf receivers and antennas.

A transition period—10 years has been suggested—was referred to by the Commission as one means of accomplishing the changeover. The FCC set there might be a period of time when vhf stations would operate simultaneously on uhf. It also declared that there might be a cutoff date for vhf broadcasting.

This transition period must be long enough, the Commission stated, to cover the useful life of vhf-only receivers in the hands of the public, and to permit vhf stations to amortize existing transmitting equipment.

Congress might legislate tax relief and it also might ban interstate shipment of tv receivers without uhf bands, the Commission suggested. This would be for the purpose of inducing the manufacture of uhf receivers.

There have been suggestions that the price differential between vhf-only receivers and those with uhf be ameliorated by deleting the 10% excise tax on uhf-equipped television sets. Congressional tax committees have never accepted this proposal.

As part of its discussion of interim measures (deintermixture in the 13 cities), the Commission spelled out the considerations it would apply for favorable action.

**Standards for Change**

Standards for deleting a vhf allocation from a city should include such items as (1) the number of people losing service, (2) how many uhf stations operate in the area, (3) the degree of uhf set conversion, and (4) terrain factors.

Where an additional vhf channel is sought to be moved into an area, the Commission said these criteria would apply: (1) meeting transmitter-to-transmitter mileage separations, and (2) why the prospective community needed the assignment more than the community from which the vhf wavelength was to be taken.

In both instances, the Commission said, the overall effects of these moves would be considered as they relate to the goal of more effective competition among stations.

Buried in the FCC document was an allusion to the fact that the 13 cities proposed to be deintermixed were not all which the Commission was considering. There are, it was said, about 30 deintermixture petitions pending FCC action. It was possible, it was understood, that the Commission might report out a few more notices in the next few weeks.

Also, in its order, the FCC virtually invited other such petitions.

Methods of computing coverage of vhf and uhf stations were spelled out in the Commission's document. This was for those seeking deintermixture in order to meet its standards set out. These computations must be based, the FCC said, on 1,000-ft. antenna height, maximum power and transmitter location near the center of the city to be served.

According to some engineering sources, the FCC has revised its mileage tables, bringing uhf nearer the equivalent of vhf in theoretical coverage. These same sources pointed out that the Commission was still working on averages, rather than permitting showing to be made on actual measurements in individual cases.

The Commission, however, declared that other data, based on other assumptions, would be accepted if submitted. This would be in addition to the information required under its criteria.

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### RADIO, TV, OTHER ADVERTISING MEDIA REPORTED FACING GREATEST CHALLENGE

Delegates to 53d annual convention of Advertising Assn. of the West in Los Angeles are told by principal speakers of new demands in an expanding economy, where automation has been so successful in destroying manufacturing bottlenecks.

TELEVISION, radio and the other major advertising media are facing the greatest sales challenge of their history in the basic revolution taking place in retail marketing today, some 1,000 delegates to the 53d annual convention of the Advertising Assn. of the West were told in Los Angeles last week.

The demands on media of a rapidly expanding economy, where automation has broken the traditional manufacturing bottleneck and shifted the burden of continued business growth instead to mass distribution and consumption, were highlighted by several keynote speakers.

Others pointed out that media are being given be afforded new opportunities to prove themselves as advertisers traditionally linked with older channels of consumer communication adapt themselves to the new marketing situation.

Speakers were divided, however, on the extent of aggressiveness or superlative appropriate in advertising although agreeing that the sales problems, medium and prospects should govern.

John Karol, vice president in charge of network sales for CBS Radio, the only broadcaster on the agenda, told a Tuesday luncheon meeting that all major media are good media when used correctly but that radio, for instance, has the extra attribute of personal persuasion as well as other unique qualities.

Addressing himself to the women delegates and the wives of the men also present, Mr. Karol noted that the purchasing power of the American woman today is such that any time an advertiser forgets or ignores her importance he will soon find out that the "hand that rocks the cradle can just as easily rock the boat."

"In virtually every product category, you are the goal," Mr. Karol told his feminine listeners. "You are the reason for almost every product innovation and every ad in print and on the air. You are the subject of endless research. Your marrying age, your employment status, your shopping days, your color preferences, your convictions about calories, cigars, hard water, foam rubber and form fit—all these things are of unbelievable great importance to American business."

"It is the same story in selecting advertising..."
media. Will the life span of a four-color ad in a woman’s magazine carry more, or less, impact that the greater frequency of radio commercials in the framework of believability of a daytime serial? Will the costly glamour of big-audience nighttime television produce more, or fewer, sales than a double truck in a general magazine? Even as prejudiced as you might believe to be, I admit freely that no one medium for any given product is likely to be the perfect answer in reaching you and convincing you.

Mr. Karol emphasized, “I must go on the record, however, as saying that the low-cost combination of reach and frequency that good radio provides, both locally and on a network basis, gives it a unique status among media. It cannot, of course, claim the exclusive privilege of moving women to buy Brand A over Brand B.

“Actually, the choice of a media depends to a large degree on the psychology behind the copy approach. Which, for example, would impress you most? A picture of a new shade of lipstick, or a voice telling you what this new shade of lipstick will do for you. Without minimizing the value of pictures and copy to be read, I believe that for many products, it’s what they will do for people that is most important. And I think advertisers tend to overlook this. There is no fact of selling so important as one person talking to another—telling the prospect what a product or service will do for the potential buyer.”

The CBS Radio executive felt manufacturers and agencies sometimes fail to match the product to the needs of the consumer and “sheep-like” copy other advertising. “The eyepatch for shirts, the animal for liquor, the man’s man for cigarettes,” he cited, commenting that “imitation may be the sincerest form of flattery but we’re not in the business of flattering each other; we’re in the business of selling goods and services.

“There is too often apt to be a similar pattern in media selection. Some of you remember when radio burst on the advertising scene and became the great glamour medium. The fact that radio was a fine new selling tool should not have detracted from the fact that newspapers and magazines and comics and the rest were also still good.

“In our growing economy we can use more ways of communicating with the consumer.
cheapest way to tell the good news to the public. In this sort of rivalry for attention, we have learned that we just have to state our claims forcefully and with confidence and enthusiasm, if we want to register them effectively against the other fellow.

Similarly, because women have varied preferences in the form of product they want, P&G developed its own competitive brands there, these needs and promotes each equally intensively through radio, tv and other media, he indicated.

Referring to the close “constructive” cooperation of the legal services staff with the P&G advertising department, Mr. Werner explained how such legal aid contributes to the continuing creation of effective advertising. Legal review makes certain that the advertising complies with national, state and local laws, he said and also involves packaging and promotion (contests, premiums, “free” offers). Equally important, he said, is “the law of the man on the street corner,” which calls for the careful review of all advertising, promotion and packaging by the public relations staff.

Too much blatant advertising in all media, including radio and tv, however, was held responsible by Don Belding, chairman of the executive committee, Foote, Ccone & Belding, Los Angeles, for lowering the sales effectiveness of both the ad and the medium. Addressing the convention on the subject, “Don’t Shout So Loud—if You Want To Be Heard,” he analyzed common faults which build up reader, listener or viewer resistance.

Function Is to Sell

“We must never forget that the function of advertising is to sell,” Mr. Belding said, “and when it fails in that responsibility or performs it poorly, our industry suffers, business suffers and we have not performed our duty.”

Mr. Belding noted that “some of the television and radio commercials for local distributors are good examples of shouting in the hog-calling manner. It’s hard to tell one from another. They are all hurry, hurry, hurry, breathless, faintly dishonest—by implying that you can trade your three-year-old car in for a new one and it doesn’t cost anything, when what they mean is that it doesn’t cost you anything right then. They also say you can drive a high priced car for just 16 cents a day, but it turns out to be 16 cents a day more than a medium priced car, not 16 cents a day.

“The most objectionable part, however, is that they beat you to death and scream so loud, so fast. If a lawyer shouts to a jury he is looked upon as a hollow boof. The man who talks calmly and straight from the shoulder, using simple common sense, is the one that wins juries and customers.”

“Several competitors shouting the same thing got a little monotonous, too.”

“A recent study indicated that most tv set manufacturers seemed glued to the illustrative idea of a family around a tv set. Most mechanical refrigerator manufacturers show an open refrigerator with a woman standing there, emotion pointing her grubby little fingers at the food. Whiskey distillers all like a big bottle and a glass. Car manufacturers show the car with a lot of people around. But buyers are not impressed by the obvious.”

The F&G executive observed, “we drive to work by a similar route each day. The landscape becomes commonplace. As long as it stays that way our attention is seldom diverted toward it with any enthusiasm or interest. But burn down one of the buildings on our route tonight and tomorrow we will immediately notice the change.” Creativity in advertising is something like that, from an attention standpoint. It sets the ad or commercial out from the ordinary.

“A good illustration might be the current Pepsiquest campaign. ‘You’ll wonder where the yellow went when you brush your teeth with Pepsiquest!’ said a salesmanship in print idea. But left in minor space it will not reach its potential, just like a tree or vegetable will not grow to maturity without ample water.”

“So this idea was moved into saturation radio and is accomplishing a great sales result. And when you hear it you’ll note it doesn’t shout. It sells you.”

Mr. Belding said it is fine to stick with a good idea, but all ideas wear out sooner or later.

“SMFT is a good example of this,” he said. “When George Washington Hill first introduced this with the telegraphic sounder on radio and the tobacco auctioneer testimonials in print, sales rather than sales the generator of advertising,” he said.

In an economy of scarcity, advertising’s function is to inform and thus guide products through the channels of distribution, Mr. Strouse related, but in an economy of abundance, “advertising must sell, it must create wants dynamically in order to close the gap between an ever-ascending line of productivity and the desire to consume.”

Mr. Strouse said “advertising multiplied the force of selling far beyond what could have been possible through human selling contact” and made mass production effective. But today with automation “instead of the sales department belaboring the manufacturing department for more and more production, all of a sudden the sales executive almost finds himself in the role of the sorcerer’s apprentice with machines spewing out the finished product in embarrassing quantities.”

With the high cost of automation equipment, sales increases were phenomenal and he had no trouble maintaining first position among all the cigarette manufacturers. But now the line is part of the scenery.

“And by this, I don’t mean that we are not advertising to a parade, since new millions reach the buying age each year. But don’t forget, we see a lot of the parade at once these days as our vision is expanded through radio, television and print. And if progress has done anything to human nature in America, it has made people a little deaf to continuous shouting, a little blind to dazzling claims, and a little numb to the continuous repetition of the commonplace. A good creative idea in such an expanse of shouting, dazzling claims and mediocrity is like a pretty sailboat sailing along in the ocean. You can’t help but see and admire it.”

Norman Strouse, president of J. Walter Thompson Co., New York, pointed to advertising’s new status with management in his keynote address to the convention. “Now advertising is looked upon as the generator of

WHERE DO THEY BUY THEIR SPOT TV?

<table>
<thead>
<tr>
<th>Region</th>
<th>Market Size</th>
</tr>
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<tbody>
<tr>
<td>Pacific (14.0%)</td>
<td>$28,534,000</td>
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<tr>
<td>W. North Central (5.9%)</td>
<td>$11,931,000</td>
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<tr>
<td>New England (5.3%)</td>
<td>$10,805,000</td>
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<tr>
<td>North Central (2.12%)</td>
<td>$43,314,000</td>
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<tr>
<td>Mountain (2.0%)</td>
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<tr>
<td>E. North Central (21.2%)</td>
<td>$14,829,000</td>
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<td>E. South Central (3.9%)</td>
<td>$7,954,000</td>
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<td>Mid-Atlantic (29.5%)</td>
<td>$60,227,000</td>
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<td>South Atlantic (10.9%)</td>
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</tr>
<tr>
<td>W. South Central (7.3%)</td>
<td>$9,042,000</td>
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</table>

BETWEEN October 1955 and March 1956, spot television advertisers in the U. S. invested $204,081,000 in that medium. B&T asked TV, which supplied the total tabulation, to break down that expenditure by regions. The map above shows the results for nine sections of the country during the six-month period.
channel training effort in the agency and advertising field.

George P. Hitichings, manager of economic analysis department of the Ford Motor Co., told the convention the American economy would grow 40% in the next decade and outlined how the auto industry has proven that there are benefits to be derived from an aggressive search for expanded markets through advertising.

Hal Stebbins, head of his own Los Angeles agency, cautioned delegates that the purpose of advertising is to "communicate ideas and images, not words." An outspoken advocate of "polite persuasion" and truth rather than a "smirmer approach, he admonished, "If you don't believe it, don't say it." Detailing major marketing changes, Mr. Stebbins noted that advertising is becoming virtually the "total sales force" for more and more products now sold through self-service stores.

Henry Meyers, also head of his own Los Angeles agency, in discussing "The National Retail Chain and National Advertisers" indicated retailers will continue to rely primarily on newspaper advertising but have become more active in radio and TV, noting color TV will appeal particularly to department stores.

Mrs. Ivy Baker Priest, U. S. Treasurer, told the convention meeting Monday that while 1955 saw the first principal effective use of television in a political campaign, the use of all other media increased too. She noted the big trend to use of advertising in politics has come since the first impact of radio in 1928.

Remarking about the ability of government to instantly communicate with every segment of the people, Mrs. Priest said "there is no excuse for ignorance today" and expressed her respect for the intelligence of the public when informed about a political issue. She commended advertising for helping create America's high standard of living and thanked all media for extensive support of the Treasury Dept.'s savings bonds program.

Of political advertising per se, Mrs. Priest said, "We need a better business bureau for politics. Now we stop at the point of libel as dictated by an attorney. Business has grown stronger on the theme of 'truth in advertising.' We need that slogan in politics. The people of today are not gullible."

In a panel before the junior program June 24, Kenneth Harwood, chairman of the department of telecommunications at U. of Southern California, said the day of the single medium expert is over and the need for the "professional communicator" familiar with the strength and weakness of all media has arrived. Citing automation's impact in radio's expansion and predicting even a pocket set in TV, Mr. Harwood felt an even closer relationship between the press and broadcast media will take place through the years with facsimile.

NBC-TV talent presented an advertising pageant for the opening convention session Monday morning with Today in the West, the network's coast-to-coast program, featuring a 10 minute segment saluting western advertisers. It was seen at the convention by a large screen projector. ABC-TV presented Lawrence Welk and his orchestra for Monday night entertainment at the Beverly Hilton and NBC-TV also supplied talent for the AAW president's banquet Wednesday night.

Winner of the N. W. Ayers three-minute speaking contest Wednesday noon was John Kimball, student at the U. of Utah and part-time employee at D. W. Evans & Assoc., Salt Lake City. The award was presented by Don Schary, MGM Studio head, luncheon guest speaker. The convention voted to hold its annual meeting next year in Honolulu.

Kneip Meats Buying Spot

E. W. KNEIP Inc., Chicago independent meat packer, on behalf of its corned beef products, has purchased a series of five weekly spots on WNBQ (TV) Chicago. The firm will extend its television activity to Davenport, Des Moines, Cedar Rapids, Omaha and other markets in future months, with participations in cooking shows, according to its agency, C. L. Miller Co., Chicago. Present TV expenditures will run at the rate of $1,000 a month, it was reported.
Yessir Podner! This H-R "Spread" is a workin' outfit. And that doesn't mean only the hired hands. There's a rule around here that even the bosses gotta work. And they do! The working partners that head up H-R are out on the "range" everyday, aroundin' up orders. No wonder this is the "brand" of representin' so many fine stations like. They know they'll get it at H-R because we "always send a man to do a man's job."
KLZ-TV dominates the Denver market!

34 out of top 50

13 out of top 15 Non-Network Shows
11 out of top 15 Once-A-Week Shows

<table>
<thead>
<tr>
<th>NON-NETWORK FILM SHOWS</th>
<th>ONCE-A-WEEK SHOWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life of Riley</td>
<td>KLZ-TV Ed Sullivan</td>
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<tr>
<td>Dr. Hudson's Secret Journal 29.2</td>
<td>KLZ-TV $64,000 Question</td>
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<tr>
<td>Mr. District Attorney</td>
<td>Stat. B KLZ-TV I Love Lucy</td>
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<tr>
<td>Celebrity Playhouse</td>
<td>Stat. B KLZ-TV Life of Riley</td>
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<td>Stories of the Century</td>
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<td>Stat. B CLZ-TV Life of Riley</td>
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<tr>
<td>Range Rider</td>
<td>Stat. C KLZ-TV Lifetime</td>
</tr>
<tr>
<td>Crunch and Des</td>
<td>Stat. C KLZ-TV Celebrity</td>
</tr>
<tr>
<td>Buffalo Bill, Jr.</td>
<td>Stat. C KLZ-TV Celebrity</td>
</tr>
<tr>
<td>Studio 57</td>
<td>Stat. C KLZ-TV Celebrity</td>
</tr>
</tbody>
</table>

More Quarter Hour Firsts—from sign-on to sign-off—seven days a week—than all other Denver TV stations combined.

See the complete story! Call your KATZ man or wire Jack Tipton, general sales manager, KLZ-TV.
ABC-TV, TvB STUDIES IN AUTOMOBILE FIELD SHOW STRONG STANDING FOR TELEVISION

Network-sponsored Trendex survey finds that car dealers rank tv tops for drawing traffic to showrooms. TvB's questioning of customers draws even stronger conclusion. Both are part of major drive to convert automotive manufacturers to greater use of medium.

THE DEALERS SAY . . .

ALTHOUGH newspapers get the bigger slice of the national automobile advertisers' budget as compared to television, the automobile dealer is partial to the sight-and-sound medium in attracting customers to showrooms and as the preferred selling medium for the auto manufacturer.

A decided favor toward tv as the medium auto dealers like best is detailed in a new study prepared for ABC-TV by Trendex Inc. The data will be incorporated into an ABC-TV sales presentation that the network plans to unveil shortly before auto advertisers and their agencies in Michigan.

At a news conference in New York held last week in advance of the survey's release today, (Monday), Donald W. Coyle, director of sales development and research at ABC-TV, noted that the study was instituted after much comment on the effectiveness of tv as a medium that had followed remarks made by Ernest Jones, president of MacManus, John & Adams, Detroit, before the Pittsburgh AAAA councilCadillac, were favorably inclined toward tv as a means of selling automobiles with the pattern indicating that "dealers who are supported by successful tv programs are the most enthusiastic toward tv." Nearly half of all the dealers contacted favored tv as the medium that brings in most showroom traffic and as the medium that should take first preference for factory advertising. In the third category, that of using one medium, 43% selected tv while 46% preferred newspapers.

Breakdown on the question of the medium preferred by dealers as bringing in the most showroom traffic: tv, 48%; newspapers, 36%, and direct mail, 5%; if only one medium was to be used: newspapers, 46%; tv, 43%, and direct mail, 5%; and in recommending media for factory advertising: tv, 45% newspapers, 37%, and direct mail, 8%. (The other three media scored negligibly in the survey.) Along with the survey results, ABC-TV disclosed figures which showed that television receives 28% of the automotive (national) advertising budget while 50% goes to newspapers, 2% for network radio, 14% for magazines and

TARGET FOR TV: GIVEN THE CHANCE, IT CAN MOVE THOSE CARS

[B&T, April 9, 2]. Mr. Jones had questioned the ability of tv to move durable goods. Julius Barnathan, ABC-TV's manager of research, that narrowed the results further to the Big Three in the auto industry, General Motors, Ford and Chrysler. Mr. Barnathan reported the following data from dealer groupings in assigning survey results: Chrysler. These dealers favor tv most. (Chrysler's ad budget last year was 40% to newspapers and 42% to tv.) Using a combined newspaper-tv budget, the breakdown is 51% to tv and 49% to newspapers. Tv, moreover, was liked by 67% of the Chrysler dealers as doing the best job for the showroom (33% for newspapers—breakdown as to auto manufacture identity is confined to tv vs. newspapers, thus percentages add to 100%), 60% thought tv was the medium to use if the factory and dealer were restricted to one, and 69% named tv as the tops in preference (all six media were rotated in rank among the dealers so as to prevent bias). Ford (its ad budget last year was 52% to newspapers and 27% to tv). Combined basis, 66% to newspapers and 34% to tv. Tv among Ford dealers scored as follows: for the showroom, 65%; as only medium, 50%, and as the top medium preferred, 61%. Because of the interest in Lincoln-Mercury (which sponsors the highly-successful Ed Sul-

BROADCASTING • TELECASTING

July 2, 1956 • Page 35
Setting for sales!

In “San Francisco Beat,” even the very setting’s exciting. Filmed on location in photogenic, steep-inclined San Francisco, it’s a powerful, eye-filling show...combining the drama of real cases from the files of San Francisco’s Police Department with the thrill of the chase through some of the world’s dizziest, most breath-taking scenery. The uptilted streets...the Golden Gate...Chinatown...the waterfront and Fisherman’s Wharf...it’s a setting that puts extra wallop into every half hour of this action-laden film series.
And what a wallop the series packs! In the Albany-Schenectady-Troy area, "San Francisco Beat" is one of the top fifteen programs, drawing bigger audiences than such shows as Kraft Theater, Gobel, Martha Raye and Montgomery Presents. In film-happy Los Angeles, it's among the top ten syndicated films. As "The Lineup" on the CBS Television Network, it has averaged a higher rating than "Dragnet" throughout the past season. "San Francisco Beat" provides a hard-hitting setting for your sales messages. Get details and market availabilities from the people who bring you the fastest-moving films in all television...

CBS TELEVISION FILM SALES, INC.
Offices in New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, St. Louis, Atlanta, Dallas. In Canada: S. W. Caldwell, Ltd.
NEW SPOT
Tv character keys all-media sales drive

NOT ONLY does television drama set the theme for the upcoming major market tv campaign of Wynn Oil Co., Azusa, Calif., but the chief character on the new tv spot itself, "Auto Medic," sets the theme for copy in all other media, including radio, magazines, trade papers and point-of-sale. The national campaign will be placed by Kennedy, Walker & Wooten, Los Angeles, starting this month.

Earl Kennedy, partner in the agency named by Wynn earlier this year, thought up "Auto Medic," who would use the company's oil additive, Wynn's Friction Proofing, to get rid of sludge and carbon and make cars feel healthy again. He reasoned that most people could understand this idea easily even though they could not comprehend the chemistry of engine combustion and how the product helps improve engine operation.

The cartoon character, who is the hero of the successful operation on a "sick" car depicted in the tv spot, is being featured also in presentations to trade associations as part of the Wynn educational campaign to increase product identification. The tv spot will be used in one-minute, 20-second and 10-second versions. The animation was done by LaBrea Productions, Hollywood, under the supervision of Gail Papineau and his associates, formerly of Kling Studios.

Now being tested on KNXT (TV) Los Angeles, the Auto Medic spot opens with tense drama in a hospital operating room as the unseen patient on the operating table obviously is on the brink of expiration—from "auto anemia." Auto Medic enters with self-assured flourish, peers at the patient and with a groan of compassion quickly diagnoses the illness as metal culers caused by "the usual sludge, gums and friction spots." Confirming his observation by several clinical tests, Auto Medic calls for "auto plasma" and the nurse gives him a can of Wynn's Friction Proofing.

The patient recovers amid glad exclamations from the onlookers and is revealed to be a little car, now smiling. It zooms from the table and down a road shopping at a light next to a little girl car and says: "Say, did I ever tell you about my operation?" After this line, the scene fixes on the stop light which becomes the round Wynn's Friction Proofing label.

in the allocation of the minor portion of their budgets to television. Among all national advertising categories, they stand alone in the failure to follow the trend toward heavier and heavier television viewing."

The showroom survey which TVb unveiled elicited not only car-shoppers' own reactions but also those of their wives, children and friends. Universally, it gave television a strong lead over newspapers as a prime factor in interesting them in new cars in the first place.

Asked to indicate what led them to visit the showroom, 58% nominated television and 32% newspapers, giving tv a lead of 1.8 to 1 (10% said "neither," "don't know," or gave other answers).

A breakdown of these answers according to make of car being shopped for showed tv with a 2.5-to-1 lead over newspapers in the case of Ford products; 1.6-to-1 ahead in the case of Chryslers makes, and 1.5-to-1 ahead in the case of General Motors cars.

The influence that wives exert also was explored—with results that led TVb officials to conclude that the role of wives in car-buying is more influential than many people think. And the shoppers indicated, in 67% of the cases, that wifely interest was aroused through television. This compares with 17% attributed to newspapers, giving tv a lead of 3.9 to 1 (16% gave other answers).

Similarly, about 43% of those having children mentioned that the children had expressed interest concretely in new cars, and 83% of these attributed the interest to tv as against 13% to newspapers, giving television a 6.4-to-1 advantage (4% gave other answers). A total of 60% of the shoppers said they had heard friends discuss new cars. And of these, 65% attributed the friends' interest to television while 24% attributed it to newspapers, giving tv an advantage of 2.6 to 1 (13% gave other answers).

As a final query, interviewers played a "game" with the shoppers, asking how they would allocate a mythical $1 million budget among the four major media in order to reach the greatest number of "people like you" and bring them into the showroom. In this "allocation" television received 47% and newspapers 26%, while the rest was divided almost evenly between radio and magazines.

In the Detroit presentation, President Treyz was assisted by Gene Accas, TVb director of operations. W. D. Rogers Jr., of KDUB-TV Lubbock and KPAR-TV Sweetwater, Tex., chairman of the tvb board, introduced the presentation, which included, in addition to the audience survey's presentation, much of the material shown earlier by tvb to advertiser, agency and membership meetings in Chicago and New York (BIT, April 23, May 28). Norman E. (Pete) Cash, vice president, and George Huntting, sales development director, also participated in the Detroit sessions.

Similar presentations are slated in Los Angeles July 10 and San Francisco July 12. Dr. Leon Arons is TVb director of research.

Admiral Corp. Places $2.5 Million Order

IN what was described as "largest advertising schedule ever purchased on NBC-TV's participating program," the Admiral Corp., Chicago, has placed an order amounting to almost $2.5 million for the August 19-79, 7-9 a.m. EDT and Tonight (Mon.-Fri., 11:30 p.m.-1 a.m. EDT), starting Sept. 3.

The NBC-TV order, which was disclosed simultaneously with a 52-week purchase by Admiral of ABC Radio's Breakfast Club (see story, page 74), was announced last week by George H. Frey, vice president in charge of NBC-TV sales, who pointed out that the schedule marks Admiral's initial use of the network's participating programs. Through its agency, Henri, Hurst & McDonald, Chicago, Admiral has bought daily announcements on the two programs for 52 weeks, covering a total of 520 participations.

Newspaper Ad Rates Gain Over Circulation Increases

AVERAGE net paid circulation of U. S. daily newspapers has increased 10.3% since 1946 while their average open line rate has gone up 52% and their average maximum rate up 37.8%.

This difference between newspaper circulation gain and their increases in rates is shown in a study issued by Assn. of National Advertisers last week and described by ANA as "the most comprehensive report ever made on daily newspaper circulation and rate trends."

Using an index of 100 as the 1946 base, the report shows that average net paid circulation of U. S. English-language dailies has increased steadily to 110.3 in 1956, while the average open line rate has gone to 152.0 and the average maximum rate to 137.8. The maximum rate represents the cost of one line of advertising per million circulation at the open or flat line rate, which is the maximum rate charged for national or general advertising.

Number of newspapers involved in this comparison was 1,566 in 1956 as against 1,490 in 1946.

Carnation Boosts Chamberlin

HUGH R. CHAMBERLIN has been appointed associate advertising manager for Carnation Co.'s evaporated milks, Paul H. Willis, vice president in charge of advertising, announced last week. Mr. Chamberlin will assist E. A. Gumpert, general advertising manager for Carnation on dairy products, in the supervision of advertising for Carnation evaporated milk and seven regional brands produced by the company. Prior to joining Carnation in Los Angeles, Mr. Chamberlin was associated with Procter & Gamble, where he helped introduce Pin-It home permanent, worked with Shasta cream shampoo and was assistant brand manager for Gleem toothpaste.
Stronger than ever...

The strongest, steadiest Pulse in the booming Pacific Northwest belongs to Radio KING.

Pulse Inc. rates Radio KING first in the morning ... in the afternoon ... and, in the evening ... seven days a week.

This healthy report is from a 15 County Area Study taken by Pulse in March-April, 1956. The study measures radio audiences by time periods both in-the-home and out-of-home ... and covers all of Western Washington.

Hypo your sales in the important Puget Sound market with Radio KING. Ask your Blair rep for details.
Radio and television are so vital a part of today’s advertising economy that it’s shocking to realize how very young they are. Broadcasting’s growth has been electric; this business that chalked up over a billion dollars in time sales last year *didn’t even exist* thirty-five years ago. Even more startling – the good right arm that wrote one out of every three of those sales-dollars didn’t exist *twenty-five years ago*.

And yet it was just shy of twenty-five years ago that pioneering advertising men like Paul H. Raymer created the system of exclusive national broadcast representation. It’s fair to say that the Paul Raymers built this way of doing business.

But it’s not enough to build a business...to grow *with it*...or even to survive *in it*.

To satisfy broadcasting’s voracious demands on its national spot arm – the Paul H. Raymer Company has traced a spiralling *growth* pattern...a pattern that outlines the only kind of stability that can stand up to competitive fire. It’s been a growth in service and skills, in coverage and depth, in sales techniques and in men.

Most of all, perhaps, in responsibility to the stations it represents.

Few representatives can match the twenty-four year Raymer record of growth, progress and leadership in national spot sales.

**PAUL H. RAYMER COMPANY, INC.**

Exclusive National Representative Since 1932

NEW YORK • CHICAGO • LOS ANGELES

DALLAS • SAN FRANCISCO

DETROIT • ATLANTA
Revlon, Hal March Face Broadway Producers' Suit

REVLO\m Inc., New York, the cosmetics manufacturer which hyped sales with its The $64,000 Question on CBS-TV, found itself involved last week in a $250,000 suit that charges the firm with depriving two Broadway producers of the services of star Hal March.

The producers, Alexander H. Cohen and Ralph Alswang, charged in New York Supreme Court that Revlon persuaded Mr. March to break his contract to star in a forthcoming comedy, "The Brass Section." The star, according to the complaint, was signed for the show on March 8 and was to receive 10% of the gross box office receipts, but was "intentionally and maliciously" induced to breach the agreement so that he could take on an additional tv program for the firm. Mr. March, however, stated that as of the present he was not going to do another tv show for Revlon.

At the same time, the producers instituted a proceeding against Mr. March with the American Arbitration Assn. The play was to have gone into rehearsal late next month.

Revlon, which has 20 days to answer the complaint, said only that George Abrams, vice president in charge of advertising, had "categorically denied all of the allegations."

Mr. March was quoted variously as terming the suit as "ridiculous" in that Revlon used no coercion and as expressing himself "ready, willing and able" to start rehearsal no later than Aug. 15. Mr. March's attorney, Morton Becker of Jaffe & Jaffe, New York, told B\mT that so far as he was informed, Mr. March was willing to star in the new Max Wilk comedy. Revlon's attorneys are Blumberg, Singer & Blumenhal, New York.

In a statement Wednesday, Mr. Cohen declared that "if this sort of conduct is to be tolerated," a producer could spend a year in preparing a play, hiring his star and "plan production around him," only to find the actor "can disregard his commitments merely by saying that he no longer wishes to honor his contract."

Mr. Cohen asserted that Mr. March, and his representatives, vacillated as to carrying out the contract dependent "upon the daily progress of his negotiations with Revlon." The complaint against Revlon was prepared by Milton R. Weir, attorney with Cohen & Alswang, New York.

Slenderella Ups Budget, Buys CBS, ABC Radio Time

SL\mDERELLA INTERNATIONAL, which recently upped its radio budget to $1.92 million [B\mT, June 4], last week added another $250,000 to the total by purchasing participations on both CBS Radio and ABC Radio shows. On CBS—via its agency, Management Assoc. of Connecticut, Stamford—it signed a 13-week contract for three segments weekly of The Bing Crosby Show, The Mitch Miller Show and The Galen Drake Show. The contract, effective today (Monday), marks the first buy of Slenderella on CBS Radio, although it has bought time on both Columbia Pacific Network and local CBS stations.

It also has purchased segments of ABC Radio's morning serial program, When a Girl Marries, for 26 weeks, effective Aug. 6 (see story, page 74).

Meanwhile, CBS Radio also announced that Bronze Tan, a division of Shulton Inc., Clifton, N. J., through the Wesley Assoc. Inc., New York, had bought its first network radio campaign, effective last Friday. The suntan lotion will be featured on 15-minute portions of The Arthur Godfrey Show throughout July.
In the Baltimore market

one station*

delivers the most listeners

at the lowest cost per thousand

WFBR BALTIMORE'S BEST BUY
REpresented by john Blair and company
Five days a week, 12:00 noon to 2:45 pm, cnyt an average of 4,115,000 people a minute listen attentively to CBS Radio.

Mostly, they're homemakers, too busy for other advertising media. They're listening to the 11 dramatic serials that are the strongest lineup in all daytime radio.

In the course of one week, these programs reach one out of every four households in the U.S.
this is the right time to buy...

THE CBS RADIO NETWORK
ARF STARTS STUDY OF COUNTY TV SETS

Figures to be based on Census Bureau and Nielsen surveys.

No definite release date set.

THE Advertising Research Foundation last week began work on a project designed to produce individual county estimates of television households as of February 1956, similar to a tabulation released by ARF earlier this year [BT, April 30] on tv households as of June 1955. The project will cost about $17,000, according to ARF, and is being undertaken by ABC, CBS-TV, NBC, NARTB and TVB.

The ARF report will be based on information obtained on television sets in 1956 by the U.S. Bureau of the Census in conjunction with its Current Population Survey, the foundation reported. ARF's general plan is to combine this information with data from the Nielsen Coverage Service as of March 1, 1956.

The statistical procedures to be employed are described as "similar" to those used in the earlier ARF tv household report, "U.S. Television Households by Region, State and County—June 1955." It was pointed out that some modifications may be necessary.

The foundation observed that it is "difficult to predict the completion date of the project "before the census and Nielsen data are examined in detail to determine whether any unusual statistical problems may be involved."

And if there are no unusual problems, then it is expected that county estimate computations will be completed by September. However, computation of standard errors depends in part on a calculation that only the Census Bureau can perform. Because of the heavy workload, including commitments to other U.S. government agencies, it is possible that the bureau may not be able to complete these calculations by the time the county estimates have been completed. Therefore, if ARF's technical committee decides that the standard errors should be included in the report, it may be that another month or two will be required for completion and publication of the report.

ARF reported it has made arrangements with the Census Bureau to add tv household questions to its August 1956 Current Population Survey questionnaires, with the cost being defrayed by the aforementioned undertaking. ARF added that it "does not now contemplate computing individual county estimates based on the August data."

Fried Named Doner V.P.

HERB FRIED, account executive for W. B. Doner & Co., has been appointed vice president in charge of the advertising agency's Baltimore office, it was announced last week.

Mr. Fried began his advertising career in 1929 with Fote, Cone & Belding, Chicago, served in various departments and was named account executive in 1952. From 1954 to 1955, he was an account executive for Geisler and Geller, Chicago, and joined Doner in the same capacity in 1955.

Ted Bates Announces Changes In Its Radio-Tv Department

NEW assignments in the radio-tv department of Ted Bates, New York, were announced last week by James C. Douglas, vice president and director of the department.

Changes include Herbert Gunter, vice president, who becomes director of television commercials in addition to continuing to work with copy and account groups and supervising all commercial film production; Thomas F. McAndrews Jr., assistant vice president, who was named director of operations, supervising all programming and live commercial production; Thomas W. Hanlon who becomes assistant director of the film department, and Robert Margules, formerly with Young & Rubicam, who was appointed a film producer.

Brother Adv. Agency Expands

THE D. P. Brother advertising agency, Detroit, has expanded its Detroit office space to 32,00 sq. ft. and combined its staff into two adjacent buildings on the same floor level. The agency's offices in the General Motors Bldg., and the company's service office in the Cadillac Bldg., are connected by an overhead bridge. Other company offices are located in New York and Los Angeles.

No Bait-Switch Ads On Networks, BBB Says

INDISCRIMINATE attacks on the telecasting industry for so-called "bait-switch" advertising is unjustified because these criticisms fail to distinguish between network practices and those followed by some independent stations, according to the June issue of the News Bulletin of the National Better Business Bureau Inc.

The lead article in the publication declared the bureau "knows of no case where 'bait-switch' advertising has appeared on any of the three national tv networks." It pointed out that each of the three tv networks maintains full-time continuity departments or divisions which are "scrupulous in their denial of broadcasting facilities to fraudulent advertisers, and each network rejects "very substantial revenue in the form of professed advertising which is held to be not in the public interest."

"The continuity acceptance experts of the three networks are in daily contact with the National Better Business Bureau," the article revealed. "During 1955, for example, they sought the assistance of the bureau in determining the reliability of certain advertisers and products or the validity of proposed advertising claims in more than 700 instances."

The article said that "the only instances" of "bait-switch" broadcasting during the year were criticisms coming to the NBBB's attention have occurred on non-network broadcasts. It added that the bureau "does not suggest that all, or a majority, of local stations, independent or otherwise, have been guilty of such practices."

Judge Rules Out Indictment Charging False Advertising

INDICTMENT of four men on charges of "bait" advertising on television was dismissed in Chicago Criminal Court June 22 as "too vague and evasive."

Judge Wilbert F. Crowley quashed the indictment against Irving Rocklin, president of Rockling Irving & Assoc.; Ira Segall, copywriter at the agency; Irwin Cole, president of Cole-Finder (automobile agency), and Kenneth Sieg, former Cole-Finder salesman. Judge Crowley cited the indictment as charging "equivocal allegations, particulars for an attorney to defend against."

The indictment was returned by the Cook County (III.) grand jury after an investigation by the Chicago Better Business Bureau, which cited tv commercials aired on WNBQ (TV) that city Feb. 25 and 27. The original charges were broadened to include the advertising agency at the request of State Attorney John Gutkneth [AT DEADLINE, May 28; BT, April 30].

Kenyon & Eckhardt to Open Regional Office in Atlanta

KENYON & ECKHARDT, New York, is establishing a regional advertising office at 795 Peachtree St., N.E., Atlanta, according to William B. Lewis, president. Until now, K&E has maintained a sales representative in Atlanta for the handling of Lincoln-Mercury Dealers Assoc.

Other accounts to be serviced initially in the new office are Pepsi-Cola, RCA television and radio sets, RCA-Whirlpool washers, dryers and other appliances. "K&E's move to Atlanta is in recognition of our clients' needs for strong regional merchandising support," said K&E, by its new Atlanta office, which employs ad- vertisers with top caliber advertising developed especially for their needs," Mr. Lewis said.

Broadcasting • Telecasting
The Prestige Station of Wichita, Kansas

KANS

Announces the Appointment of

SIMMONS ASSOCIATES, Inc.

NEW YORK
220 PARK AVENUE
MURRAY HILL 8-2921
DAVID N. SIMMONS

CHICAGO
333 NORTH MICHIGAN AVE.
DEARBORN 2-2375
GALE BLOCKI, JR.

As National Sales Representatives

July 1, 1956
RCA INTRODUCES A COMPLETELY
"FAMILY" OF AUDIO

A model to "fit" every station requirement...

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

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

INSTALLATION IS QUICK, EASY...INEXPENSIVE

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

CONVENIENT OPERATION

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

EASE OF MAINTENANCE

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

RCA MATCHED STYLING PERMITS EXPANDABILITY

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

THEY WORK WELL INTO CUSTOM ARRANGEMENTS

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

Ask your RCA Broadcast Sales Representative
for detailed information

RADIO CORPORATION OF AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.
NEW

CONSOLETTES

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

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

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

*Less Tubes—Prices subject to change without notice.
Amoco Buys More Spots

AMERICAN OIL Co. will up its radio-tv budget for the year in excess of $1 million by buying 14 five-minute spots on NBC Radio's Monitor each weekend starting next Saturday. The segments will feature a "top tune of the week," up-to-the-minute sports news with NBC's Lindsey Nelson and a series of Bob and Ray commercial satires. In addition to the Monitor purchase, Amoco will launch a 26-week spot radio campaign in 44 eastern markets, starting today (Monday), through its agency, The Joseph Katz Co., New York and Baltimore (Ar Draper is the account man). First also is resuming its Friday 10:30-11 p.m. slot on CBS-TV with a summer replacement show for Person-to-Person (see story, page 98).

Lorillard Appoints Yellen

MANUEL YELLEN, west coast sales manager, P. Lorillard Co. (Old Gold, Kent cigarettes and other tobacco products), New York, last week was named to succeed Alden James, who recently resigned as advertising director of the firm.

Mr. Yellen has been with Lorillard since 1933, beginning as a salesman, later became divisional manager at Cleveland, and, after service in the U. S. Navy, was appointed by Lorillard as head of the firm's west coast sales operations.

D'Arcy Names Four V.P.'s

ELECTION of four new vice presidents and one new director was announced last week by D'Arcy Ad. Co., New York. Newly-elected vice presidents are Gene M. Cowall, art director, St. Louis; Dean Coyle, art director, New York; Lee White, account supervisor on Anderson, Clayton & Co. Foods Div. and Vern Eastman, manager of Los Angeles office.

The new director is James B. Otrewhin, who has been a vice president of the company for 10 years in the St. Louis office.

13th Year for Gillette

GILLETTE CO., Boston, has renewed sponsorship of the Cavalcade of Sports on NBC-TV and NBC Radio on Friday, starting at 10 p.m. EDT. Starting the second Saturday of June, it was announced last week by George H. Frey, vice president in charge of sales for NBC-TV, Mason Inc. is the agency. According to NBC-TV, this marks the 13th year that the boxing bouts have been sponsored by Gillette on the network, starting on a local basis on WNET (TV) New York (now WRC-A-TV) on Sept. 29, 1944.

AGENCY APPOINTMENTS

Halco Products Inc. (Southern Gold orange juice, other citrus products), Orlando, Fla., appoints Kenyon & Eckhardt, N.Y.

A. Goodman & Sons Inc. (noodles, other products), Long Island City, N. Y., formerly handled by Al Paul Lefton Inc., N.Y., to Doyle Dane Bernbach, N.Y.

Gibraltar Savings & Loan Assn., Beverly Hills, Calif., names Dreyfus Co., L.A.

SPORT NEW BUSINESS

American Tobacco Co. (Lucky Strike cigarettes), N. Y., through BBDO, N. Y., preparing 52-week television spot announcement campaign in limited number of markets.
Hi, ho
Hi, ho
It's off to fun we go
With ABC
Personalities
On our ra-di-o.

WABC New York
Home of ERNIE KOVACS, MARTIN BLOCK,
BEA WAIN and ANDRE BARUCH, ARTHUR VAN HORN,
FRANK FARRELL, HOWARD COSELL and
many more favorites.

Represented nationally by JOHN BLAIR & CO.
NIELSEN (Cont'd from page 50)

Evening, Multi-Weekly
1. News of the World
Mills Labos
Geoffrey Wode
NBC
194
Mon.-Fri., 7:30-8:05
1,419
2. One Man's Family
Participating sponsors
NBC
182
Mon.-Fri., 7:40-8
1,572
3. Lowell Thomas
United Motors Service
Campbell-Ewald
Division of
General Motors
CBS
198
Mon.-Fri., 6:45-7
1,088

(Average for All Programs) (1,113)

Weekday
1. Helen Trent
Telev.
General Foods
North Adv.
CBS
185
Tues. & Thurs., Mon. & Sat., 12:00-12:30
1,797
2. Wendy Warren
Standard Brands
Ted Bates
CBS
190
Sun., Mon., Wed., 11:30-12
1,797
3. Wendy Warren
Philip Morris
The Blau Co.
CBS
191
Sat., 12:15-12:30
1,797
4. Wendy Warren
Hazel Bishop
Remington
CBS
189
Mon., Tues., Wed., 11:30-12
1,797
5. Helen Trent
Telev.
General Foods
North Adv.
CBS
185
Sun., Mon., Wed., 11:30-12
1,797
6. Guiding Light
Procter & Gamble
General Foods
CBS
142
Sun., Mon., Wed., 11:30-12
1,797
7. Arthur Godfrey
American Home
Young & Rubicam
CBS
201
Thurs., 10:30-11:30
1,797
8. Arthur Godfrey
Contemporary Products
Evinrude
CBS
193
Sat., 12:15-12:30
1,797
9. Young Dr. Malone
Cheezeaugh
J. Walter Thompson
CBS
185
Sat., 1:00-1:30
1,797
10. Young Dr. Malone
Same sponsors as above
CBS
185
Sat., 1:00-1:30
1,797

(Average for All Programs) (1,183)

Day, Sunday
1. Woolworth Hour
Telev.
General Foods
F. W. Woolworth
CBS
198
Sun., 1:00-1:30
1,161
2. Robert Trout News
General Motors
Robert Q. Lewis
CBS
164
Sun., 10:15-10:45
851

(Average for All Programs) (1,047)

Day, Saturday
1. Onasmoke
Robert Q. Lewis
Lipton & Myers
CBS
200
Sat., 12:00-12:30
1,561
2. Robert Q. Lewis
Miller
CBS
198
Sat., 11:30-noon
1,277
3. Allan Jackson—News
Cheezeaugh
Cheezeaugh
CBS
176
Sat., 12:15-12:30
1,277

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PULSE

TOP REGULARLY SCHEDULED ONCE-A-WEEK-TV SHOWS

Program
1. $64,000 Question
Revlon
BBDO
CBS
165
Tues., 10:10-10:30
4.4
4.5
2. Ed Sullivan Program
Lincoln-Mercury
Kemmy & Eckhard
CBS
180
Mon., 8:30-9
4.2
4.3
3. I Love Lucy
General Foods
CBS
155
Mon., 9:30-10
4.6
4.7
4. You Bet Your Life
General Foods
CBS
157
Mon., 9:30-10
4.7
4.8
5. $64,000 Challenge
P. Lorillard
CBS
111
Sun., 10:10-11
3.3
3.4
6. Perry Como
Colgate
CBS
81
Sat., 8-9
3.3
3.4
7. Dinah Shore
Colgate
CBS
81
Mon., 8-9
3.4
3.5
8. Top 10
Dorrance
CBS
172
3.1
3.2
9. Dick Tracy
ABC
CBS
172
2.8
2.9
10. What's My Line?
Remington
CBS
122
1.9
2.0
11. The Nighty-Nineties
English
CBS
99
1.8
1.9
12. Gunsmoke
Remington
CBS
111
1.6
1.7
13. The Lassies
Remington
CBS
122
Mon., 9-10
1.6
1.7
14. I Love Lucy
General Foods
CBS
157
Mon., 9:30-10
1.8
1.9
15. The Kremlin
Cowan
CBS
70
Sun., 8-9
2.3
2.4
16. The Joey Bishop Show
Cowan
CBS
122
Mon., 9-10
2.3
2.4
17. The Bob Cummings Show
Cowan
CBS
122
Mon., 9-10
2.3
2.4
18. The nighttime rated
Top 10
1.7
1.7
No. of Stations
Day & Time
Rating
May 5, 1956

TV BROADCASTING RATING REPORT

Standard Brands (Hunt Club Dog Food), N. Y., planning extension of television spot announcement campaign in three markets—Bay City, Mich., Toledo, Ohio, and Fort Wayne, Ind.—starting July 2 for about 20 weeks. Ted Bates Inc., N. Y., is agency.

Clairo Inc. (hair preparation), N. Y., will sponsor The Rosemary Clooney Show for “double exposure” each week on WPXI (TV) and WRCA-TV, both New York. Exact time and date program will be presented will be announced shortly. Agency is Foote, Cone & Belding, N. Y.

Quaker City Chocolate & Confectionery Co., Philadelphia, has bought CBS-TV Film Sales Brave Eagle tv film series in seven markets, starting in early fall. Through Adrian Bauer & Alan Tripp Inc., Phila., Quaker City will sponsor series in New York, Philadelphia, Detroit, Cleveland, Chicago and Pittsburgh or Washington.

NETWORK NEW BUSINESS
Union Carbide & Carbon Corp., N. Y., has signed as third advertiser for Omnibus on ABC-TV Sunday evenings, starting in the fall. Other advertisers on show continue to be Aluminum Ltd. and J. I. P. Stevens & Co. Union Carbide's agency is J. M. Mathes Inc., N. Y. Network expects to sell fourth portion of show shortly.

Gulf Oil Corp. (Gulf-Spray), Pittsburgh, sponsoring this summer 30 7½-minute portions of CBS Radio daytime programs, divided among Romance of Helen Trent, Young Dr. Malone and This Is Noro Drake, effective June 25. Agency: Young and Rubicam, N. Y.

Mogen David Wine Corp., through Weiss & Geller, both Chicago, signed for ABC-TV's Treasure Hunt, new $25,000 tv quiz program starting Jan. Murray. Premiere for Treasure Hunt, scheduled Fridays, 9:30 p.m. EST, is Sept. 7.

William Wriley Jr. Co. (chewing gum), through Routhrauff & Ryan, both Chicago, has dropped option on Sunday, 6:45-6:30 p.m. EDT time slot on CBS Radio (vacated this spring following Gene Autry's retirement from radio) and purchased strip of five-quarter-hour daytime shows for 52 weeks on CBS. New series, titled Just Entertainment, will be heard Mon.-Fri., 2:45-3 p.m. EDT, effective today (Monday), replacing Hunt Jenny, which moves to 1:15-1:30 p.m. EDT. Star of new series will be Pat Buttram, veteran of old Autry show.

Sinouz Co., Chicago, and American Tobacco Co., N. Y., both through Sullivan, Staatler, Colwell & Bayles, N. Y., will sponsor Best in Mystery, which occupies the summertime spot of Big Story on NBC-TV (Fri., 9-9:30 p.m. EDT), starting July 13.

TONI

NETWORK RENEWALS
Aluminum Co. of America, through Fuller & Rosser, both Pittsburgh, has renewed NBC-TV's Alcoa Hour (alternate Saturdays, 9-10 P.M. EDT) for another year, effective Oct. 14.

Toni Co., Div. of Gillette Co., through North Adv., both Chicago, has renewed three CBS Radio daytime serials for another year, effective June 25. Programs are Romance of Helen Trent, Young Dr. Malone, and This Is Noro Drake.

Liggett & Myers (L&M cigarettes), through Dancer-Fitzgerald-Sample, both N. Y., will continue to sponsor Gunsmoke throughout summer, Saturdays, 10-10:30 p.m. EDT on CBS-TV. Cigarette manufacturer announced earlier it

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Broadcasting • Telecasting
ask yourself
these questions before you buy a syndicated film show

1. DEPENDABLE?
2. MERCHANDISEABLE?
3. PROMOTABLE?
4. ADAPTABLE?

Q. 1. Is it a dependable program—a tried and proven audience builder of the same high quality every week?
Q. 2. Is it a merchandiseable program—will it work for you right through to point-of-purchase?
Q. 3. Is it a promotable program—will it attract a steady following readily and hold it week after week?
Q. 4. Is it an adaptable program—flexible enough to suit programming needs in a variety of time periods?

A. The answer is YES—every time—when you select an audience-proven syndicated hit from NBC TELEVISION FILMS. Every show is a top television attraction—tailored to TV's exacting requirements and starring outstanding personalities. You're always sure of a program that will build large and loyal followings quickly—when you buy from NBC TELEVISION FILMS.


1. Badge 714
2. Steve Donovan, Western Marshal
3. Crunch and Des
4. The Great Gildersleeve

NBC Television Films
Programs for All Stations—All Sponsors
A DIVISION OF KAGAN CORPORATION
would continue alternate sponsorship of *Do You Trust Your Wife?* on Tuesdays, 10:30-11 p.m. EDT, also on CBS-TV.

Radio Bible Class, Grand Rapids Mich., through John M. Camp & Co., Wheaton, Ill., has renewed *Radio Bible Class* on ABC Radio, (Sun., 8-8:30 a.m. EDT), effective July 1.

A&A PEOPLE

Joseph R. Burton, associate copy director, J. Walter Thompson Co., Chicago office, William J. Loeare and John V. Sundberg, account representatives, all elected vice presidents. William Rega, radio-tv director at Campbell-Mithum Inc., Chicago, to Thompson, same city, as creative writer.

William E. Palmer, merchandising executive at William Esty Co., N. Y., has been appointed vice president of agency. Before joining Esty last year, Mr. Palmer was general manager of consumer products, Ball Bros. Co., Muncie, Ind. George T. Hobgood, account executive, Manning Public Relations, N. Y., to William Esty Co., N. Y., as member of publicity staff.

Philip A. Cleland, vice president, account supervisor on General Foods Corp. and member of plans board, Benton & Bowles, N. Y., to C. J. LaRoche & Co., N. Y., as account supervisor.

William H. Steele, vice president and senior account executive on Pepsodent tooth paste, L. A. office of Foote, Cone & Belding, to N. Y. office as account group manager for Rheingold beer.

John O'Brien, formerly with Ruthrauff & Ryan and also head of own marketing counseling service, and Bridg Griswold, formerly account executive on National Sugar, Fletcher D. Richards, N. Y., appointed account supervisor, Reagent Cigarettes and account executive, package products, respectively, at MacManus, John & Adams, N. Y.


Burton Kessler, office manager at Beltone Hearing Aid Co., Chicago, appointed advertising and promotion manager of firm.

Henry George, assistant copy chief, Frank Block Assoc., St. Louis, named account executive, succeeding Jack M. Raffield, vice president, and account executive, resigned to return to N. Y.

Philip R. Hinerfield, account executive, The Biow Co., N. Y., to Kenyon & Eckhardt Inc., N. Y., in similar capacity. Albert F. Remington, previously advertising manager of Studebaker-Packard Corp.'s Packard-Clipper Div., and Bruce E. Miller, formerly advertising-merchandising director for Plymouth Div. of Chrysler Corp., to new Detroit office of K&E. Alberta Gilinsky, formerly freelance research and psychology teacher at Tufts and Vassar Colleges, to K&E, N. Y., as assistant account research supervisor. Harold Wallis, formerly with Geyer Adv., N. Y., and Richard Whitson, formerly with McCann-Erickson, N. Y., also have joined agency as art director and assistant tv art director respectively. John Hickey, media department of N. Y. office, transferred to Detroit as media buyer.

Fremont J. Knittle, vice president in charge of marketing and merchandising, Robert Orr & Assoc., N. Y., to Ted Bates & Co., as market development manager.


Mary Forrest, North Adv., Chicago, to Gordon Best Co., that city, as timebuyer.

Russ Nordstrom to Jackson, Haerr, Peterson & Hall Inc., Peoria, Ill., as art director of agency's Minneapolis office.

Wallace J. Gordon, Ruthrauff & Ryan Inc., Chicago, to creative department of Walker B. Sheriff Inc., same city, as copy group-supervisor.

Michael Hitzig, public relations director and advertising manager, Lambretta Div., The Innocenti Corp., to publicity and promotion dept., Grey Adv., N. Y.

Rolf Jensen, formerly with Biow Co., N. Y., to Warwick & Legler, N. Y., as art director.

Robert C. Wilson, advertising department, J. L. Hudson Co., Detroit department store, to creative staff of Zimmer, Keller & Calvert Inc., Detroit.

Nancy Webb, formerly with Bernard L. Lewis, N. Y., to BBDO, N. Y., in public relations department as publicity account executive for Maine Sardine Industry.

Clare Acton, formerly copywriter with *Chicago Tribune*, and Montgomery Ward & Co., to copy department of Wadie & Briggs Inc., Chicago.


James M. Mathes, chairman, J. M. Mathes, N. Y., advertising agency, elected director of Oitamin Inc., Dobbs Ferry, N. Y., manufacturer of hearing aids, acoustical testing devices and other electronic products.

A&A SHORTS

Footes, Cone & Belding will open Detroit office in next few months to handle advertising for Ford's new medium-price automobile, now being designed and engineered.

Rocklin Irving & Assoc., Chicago, has announced resignation of Cole-Finder Mercury (Chicago automobile dealer) account.

Roxie Bell, 21-year-old student at Fresno State College, Calif., chosen by Assn. of Advertising Men & Women from among 56 top advertising seniors, representing colleges from coast to coast, as outstanding advertising student in America, 1956.

Research Co. of America, N. Y., distributing 15th annual edition of *Brewing Industry Survey* giving sales, consumption, production and other figures and data on industry in U. S., Canada and Mexico.

Frank B. Sawdon Inc., N. Y., agency for Robert Hall Clothes, moved to larger quarters at 60 E. 56th St., N. Y. Telephone: Plaza 1-2156. Move was stimulated, agency says, by increased activity of Hall account. Robert Hall plans to open additional 22 outlets in 17 cities coast-to-coast, bringing total number of stores to 240 in 140 cities.

Fairfax Adv., N. Y., has retained Monroe B. Scharff & Co., 270 Park Ave., N. Y., as public relations counsel.

Remington Arms Co., Bridgeport, Conn., elected subscriber to Advertising Research Foundation, N. Y.

Wellman-Buschman Co., Cleveland, elected to membership in American Assn. of Advertising Agencies.


McKim Adv. Ltd., Toronto, moved to 1407 Yonge St.

Albert Frank-Guenter Law Inc., N. Y., has opened branch in L. A., under direction of Russell H. Cleverton, transferred from N. Y. New office is at 1308 Wialshire Blvd.

Aubrey Williams Adv. Inc., New Orleans, moved to 923 Barracks St.
...and that's exactly what WPRO-TV (channel 12, Providence, R.I.) delivers in a Southeastern New England area of over 1 million television homes. WPRO-TV offers survey-proved Maximum Audience Penetration of not one, but three major markets – PROVIDENCE, R.I., plus FALL RIVER and NEW BEDFORD, MASS. For proof, ask BLAIR-TV! For results, use WPRO-TV.

WPRO TV
Providence, Rhode Island
Ask your Blairman
NTA TELLS ABOUT ITS FILM NETWORK

New York conference sketches broad outline of film-for-time arrangement, said to have 50 stations signed, 25-35 others in prospect for October start.

PLANS of the long-heralded NTA Film Network were disclosed last Thursday by Ely A. Landau, president of National Telefilm Assoc., New York, parent company, at a news conference last week in New York.

A broad outline of the network plan was presented by Mr. Landau during testimony before the Senate Commerce Committee in Washington two weeks ago (BET, June 25). During last week's news conference he answered reporters' questions on details. He insisted his new operation constitutes "a fourth television network," though he acknowledged to several unconvincled newsmen that it was not a network in the conventional sense of the word.

He reported that 50 stations have signed affiliation agreements, and expected to have between 75 and 85 affiliates by October, when the film network will begin operation. He said the station client list is expected to cover 60-75% of the country's TV homes, pointing out that the network has not been signed as yet with stations in the 12 top markets having four or more TV outlets. Mr. Landau listed Cincinnati, Denver, San Diego, Richmond and Savannah as some of the markets in which the film network will operate, but did not specify call letters. A client list, he said, will be released in a few weeks.

Under NTA's film network plan, affiliates will be given a station library of 500-800 films, including features, serials and short subjects, in exchange for a minimum of one and one half hours of time weekly which NTA will offer for sale to national advertisers. Mr. Landau revealed that the time will vary from market to market but will be "prime feature film time."

Most of the contracts, he said, will be for 78 weeks.

Under questioning, Mr. Landau revealed that neither the library to be turned over to stations nor the option time programming will include the feature films produced by 20th Century-Fox, J. Arthur Rank, David O. Selznick or the Paramount short subjects library. He said the affiliates' library will consist of other features and short subjects NTA already has, or is in the process of acquiring. He reported the option time programming will be "first-run superspec-taculars" of "a quality never before available to TV on a continuous programming basis." He indicated the time period would be filled with "quality feature films," and said he would be "more specific" on the subject in a week.

In larger markets, such as New York and Los Angeles and perhaps others, the NTA Film Network is in the process of developing a "multi-affiliation" concept, Mr. Landau said. Without going into much detail, Mr. Landau said that in New York, for example, the NTA Film Network might sign contracts with two affiliates, under which the same feature film could be played at the same time, giving a sponsor a "magnification" pattern applicable in a large market.

The network, Mr. Landau stated, will tap program sources outside of the parent company to obtain the "best programming." He stressed the point that the film network is "completely autonomous" from the parent company, and NTA will continue to make its film programming available to its syndicated clients.

At the outset, he said, the network will supply only film programming, but added that "we are exploring and do expect to program live major sporting events" and "we expect to supply an unique-one-hour major news service on film."

The question was raised whether NTA intended to enter the station ownership field, and Mr. Landau said it was NTA's "hope" to be "involved in multiple station ownership before the year 1956 draws to a close." He did not elaborate on this point.

Officers of the NTA Film Network will be similar to those of NTA with Mr. Landau as president; Oliver A. Unger, executive vice president; Harold Goldman, vice president, and Edythe Rein, vice president and secretary.

In addition, the operating head of the film network will be Raymond E. Nelson, vice president and general manager.

Screen Gems' 'Lancers' Sold to General Foods

CLAIMING a new high in national sales for any TV organization, Columbia Pictures' TV subsidiary, Screen Gems Inc., has sold the Herbert B. Leonard production Tales of the 77th Bengal Lancers to the Jello Div. of General Foods Corp. for 1956-57 season it was announced Thursday in Hollywood by Ralph Cohn, vice president and general manager of Screen Gems.

New series makes the ninth Screen Gems package to be sold for network telecast next season. Lancers will be scheduled Sundays, 7:7:30 p.m.

John H. Mitchell, vice president in charge of sales for Screen Gems, and Rob Erickson, vice president of Young & Rubicam, Jello agency, concluded negotiations.

Producer Leonard also will have two other Screen Gems packages on the networks next season. His Adventures of Rin Tin Tin will be sponsored on ABC-TV by National Biscuit Co., and Circus Boy will be sponsored on NBC-TV by Reynolds Metals Co. Other Screen Gems package for next season include filmed season of CBS-TV Playhouse 90, Ford Theatre on ABC-TV; Father Knows Best on NBC-TV for Scott Paper Co., Tales of the Rangers on CBS-TV for Ford and Captains Midnight on CBS-TV for Ovaltine.

Screen Gems currently has eleven other programs in spot syndication field.

'Dr. Christian' Sales Made

REGIONAL and station sales for Ziv Television Programs' new Dr. Christian series were announced last week by M. J. Rifkin, vice president in charge of sales for Ziv TV.

Total number of markets on the regional transactions was not available pending station clearances, but Hekman Biscuit Co., Grand Rapids, Mich., has signed for its entire mid-west marketing area, with Detroit, Cleveland, Toledo, Grand Rapids, and Youngstown already set. Adolph Coors Co. (Coors beer) has bought the series for the entire Rocky Mountain area, plus five Texas markets.

Film Firm Holds Seminars

A WEEKLY SERIES of television film seminars, to which advertisers and agencies are invited, is being conducted by Keitz & Horden Film Co., Dallas. The Dallas staff of Jhabit & Ryan attended the first session a fortnight ago. At a typical session, visitors watch a demonstration of each step in the production of a filmed television spot.
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 they might be . . . at the precise time and place of your choice.

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

Represented by
EDWARD PETRY & CO., INC.
THE ORIGINAL STATION REPRESENTATIVE
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Broadcasting • Telecasting

July 2, 1956 • Page 57
KRON-TV Buys Warner Films

IN A TRANSACTION estimated at almost $1 million, KRON-TV San Francisco last week purchased the Warner Bros. library of feature films and cartoons from Associated Artists Productions, New York. Bob Rich, AAP general sales manager, announced the sale, noted that the library currently is sold in 40 markets.

Negotiations on the transaction, said to be KRON-TV’s largest film purchase, were conducted by Norman Louvai, KRON-TV sales manager, and Robert Kronenberg, AAP western division manager. The sale included three groups of Warner features, comprising 174 films; 337 Warner cartoons, and 234 "Popeye" cartoons.

FILM PEOPLE
Leo Salkin, UPA Pictures writer, cartoonist and director, UPA Pictures, Burbank, Calif., named managing director of UPA Pictures Ltd., London.

Fred Abern, recently in executive capacity with RKO Pathe in New York, appointed assistant supervisor of television operations for RKO Radio Pictures' television film service unit, Culver City, Calif.

Clyde L. Krebs, formerly sales promotion manager and account executive at Sarra Inc., Chicago, appointed vice president in charge of Chicago operations for Galbreath Picture Productions Inc., Fort Wayne, Ind. He will headquarter in Board of Trade Bldg., 141 W. Jackson Blvd.

Hal Davis, formerly head of West Coast Adv. and previously with KVAR (TV) Mesa-Phoenix, Ariz., A. Ettinger Assoc., Hollywood, western states distributor. He will handle agency sales of syndicated film properties in Los Angeles and San Francisco and will be station account executive in southwestern U. S.


William Kirsner, formerly producer-director-writer at WKAR-TV East Lansing, Mich., to Capital Film Productions, same city, in similar capacity.

Grant Atkinson, formerly head of tv department, Campbell-Mithun Inc., Chicago, signed by Fred A. Niles Productions, Chicago, as writer-producer for series of industrial films.

FILM SALES

Cheryl Tv Corp., Hollywood, has sold tv package of 20 feature movies in 20 new markets in past 60 days, making total sales in 141 markets for subsidiary firm of Realart Pictures Corp., which handles theatrical reissue of Universal films.

Sterling Brewers Inc., Evansville, Ind., in its first tv advertising effort, has purchased MCA TV Film Syndication's The Rosemary Clooney Show. It is being syndicated in the midwestern markets. Sterling will sponsor series for 52 weeks in Indianapolis, Evansville, Nashville, Tenn., Chattanooga, Tenn., Louisville, Ky., and Terre Haute, Ind. Agency is Smith, Benson & McClure, Chicago.

NATIONWIDE WIRE NETWORK IN PROSPECT UNDER PLAN SPARKED BY TELEGROPPITER

Members of broadcasting industry would have instantaneous communication system at command for number of uses. One of most interesting—adaptation to national rating setup giving verdict on a show 15 minutes after it's aired.

FORMATION of a nationwide, privately-owned broadcasting industry wire communications network appeared closer to reality this week with the announcement of a prospective private wire communications network. The sale included three groups of Warner features, comprising 174 films; 337 Warner cartoons, and 234 "Popeye" cartoons.

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The Fund for the Republic is pleased to announce

the Winners of the 1956

ROBERT E. SHERWOOD AWARDS

for television programs
dealing with
freedom and justice

<table>
<thead>
<tr>
<th>Best Network Drama</th>
<th>$20,000</th>
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<tbody>
<tr>
<td>Alfred Hitchcock's production of ALCOA's TRAGEDY IN A TEMPORARY TOWN</td>
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<tr>
<td>PRODUCER</td>
<td>Herbert Brodkin</td>
</tr>
<tr>
<td>DIRECTOR</td>
<td>Sidney Lumet</td>
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<tr>
<td>WRITER</td>
<td>Reginald Rose</td>
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<tr>
<th>Best Network Documentary</th>
<th>$20,000</th>
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<tr>
<td>to the National Broadcasting Company's production of Armstrong Circle Theatre's I WAS ACCUSED</td>
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<tr>
<td>PRODUCER</td>
<td>David Susskind</td>
</tr>
<tr>
<td>DIRECTOR</td>
<td>William Corrigan</td>
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<tr>
<td>WRITER</td>
<td>Jerome Coopersmith</td>
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<tr>
<th>Best Production by an Independent Station</th>
<th>$15,000</th>
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<tr>
<td>to WAAM-TV, Baltimore, Maryland for its production DESEGREGATION: BALTIMORE REPORT</td>
<td></td>
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<tr>
<td>PRODUCER</td>
<td>Herbert B. Cahan</td>
</tr>
<tr>
<td>DIRECTOR</td>
<td>Kennard Calfee</td>
</tr>
<tr>
<td>WRITER</td>
<td>Mrs. Gray Johnson Poole</td>
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Honorable Mention

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<th>OmniBus: Columbia Broadcasting System</th>
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<tr>
<td>KRAFT THEATRE: One National Broadcasting Company</td>
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<tr>
<td>PHILCO PLAYHOUSE: A Man Is Too Tall National Broadcasting Company</td>
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<td>PAGEANT: In Freedom KOMO, Seattle, Washington</td>
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<tr>
<td>IN THE MINDS OF MEN KPIX, San Francisco, California</td>
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<tr>
<td>THIS IS OUR FAITH WATV, Newark, N. J.</td>
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<tr>
<td>TWIN CITY KEYD, Minneapolis, Minn.</td>
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<tr>
<td>HEART BEAT: The Invisible Fence</td>
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<td>CAMERA THREE SERIES Columbia Broadcasting System</td>
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<td>FRONTIERS OF FAITH SERIES National Broadcasting Company</td>
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<td>FRONTIER SERIES National Broadcasting Company</td>
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Jurors:

Kermit Bloomgarden | Gilbert Seldes |
Buell G. Gallagher | Robert Taft, Jr. |
Robert M. Purcell | Harrison Tweed |
Mrs. Eleanor Roosevelt | Philip H. Willkie |

The Awards for television programs dealing with freedom and justice presented on commercial television between October 1, 1955 and May 31, 1956 are in memory of Robert E. Sherwood, until his death a Director of the Fund for the Republic and a valiant champion of American liberties. The Awards will be made again next year, for programs presented between October 1, 1956 and May 31, 1957. The Fund for the Republic is a non-profit corporation devoted to increasing public understanding of the principles set down in the Constitution and its Bill of Rights.

THE FUND FOR THE REPUBLIC, INC.
60 East 42nd Street, New York 17, N. Y.

PAUL G. HOFFMAN, Chairman of the Board
ROBERT M. HUTCHINS, President
Radio-Tv Code Established
For N. Y. City Departments

TELEVISION and radio code has been adopted by
New York City to guide its various depart-
ments on negotiations with agencies and broad-
casting program producers, networks, and
stations seeking the cooperation of the city
on program material. Called a code of mu-
icipal television and radio standards, it is be-
lieved to be the only broadcasting code of its
kind in any municipality in the country, accord-
ing to a spokesman for New York's Mayor
Robert F. Wagner.

The code, which was adopted by the Mayor's
Television & Radio Advisory Committee on
June 22, specifies that "each department or
agency of the city is the sole authority for the
approval of its cooperation with a television and
radio producer, network, station, program de-
veloper or author." The code is intended as a
guide for each head of a department or agency
and for the chairman of the radio and television
advisory committee to explore the situation.

The adoption of the code came as an after-
math of a controversy last fall when radio-tv
producer Theodore M. Granik was granted
rights to produce a tv film series based on New
York City department files [B&W, Oct. 31, 1957].
Objections were made by unidentified tv film
producers and by local newspapers citing Mr.
Granik's long-time friendship with Mayor
Wagner as a possible reason for choosing Mr.
Granik as producer without benefit of competi-
tive bids. Another furor erupted when New
York's police commissioner said he would refuse
access to his department's files on the grounds
that the only cases that would interest a tv pro-
ducer would be dramatic ones, leading perhaps
to distortion. Mayor Wagner shortly thereafter
called a halt to the Granik project and appointed
a committee to explore the situation.

Among the members of the Mayor's Televi-
sion & Radio Advisory Committee, which
drafted the new code, are: G. Tyler Byrne, Na-
tional Assn. of Broadcast Employees & Techni-
cians; Ted Cott, DuMont Broadcasting Corp.;
Sam Cook Diggles, general manager, WCBS-
TV New York; the Rev. Timothy Flynn, Arch-
diocese of New York; Seymour Siegel, director
of communications for the City of New York;
Robert L. Stone, WABC-TV New York; Gordon
Gray, WOR-TV New York; Thomas B. Mc-
Fadden, WRCN-TV New York.

TelePrompTer Promotes Tyrrell
To Assistant to President

THE ELECTION of Albert R. Tyrrell as as-
istant to the president and vice president of
TelePrompTer Corp. was announced last
week by Irving B. Kahn, president. Mr.
Kahn said that Mr. Tyrrell "will be con-
cerned solely with the functions of
management and the implementation of
policy."

In his new position, Mr. Tyrrell will headquarter in New
York. He formerly was in charge of the
firm's Washington, D. C. office and prior

GOVERNMENT

to that was in the aviation industry.

THEY'RE ASKING QUESTIONS IN PHILLY

THE Dept. of Justice last week put the
NBC-Westhoush station exchange before a
federal grand jury in Philadelphia.
In accord with the customary secrecy that
surrounds federal grand jury sessions, no
official word leaked out of Philadelphia. It
was understood, however, that four key
Westhoush executives who were person-
ally connected with the negotiations leading
to the NBC-WBC swap testified Thursday.

They were reported to be Chris Witting,
who was president of Westhoush Broad-
casting Co. at the time of the station ex-
change but who has since been elevated
to vice president in charge of the Consumer
Products Div. of Westhoush Electric Co.;
E. V. Huggins, chairman of WBC; John W.
Teenen, WBC attorney, and Joseph E. Bau-
dino, WBC vice president in charge of the
Washington office.

Complete details of conversations, meet-
ings and exchanges of correspondence re-
garding the station swap were reported to
have been sought in questions asked by Dept.
of Justice attorneys during the jury session.

Also under subpoena to appear before the
Philadelphia grand jury the second week of
July are RCA-NBC executives who were in-
volved in negotiating the Cleveland-Philad-
ephia deal. They reportedly are Brig. Gen.
David Sarnoff, RCA chairman; Robert W.
Sarnoff, NBC president; Joseph V. Heffer-
nan, NBC financial vice president, and
Charles R. Denny, NBC vice president in
charge of owned stations.

All NBC and Westhoush records per-
taining to the deal also were understood to
have been subpoenaed.

CELLER COMMITTEE PROBES
NBC-WESTINGHOUSE SWAP

• FCC's without-hearing approval of transaction questioned
• House antitrust group schedules more hearings for July
• Justice Dept. puts deal before Philadelphia grand jury (see box)

THE controversial NBC-Westhoush Broad-
casting Co. swap of radio-tv stations in Clevel-
land and Philadelphia—and the FCC's explana-
tion of why the transaction was approved with-
out a hearing—overshadowed all other sub-
jects last week during two days of hearings by
the House Antitrust Subcommittee in its hunt
for monopoly in the television industry.

At the end of the Wednesday-Thursday ses-
sions, subcommittee Chairman Emanuel Celler
(D-N. Y.) asked the FCC to return for three
more days of hearings, July 11-13, and in a
surprise announcement said the House group
will hold lengthy hearings in New York in
September. At these sessions, he said, his group
will hear testimony from networks, advertis-
ing agencies, uhf representatives, talent and others
on antitrust problems in the tv broadcasting field.

Although FCC members underwent some
questioning on allocations problems and on the
ABC-Paramount Theatres merger in 1953, the
subcommittee directed its main fire at NBCs
swap of the former WNKR (TV) and WTAM-
AM-FM Cleveland for WBC's former WFTZ
(TV) and KYW Philadelphia.

The House subcommittee based its whole
case on three memorandums prepared within
the FCC's Broadcast Bureau during the Bureau's
five-month investigation of the facts surround-
ing NBC's swap of its radio-tv properties in
Cleveland for WBC's radio-tv stations in Phila-
delphia, with WBC receiving $3 million "to boot."

High points of these documents: • That investigators found WBC executives bitter at what they felt was NBC "pressure," and that they felt that they might not only lose NBC affiliation at WFTZ (TV), but also at KDKA-
TV Pittsburgh and WBZ-TV Boston, if WBC failed to go through with the transfer.

• That Chris J. Witting, then WBC president, in the heat of anger fired off a memorandum to
WBC Board Chairman E. V. Huggins suggest-
ing these alternatives for WBC: (1) possible affiliation with CBS at Pittsburgh, San Francisco and Boston and with ABC at Philadelphia; (2)
Several million U.S. families and businesses today are in a peculiar position for Americans. A twist of federal laws puts them in a "favored class" with special privileges in buying electric light and power.

Your taxes go to build the government power plants that serve these people. Then you are taxed further to pay part of their electric bills!

This favoritism is one of the unpleasant and little-known facts about federal government electric power. And it is a far cry from normal American standards of fair play. That's why these facts are brought to you by America's independent electric light and power companies.*

*Names on request from this magazine
to go through with the transaction. Investigators said WFIL-TV owner Walter H. Annenberg denied he ever talked to RCA-NBC officials on this subject, but did tell an "unidentified" person he would swap WFIL-TV for 400,000-500,000 shares of RCA stock, making him that company's largest stockholder.

- That Mr. Witting saw RCA Board Chairman Brig. Gen. David Sarnoff and asked him if "this muscling job" was RCA company policy, and that the general answered that it wasn't a "muscling job," that he was acting to protect RCA stockholders by getting more financial support for NBC and that RCA felt it had to have WFIL TV for this purpose.

- That WBC officials said they were told in negotiations that NBC was considering the purchase of WFIL-TV Philadelphia if WBC failed to go through with the swap to protect its NBC affiliations in Boston and Pittsburgh.

High points during last week's hearing:

- Testimony by FCC Chairman George C. McConnaughy that FCC approved the transfer, after digesting the Broadcast Bureau report. (1) WBC and NBC replies to FCC McFarland letters indicated no pressure by NBC and the Broadcast Bureau felt officials of these companies would not be "candid" at any called by the FCC; (2) although the Broadcast Bureau memorandums questioned whether the total NBC acquisitions might not pose a question of "area concentration," Mr. McConnaughy said he got the "impression" from talking to Bureau officials at an FCC meeting that "nothing new would be developed" at a hearing on this subject.

- Congressional questions directed at FCC's liaison with the Justice Dept.'s Antitrust Division. Congressmen wanted to know why the FCC, which began its investigation in July 1955, didn't inform the Justice Dept. until August. They also wanted to know why the FCC held to its Dec. 21, 1955, approval (published Dec. 28) after Justice had delivered a letter to the FCC Dec. 27 informing the Commission it was investigating the case.

- When Mr. McConnaughy and other commissioners said they did not learn of the letter until later, the subcommittee asked why FCC did not rescind or withhold action on the approval during the 30-day limit within which it is empowered to do so. Mr. McConnaughy said Justice had not indicated it had any more information than the FCC did on the case.

- FCC Comr. John C. Doerfer testified he thought there was nothing illegal then about the transfer and still didn't. He said he felt the broadcast industry shouldn't be "harassed" by "three or four" government agencies. Asked whether, as a member of the FCC's network study committee, he would be "disturbed" if it were found that the "dominance" charged to networks in the FCC's 1941 report on chain broadcasting also apply to television, Comr. Doerfer said, "not at all." "Somebody has to be dominant," he said. "Dominance is just the natural result of the ebb and flow of business relations from day to day."

Chairman Celler told Mr. McConnaughy he didn't think WBC "had much of a chance" and was "in a sort of box." The fact that the Broadcast Bureau memorandums flashed a "danger signal" gave emphasis to the need for an inquiry, he said. Several other members agreed with him, although Rep. Hugh Scott (R-Pa.) said he saw no wrongdoing on the part of WBC, NBC or the FCC. Others present included Reps. William M. McCulloch (R-Ohio), Peter W. Rodino Jr. (D-N.J.), Kenneth B. Keating (R-N.Y.), Byron G. Rogers (D-Colo.) and James M. Quigley (D-Pa.).

The Wednesday session began with an opening statement by Chairman Celler on the purposes of the investigation. At the end of the Thursday testimony, he told newsmen that the subcommittee would hold the hearings in New York in September. The group, he said, would investigate financial setups of the networks and their owned stations, network practices and uhf-vhf problems.

Also to be investigated, he said, are the "star systems" (for talent), "bottling up" of talent by such things as long contracts, the "tyranny of ratings," "chewing up" of talent by the heavy demands of television, the "short life" of comedians and other talent, racial segregation of talent on network programs, newspaper and magazine control of broadcasting media in specific geographic areas, the "power" of advertising agencies, pre-emption of network time and the "film monopoly." He said...
the NBC-WBC swap will be explored further, but that WBC will not be called to testify unless it asks.

Much of the testimony dealt with the respective jurisdictions of the FCC and the Justice Dept. in enforcing the antitrust laws and whether an FCC decision can "immunize" a case from action by the Justice Dept.

It was developed in the hearing that NBC Vice President Charles V. Denny (owned stations and spot sales) first suggested the Cleveland-Philadelphia swap to NBC management in February 1954 and that NBC's original proposal also included the trade of NBC's WRC-TV Washington and WBC's WBZ-TV Boston, which WBC quickly vetoed, according to the Broadcast Bureau reports.

Actual negotiations did not begin until September 1954, with an estimated 25 meetings of the two firms' officials from Sept. 22, 1954, to May 16, 1955, when the transaction was closed. WBC tried to get a "tax-free deal," but failed, the reports said.

No Commitments from NBC

WBC during negotiations tried to get commitments from NBC to protect its NBC affiliations, especially Boston, but got only one letter from Gen. Sarloff to the effect that NBC, with its proposed acquisitions in Philadelphia, New Britain and Buffalo, would have its plans for station ownership complete in the eastern area, the investigators' report said. The Broadcast Bureau probe was conducted by Lester W. Spillane, then chief of the FCC's Renewal & Transfer Division, and Robert Leahy, FCC accountant-investigator.

The Bureau report also warned that if the FCC made the grant without a hearing and no protest was filed, it would be "difficult if not impossible to redress any undesired condition" resulting from the transaction.

The reports indicated Joseph E. Baudino, WBC Washington vice president, felt that although no discussion took place concerning NBC affiliations with WBC stations, WBC executives felt there was a "veiled threat" of such a condition. Mr. Huggins told investigators, according to the report, that WBC applied for NBC affiliation for KDKA-TV Nov. 5, 1954, but that NBC withheld it until it received a Nov. 15 letter from WBC indicating Westinghouse would go along "in good faith" with the transaction.

Questioned on WBC's reply to the FCC's McFarland letter, Mr. McConnaughey said he couldn't conceive of a firm the size of Westinghouse "not telling the truth."

Mr. McConnaughey said the WBC answer indicated the firm felt withdrawal of the NBC affiliation from WPTZ would reduce the income of the station considerably; that Cleveland was the type of community in which WBC was interested; that it was more in the public interest and to WBC interests to make the exchange than to operate without an NBC affiliation; that Westinghouse Electric and RCA have been competitive in the manufacturing fields and that both companies make decisions they believe is best for their respective interests; and that WBC and NBC "in our own interests" decided to try to work out an agreement.

Chairman Celler commented that the WBC statement "speaks volumes." He said the subcommittee had been told the proposed purchase of WPIL-TV by NBC was a "hoax" used to obtain bargaining power and said he felt the WBC letter should have prompted the FCC to ask "many, many questions."

Comr. Rosel H. Hyde answered questions about the ABC-Paramount Theatres merger, on which the FCC held 93 days of hearings in
1952 and approved in February 1953, with the merger formalized in May 1953.

Mr. Hyde said the Justice Dept. had been kept fully informed of progress of the hearings by the FCC and that Justice observers attended all phases of the hearings. Although the department was invited to participate in the hearings, it never did so during the proceeding. Chairman Celler, referring to Justice Dept. refusal to participate, termed it a case where "the shoe was on the other foot."

Although admitting that Paramount Theatre stockholders wound up with 60% of A-B-P-T stock, and ABC stockholders with only 15%, Mr. Hyde said he did not think of the case as one where ABC was "taken over by a chain of movie theaters," but of one where a third network was set up. He said it was a financial strengthening of ABC instead of a lessening of competition.

He felt the FCC "did a good job" in approving the merger after the hearing, but when asked whether he thought the Justice Dept. did a similarly good job, he smiled and said that was for the department itself to say.

Mr. McConnaughey, answering questions on the staff's much-anticipated report last week, said he believed the FCC would have to get "congressional assistance" to implement the proposed long-range transfer of TV from vhf to uhf. For instance, he said, Congress might prohibit the shipment of vhf-only sets in interstate commerce.

He felt "nobody wants to see the networks destroyed" and that's why Congress "finally" gave the FCC funds for its network study. He raised U. of Cincinnati Dean Roscoe Barrow, head of the study, as a man with no previous experience in broadcasting, but with "stature."

Bill Seeking FCC Salary Raise
To Go Into Hearing Thursday

A HEARING will be held Thursday by the Senate Post Office and Civil Service Committee on a Senate bill (S 2628) and a House measure (HR 7619) to raise the salaries of members of the FCC and other executive agencies and heads of executive departments. FCC members now get $15,000 a year.

Committee Chairman Olin D. Johnston (D-S. C.) said he believed there are "many inequities" in the legislation as now presented. The House-passed HR 7619 was passed in the first session of the 84th Congress, but the Senate has taken no action on it. The bill would raise FCC members' salaries from the present $15,000 to $19,000.

The Senate measure (S 2628), introduced in the first session by Sen. Johnston and Sen. Frank Carlson (R-Kan.), the committee's ranking Republican, calls for FCC salaries of $20,000. This figure was recommended by the White House.

Blacklisting Report Author
FACES Hill Committee July 10

JOHN COGLEY, author of the controversial Fund for the Republic report on blacklisting in the entertainment industry (B-N-T, June 25), has been subpoenaed to appear July 10 before a closed session of the House Un-American Activities Committee. The announcement was made by Rep. Francis E. Walter (D-Pa.), chairman of the House group, which only two weeks ago postponed an investigation of the fund which was to begin last Wednesday.

Rep. Walter said the report on blacklisting "levels very grave charges against organizations and persons in the entertainment industry that have been directed toward eliminating the menace of the communist conspiracy in the United States." He also added that the committee is not now in a position to pass judgment on the conclusions reached in the report.

The Fund for the Republic was established with a $15 million Ford Foundation grant. It has been under heavy criticism as "soft" on communism. Mr. Cogley, former editor of the Catholic periodical Commonweal, criticized the alleged blacklisting of "controversial" performers and directors by entertainment employers.

Extended DST for D. C.

A BILL which would extend Daylight Saving Time in the District of Columbia an extra month this fall—to the last Sunday in October—cleared Congress last week and was sent to the President for signature. The bill brings Washington time into line with that of most large eastern cities, including New York, and will help radio-stv stations in the Washington area in aligning their schedules to conform with network programming.

Protests Bring Postponements
Of KTSA, KVAR (TV) Actions

THE FCC last week postponed the effective dates of its May 2 grant for transfer of control of KTSA-AM-FM San Antonio and its April 25 grant to KVAR (TV) Mesa, Ariz., for a change in facilities. This action followed protests and petitions for reconsideration filed by KITE San Antonio against the KTSA grant, and by KTVK (TV) Phoenix against the KVAR grant.

KTSA was sold by O. R. Mitchell Motors to McLendon Investment Corp. for $306,000. The McLendon Corp.—Barton R. and Gordon B. McLendon—owns KHTL, DalP, Kelp El Paso, WRIT Milwaukee, WGLS Decatur, Ga., and Koke (TV) El Paso. Mr. McLendon must return control of KTSA to the assignor, the FCC said. Hearings were set for Sept. 10, with KITE bearing burden of proof. KVAR (TV) sought to change its main studio location to Phoenix and maintain an auxiliary studio in Mesa. KTVK will be party to the proceeding when hearings begin.

FCC STARS IN NEW KIND OF TV ROLE

THE FCC starred in a 90-minute, Charlotte, N. C., $3,000 video show last Monday, when the full hour and a half of oral argument on ch. 9 Charlotte before the Commission en banc was filmed and recorded and shown over ch. 3 WBTV (TV) Charlotte that night in prime time to its 525,000 set owners.

At issue was the second vhf facility in North Carolina's major city. Contending were Piedmont Electronics & Fixture Corp., Carolinas Television Corp., and WSOOC Charlotte, Piedmont, which was recommended for the grant by the hearing examiner, is owned by the Mitchell-Wolftson (WTVJ [TV] Miami, Fla.) and Bell department store interests. Carolinas is largely controlled by WIS-AM-TV Columbia, S. C. (which also owns WIST Charlotte).

WBTV used two professional Auricon cameras, each capable of handling 1,200 ft. of film and sound (about 30 minutes). The crew of four was under the supervision of Nelson Benton, WBTV news editor. The cameras were set up in the corner of the Commission meeting room on the sixth floor of the Post Office Dept. Bldg., and were operated without any additional lighting. As each reel was completed, the second camera was turned on and the first was unloaded. The exposed film was rushed to a Washington processor. The crew with its processed film and equipment left for Charlotte at 6 p.m. in the Jefferson Standard Broadcasting Co.'s private company plane, arriving at 8 p.m. The films were telecast, unedited, beginning at 10 p.m. The station gave up a half hour of local live programming, a half hour of delayed network programming, 30 minutes of news-weather-sports, and a national spot show. This time was estimated to have a value of $3,023.

The sound portion of the telecast was simulcast by WBTV Charlotte, sister station of WBTV, and also by WIST Charlotte, owned by principals in the Carolinas' application.

The argument heard attorney Neville Miller argue in behalf of WSOOC, William P. Sims for Carolinas and Marcus Cohn for Piedmont. Question of overlap between WIS-TV and prospective ch. 9 in Charlotte was raised against the Carolina application. Charge that WTVJ flaunted good commercial practices in overabundance of commercials was also raised. Richard T. Elly Jr. represented the Broadcast Bureau.

All Commissioners were present except Commr. Webster.
The New WISN presents music, news, weather and sports... and now the cream of the ABC network... and everybody's feeling the results! Jack Denton spins the records now... all afternoon... for a market of 1 1/2 million people in 15 rich counties! Jack's building his audience with entertainment and salesmanship... better put him to work for you on WISN's growing afternoon audience.
ADDED REGULATION OF TV SEEN UNLIKELY

Kenneth Cox, special counsel to Senate Commerce Committee, tells ATAS luncheon in New York that there is a good chance Congress—and probably the Justice Dept.—will continue to keep close watch to guard against "abuses."

There's no general feeling in Washington that a swifter regulation of television is "necessary or desirable" at this time, but there's a good chance that Congress—and probably also the Justice Dept.—will continue to keep a close watch to make sure that no "abuses" develop.

Cox's utterances last week from a speech by Kenneth Cox, special counsel to the Senate Commerce Committee in its long-drawn but now virtually completed hearings on allocations, pay-television and network practices. He said that in his opinion the only way to resolve the pay TV controversy may be in giving toll TV a "try," but on an experimental basis if at all, and without safeguards to prevent harm to the present free system of broadcasting. He maintained that nothing would be allowed to kill off free television, as opponents have claimed it TV would do. If TV is authorized, he indicated, provisions would be made "to stop it" if it should threaten the existence of free TV.

Although he felt the committee may take some preliminary steps to relieve the "acute" situation in TV allocations—this was before FCC released its own proposals last week—he advised his listeners not to look for any startling changes in the "big picture" of television "for a long time to come."

Magnuson Detained

Mr. Cox spoke at a Tuesday luncheon meeting of the Academy of Television Arts & Sciences in New York. He substituted at the last minute for Sen. Warren Magnuson (D-Wash.), chairman of the Commerce Committee, who was kept in Washington by the impending Senate vote on Air Force funds.

With regard to the committee's inquiry into network practices specifically, he said "everyone agreed that the 'essentials' of TV perform an important function and have performed it well. The problem would be considerably lessened if there were enough stations in major markets, he noted, but added that at least "at the rub of the nose" it must be expected that Congress, and perhaps also the Justice Dept., will continue to keep an eye on network practices to see that abuses do not develop.

He suggested, answering a question, that "anti-trust" action against the networks might come if some person or company felt sufficiently aggrieved to file a triple damage suit under antitrust laws.

He observed at one point that the FCC, in its desire to avoid any appearance of censorship has not always looked closely enough—in renewal proceedings—at stations' performance records in comparison with their promises.

He also expressed his view that stations' right to editorialize would be essential as television "comes of age," but also pointed out that editorializing poses a number of problems including that of assuring opportunity for the presentation of opposing viewpoints and that of making sure that editors are not misconstrued as newscasters.

Sen. Magnuson, he observed at another point, feels that newscasters should not read commercials. He also cited a British practice of never showing the newscaster on camera.

The all of that of getting three, and later four and five stations in all important markets—is an "acute" one for which a number of solutions have been advanced, he said. VHF is vital, he said, but also "is in bad shape" and TV "cannot continue and be successful," he asserted, present hard-put VHF broadcasters will have to be "salvaged"—their operations made profitable—or there will be no incentive for other broadcasters to get into the field.

Mr. Cox summarized some of the solutions that have been proposed, reporting that witnesses appearing before the Senate committee appear agreed that deintermixing is the "essential first step" that should be taken now. Among others: proposals that all television be moved into uhf, which he said have "certain appeal" but many problems; vhf drop-ins, which he said might be used in some areas; and excise tax relief to boost the manufacture of all-channel sets, which he termed a "desirable" move that should also be extended to color sets so that when color begins "flooding the market," there will be assurance that sets will receive all channels.

Mr. Cox said in Washington Thursday that the Senate Commerce Committee's proposed interim report on the FCC's operation—directed to the FCC to be a document setting out broad principles for the FCC to follow in its reallocations proceeding—is being redrafted in the light of the FCC's issuance last week of its Report on Television Allocations (see story, page 27)

The revised report will be substantially different from the one the committee staff had planned to present for approval at a meeting of the Senate committee last Wednesday, he said. The redrafted document probably will be presented for committee approval next week, he added. Mr. Cox said senators at the committee meeting were in general agreement that the interim report should be issued, despite the FCC action last week, but in view of this action, senators want to take a "more careful look" at its contents.

Winds of the committee's hearings are in sight, although no date has been set for the next sessions, Mr. Cox said. The committee plans to have the FCC as the last group of witnesses, with the Commission to be questioned, among other things, on its allocations action last week. He felt two more days of hearings could conclude the committee's sessions, with the FCC appearing last on the stand. There are no present plans to hear film syndication interests, Mr. Cox said, adding that "up to now they have been avoiding us like the plague."

Storer Amends Salem Bid

STORER Broadcasting Co. last week filed amendment to application seeking FCC approval of its $27,277 purchase of KSLM-TV Salem, Ore., to mitigate objections of its request to move the ch. 3 Salem vhf to Portland, to replace ch. 27 KPV T (TV) there. Storer instead asked the Commission to grant a modification of the KSLM-TV permit to move the station's transmitter location to a point 12 miles south of Portland. This amendment follows an application two weeks ago for Salem ch. 3 by Salem TV Co. (C. H. Fisher), accompanied by a petition asking the FCC to vacate the ch. 3 grant to KSLM-TV (At Deadline, June 25).

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 10

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 6; Seattle, Wash., ch. 14; Atlanta, Fla., ch. 12; Hartford, Conn., ch. 3; Paterson, N. J.; ch. 6; Kent county, Ky.; ch. 6; Indianapolis, Ind.; ch. 3; New Orleans, La.; ch. 4; St. Louis, Mo., ch. 4; Detroit, Mich., ch. 7; Prior, S. D., ch. 3.

AWAITING ORAL ARGUMENT: 7

Boston, Mass., ch. 8; Orlando, Fla., ch. 9; McKeenest, Pa., ch. 4; Buffalo, N. Y., ch. 12; Seattle, Wash., ch. 11; San Francisco-Oakland, Calif., ch. 2; Lead- deadwood, S. D., ch. 3.

AWAITING INITIAL DECISION: 3

Hattiesburg, Miss., ch. 1; Greensboro, N. C., ch. 9; Pittsburgh, Pa., ch. 17; Toledo, Ohio, ch. 11.

IN HEARING: 5

Beaumount-Port Arthur, Tex., ch. 4; Chebogyan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Greensburg-Penn, Mich., ch. 10; Coos Bay, Ore., ch. 16.

WWBZ Asks FCC to Grant One-Year Probation Period

REQUEST for license renewal on a "probationary"—one-year—basis is filed with the FCC by WWBZ, Vineyard, N. J. This license was revoked by the Commission last November [BT, Dec. 5, 1955] because of overemphasis of horse racing programs. In ordering the station to cease operation within 60 days, the FCC found that WWBZ's horse-race broadcast were helpful to, and being used by, illegal gambling interests. Since the decision, the station has been granted two 60-day grace periods, the latest only a fortnight ago [BT, June 25, Jan. 30].

The unique request for probationary status suggested alternative actions by the FCC, either of which would be acceptable, the station said—renewal for one year on a probationary basis or suspension for one year of FCC action which denies the station's request for license renewal.

Deadwood Grant Proposed

INITIAL DECISION recommending that tv ch. 5 at Deadwood, S. D., be awarded to the lone applicant, The Heart of the Black Hills Stations, was issued last week by FCC Hearing Examiner Ronald H. Sharmann. Heart of the Black Hills (KDSI Deadwood, KRRD Rapid City) became the only applicant following the withdrawal of Black Hills Broadcasting Co. (KOTA-AM-TV Rapid City). Mr. Sharmann found that as Heart of the Black Hills was a qualified, unsupported applicant, "nothing stands in the way of a grant . . ."

Radio Shares in UAW Lobby

A TOTAL of $5,320 was spent on radio spot announcements in a campaign by the United Automobile Workers designed to "influence votes" against the natural gas bill, Walter P. Reuther, UAW president, told a Senate Lobbying Investigation Committee last week in Washington. All told, his union spent $38,762 in newspapers and radio to defeat the bill, Mr. Reuther informed the senators. He compared the union figure with the $1,750,000 spent on behalf of the oil companies backed Natural Gas & Oil Resources Committee. The controversial gas bill was vetoed by President Eisenhower because of what he called "arrogant" lobbying.

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10 PHILA. STATIONS SERVED INDICTMENTS

Federal grand jury charges outlets, nine officials, city's broadcasters association with illegally fixing time rates.

A FEDERAL grand jury in Philadelphia last week indicted the Philadelphia Radio & Television Broadcasters Assn., 10 Philadelphia radio stations and nine of their officers on charges of illegally fixing rates for radio broadcast time.

The indictment charged that since 1952 the defendants have been parties to an agreement to maintain published advertising rates on radio time in Philadelphia in violation of the Sherman Antitrust Act. The indictments were returned to U. S. District Judge Francis L. Van Dusen.

The charges came at the same time the Philadelphia grand jury was investigating allegations of conspiracy in the NBC-Westinghouse Broadcasting Co. exchange of stations (see story, page 60). Statements of denial against last week's indictments have been issued by a spokesman for the 10 stations and WBC President Donald H. McGannon. Named in the indictment were:

- WHAT and William A. Banks, its president;
- WPEN and William B. Caskey, its vice president;
- WP and Benedict Gimbel Jr., its president;
- WFLN (FM) and Raymond S. Green, its general manager;
- WDAS and Robert A. Klein, its secretary;
- WBIG and John Mahoney, its general manager;
- WJMJ and Patrick J. Stanton, its president;
- WCAU and Donald W. Thornburgh, its president;
- Westinghouse Broadcasting Co. and Robert Teter, sales manager for former Philadelphia Westinghouse station KYW; and WFIL.

Action in May

Charges against the stations developed late in May, when the outlets were served with subpoenas by U. S. marshals [EDT, May 28]. The subpoenas were by the antitrust 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 the Philadelphia grand jury this month.

Commenting on the indictments, a spokesman for the 10 stations said:

"The radio stations of Philadelphia are shocked that the government has decided to proceed against them under the antitrust laws. Everyone is aware of the keen competition that exists among these stations. The stations do not believe that their effort to keep the competition among them on a dignified basis of encouraging the fair treatment of their clients violates any law. The government's action will be contested vigorously with confidence that the stations will be vindicated."

WBC President McGannon said:

"Westinghouse Broadcasting Co. has always established and published its rates independently and has always adhered to its published rates so as to avoid any discrimination or unfairness of its treatment of different customers. Its policy of adhering to its published rates has long been known and recognized throughout the advertising industry. Similarly, WBC policies as to relations with other broadcasting stations have been carefully considered, firmly established, and widely known throughout the organization. Nothing that may have been done in Philadelphia in any way affected the operation of the WBC station and it was not involved in any offenses charged by the grand jury."

Stockholders Try to Block Cisler-to-Segal KEAR Sale

A ROADBLOCK may be thrust in the path of Steve Cisler's sale of KEAR San Francisco to broadcaster David Segal for $500,000 [AT DEADLINE, June 25]. San Francisco attorney Milton Stern Jr. last week announced that legal action will be taken in behalf of KEAR preferred stockholders to establish their right to constitute a majority of the board of directors. Prospect was also held of protesting the transfer application before the FCC in an effort to retain the station's classical music format.

KEAR has resumed its "good music" operation. The Treasury Dept.'s auction of the physical property was forestalled by the Segal purchase.

Mr. Stern said Mr. Cisler owned all common stock and appointed all board members but preferred stockholders had the right to name a majority of the board when dividends were in default for 24 months. Time to exercise this right became effective May 1, Mr. Stern said, and a meeting was called for June 20 but Mr.
Cisler sold the property the morning of the meeting despite Mr. Stern's efforts to present him with a court restraining order. Mr. Stern told B&T the preferred stockholders invested $60,000 in KEAR while good music fans in San Francisco contributed $42,000 in the past 2½ years as a result of broadcast appeals for contributions to keep the station on the air.

Mr. Cisler was unavailable for comment Thursday.

Dannenbaum Elected WBC Vice President

APPOINTMENT of Alexander W. (Bink) Dannenbaum Jr., national sales manager of Westinghouse Broadcasting Co., New York, as WBC's vice president in charge of sales, is being announced (today) by Donald H. McGannon, president. Mr. Dannenbaum was named national sales manager earlier this year (B&T, March 5). A veteran of 20 years in broadcasting, Mr. Dannenbaum joined WBC in 1953 at the time the company purchased WPTZ (TV) Philadelphia.

He began in radio as a salesman for WDAQ Philadelphia in 1935, remained with the station (except for four years in the Army during World War II) until 1946, resigning his position as station manager at that time to join WPEN Philadelphia as commercial manager.

When NBC-TV and Westinghouse effected a sale and switch of their respective Cleveland and Philadelphia stations this past winter (B&T, Feb. 13), Mr. Dannenbaum stayed on with the Philadelphia stations (renamed WRCV-AM-TV by NBC), as commercial manager, and rejoined WBC as national sales manager two months later to replace Eldon Campbell, who had resigned.

In his new position, Mr. Dannenbaum will take charge of the overall sales and sales policies of WBC stations in Boston, Cleveland, Ft. Wayne, Pittsburgh, Portland, Ore., and San Francisco. He will continue to headquarter in New York.

KSD-AM-TV to Get New Home In 'Post-Dispatch' Expansion

ACQUISITION by the St. Louis Post-Dispatch (KSD-AM-TV) of an 18-acre tract in that city as a future home for its combined radio-tv and newspaper operations was announced by the newspaper last week. Also announced was the purchase of another tract, 42 acres, which will serve as site for KSD-TV's new transmitter and 1,086 ft. (above average terrain) tower.

The proposed tower, billed as one of Missouri's tallest man-made structures, will be 1,649 ft. above mean sea level, 1,114 ft. above ground and will replace the station's present 540-ft. tower. The new facility will add 7,000 sq. miles to KSD-AM-TV's present 10,000 sq.-mile coverage area, the station said.

Plans call for either a two- or three-story building on the new property, which is located in the west-central part of St. Louis. The Dispatch properties now are housed in an eight-story, downtown building, which was built in 1917 and cannot be expanded.
Intercontinental Elects Albert Zugsmith President

ALBERT ZUGSMITH has been elected president of Intercontinental Broadcasting Corp., which is seeking FCC approval for purchase of KVSM San Mateo, Calif. [B&T, May 28]. Mr. Zugsmith is a Universal Pictures producer, chairman of the board of the Albert Zugsmith Corp. (newspaper-broadcast brokers) and chairman of the board of KRKD Los Angeles and KITO San Bernardino, Calif.

Other Intercontinental principals include Vice Pres. Arthur B. Hogan, who is seeking FCC approval for purchase of KFOX Long Beach, Calif.; Sec.-Treas. Frank Oxarart, executive vice president of Albert Zugsmith Corp.; Melville Tucker, Universal executive, and John Feldman, owner of KDON Salinas-Monterey, Calif.

Petry to Open New Offices

EDWARD PETRY & CO., station representative, will open its new offices in New York next Monday at 3 E. 54th St.

In announcing the move, Edward Petry, president of the firm, noted that both his clients and agencies contributed to the Petry concern’s growth. He declared the shift was “significant” to the whole broadcast industry “because it shows dramatically the increased service station representatives are providing their stations and the advertising profession.” New quarters for the company, formerly at 488 Madison Ave., will have more sales and executive offices, including space for the firm’s new sales development and special services department.

Hudelson on WBC Project

BEN A. HUDELSON, production supervisor, WBZ-TV Boston, will take a leave of absence to work on a special assignment in New York at the headquarters of the parent Westinghouse Broadcasting Co.

In New York, Mr. Hudelson will work with WBC Education Director Ordon Hawkins and William J. Kaland, the group’s national program manager, on development of several new radio-tv educational and public service programs.

KANS Wichita, Kan., has appointed Simmons Associates as its national sales representative, it was announced last week. At the contract signing are (1 to r): Gale Black Jr. Simmons vice president; Kenyon Brown, president of KANS; Dave Simmons, president of Simmons, and Frank J. Lynch, the station’s general manager.

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B

C

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Civil Defense Volunteers
Goal of WCBS Program Series

AN ATTEMPT to "humanize" Civil Defense and to attract volunteers was launched last week by the New York State Civil Defense Commission in conjunction with WCBS New York and Kastor, Farrell, Chesley & Clifford Inc., New York, radio-tv consultants to the commission.

Over 30 New York State radio stations have contracted to run a new series of programs titled Civil Defense Means You! They take listeners to local CD demonstrations, allow them to meet active volunteers, "some of whom might be neighbors," according to the commission. The programs are produced and narrated by Marlin Welda, producer of WCBS's This Is New York and other local public affairs programs.

Petry Promotes Steese
WILLIAM H. STEESE, member of Edward Petry & Co. sales promotion staff, has been named promotion-research-sales development manager, in the station representation firm's radio department. In addition, Jack Keiner, also on Petry sales promotion staff and former radio-tv director of Allen & Reynolds Adv., Omaha, has been promoted to advertising and sales presentations director for the Petry firm.

REPRESENTATIVE SHORTS
Forjoe & Co. and Forjoe-Tv Inc. have moved to new quarters at 451 N. LaCienega Blvd., L. A. 47. New phone: Oleander 5-7755.

Burke-Stuart Co., station representative, moved N. Y. offices to larger quarters at 60 E. 56th St., effective today (Monday). Telephone: Plaza 1-2156.

REPRESENTATIVE PEOPLE
Buxton Johnson, assistant to president, Dunn & Jeffrey Inc., N. Y. advertising agency, to Blair-Tv, N. Y., as member of sales staff.

Dick Kelliber, formerly with WWJ-TV and WJBK Detroit, to San Francisco office of McGavren-Quinn Co. effective July 15.

STATION SHORTS
WFRV-TV Green Bay, Wis., moving studios from present Scrams Hill site to new quarters at Mason & Rosevelt Sts., Green Bay.

KYW Cleveland, Ohio, went on 24-hour broadcast schedule June 25.

KPOJ Portland, Ore., operating new mobile unit built by Pacific Body Builders, Portland.

STATION PEOPLE
Thomas B. Sawyer, commercial manager, WIST Charlotte, N. C., named general manager of WAYS Charlotte, succeeding James P. Potsos, resigned to join ABC in New York.

Robert E. Morey, program director, KDKD Clinton, Mo., appointed station manager.

Jack Shiver named resident manager of WCRE Chereau, S. C., by Roy Zoss, new owner and partner-manager of WGMA Moultrie, Ga.

Harvey Lucas, account executive, WCRE Akron, Ohio, appointed assistant station manager.

Martin Backsy named national sales manager. WGLV-TV Easton, Pa. Bill Latham to WGLV local sales manager.


Dale Allison to KPDQ Portland, Ore., as program director.

Fred Mueller, formerly of KMOX and KWW-TV St. Louis, to KSD-AM-TV as promotion manager, succeeding David Pasternak, appointed assistant circulation manager of St. Louis Post-Dispatch.

Albert Dowling, Croosley Broadcasting Co., Cincinnati, to KYW-AM-FM-TV Cleveland as merchandising manager.

John Francis Dunn, Procter & Gamble Co., N. Y., to the newly-created post of merchandising manager of WABC New York.

Don Dickerson, advertising manager for Dallas, Tex., Div. of Safeway Stores Inc., to WFBA-TV Dallas on local sales staff.

Harrison Woolery, San Francisco radio executive, to KCBS there as sales account executive, succeeding Robert Price, promoted to CBS Radio Network sales.

Jack Van Nosstrand, national sales representative for KNXT(TV) Hollywood and CBS-Tele-

Campaign in Campaign

WTVI (TV) Miami believes it has found the answer to the ticklish, often irritating business of political advertising on television. It's recent "campaign within a campaign" has turned viewer complaints of yesteryear into words of commendation.

Long before spring primaries exploded in Florida, the station had mapped out its plan. Its premise was simple: protect the viewer by limiting and selecting time for each candidate and protect the candidate by putting him in the right time slot with the best production possible.

The first step was to secure a list of state and local qualified candidates. WTVI General Sales Manager John S. Allen then sent each a form letter describing the maximum time he and the other candidates in his particular race were allowed and the procedure for buying time.

"This assured voters that the 'rich' candidates would not monopolize television time," said Mr. Allen. "And since voters are viewers, it assured them that they would not miss their favorite programs week after week."

Every effort was made to steer away from the time-wary picture of the candidate who sat motionless while his mouth moved. Candidates were asked to bring visual aids—platform charts, maps diagramming proposed highway plans and pictures. Professional lighting techniques were brought into play, and numerous background props were used. Film shows were aired by some more enterprising candidates.
James E. Shipp, former salesman, WDBJ Roanoke, Va., returned to WDBJ-TV there as announcer. Dudley Townsend, WDBJ announcer, assigned show on WDBJ-TV. Ron McDonald, WDEV Waterbury, Vt., to WDBJ-TV as newsmen. Sherman Cable, WBLT Bedford, Va., to WDBJ-TV as audio engineer. Pat Darden, Kyle Compton, James Dalmas and Al Dyson also to engineering staff. Toby Garrett, Roanoke College student, and David Conner, Roanoke Times-World advertising department, to WDBJ-TV as floormen. Irene Richardson to station receptionist and Rita Riley named secretary to production manager.

William C. White, assistant brand manager, Procter & Gamble, Cincinnati, to WMUR-TV Manchester, N. H., as executive assistant. Mary Lou Guiney, station staff, promoted to traffic chief.


Renetta Jacobson named continuity chief, KVOO-TV Tulsa, Okla., replacing Barbara West, resigned to join Seidenbach's as advertising director.

Don Sherman, WAFB Baton Rouge, La., to WBOS Boston as disc jockey.

Charles Masella, on staff of Hotel Kenmore, Boston, to WBZ Boston as assistant traffic manager.

Jake Rulli, formerly announcer at WPBN Traverse City, Mich., to WKZO-TV Kalamazoo in similar capacity.

Speak Beckman, personality, WTEN-TV Columbus, Ohio, emceeing daily radio show on WTEN.


DeLois Faulkner, fashion coordinator, WKY-TV Oklahoma City, married June 23 to Max Boydston, former U. of Okla. All-American football player.

Malcolm Klein, assistant general sales manager, ABC-TV Hollywood, father of boy, Daniel Louis, June 20.

Ralph Renick, news director, WTVJ (TV) Miami, Fla., father of girl, Susan Marie, June 19.

Gene Webster, producer-writer, KNX Hollywood, father of girl, Jill Meredith, June 19.

Mrs. Carleton D. Smith, wife of NBC vice president and general manager of WRC-AM-FM-TV Washington, died June 25 after short illness.

Jeanne Kenna, known professionally as Jeanne MacKenna, performer on WGN-TV Chicago's Lunchtime Little Theater, died in Augustana Hospital, Chicago, June 23. She formerly worked for NBC and CBS in Chicago.


Rising Power

TV was the yeast that upped the sales of Spruanage Bread Mix from 20 cases a month to 750, according to WHEN-TV Syracuse. All it took, the station reported, was one 60-second spot a week on WHEN-TV's Kay's Kitchen, a half hour cooking show. The 3,000% sales increase, said the station, is due completely to that one spot a week.

PIPER AIRCRAFT Corp., Lock Haven, Pa., using northeastern Pennsylvania as a test market, is sponsoring Let's Fly with Piper, a weekly program on WILK-TV Wilkes-Barre, Pa. The program gives flight instructions with actual film shots of student pilots. Completing arrangements are (l to r): Thomas P. Shelburne, WILK-TV managing director; William D. Strohmeier, Davis, Parsons & Strohmeier advertising agency, New York, and Harold Swank, owner-operator of Scranton Airways and Piper distributor.

Piper Aircraft, Inc. 

In the progress towards automation, the Gates "Sta-Level" offers broadcasters a highly efficient average level amplifier that relieves the operator of most gain riding. Rated at 1% or less distortion at 30 Db. compression at +20 Db. output threshold level. = "Sta-Level" is 100% self-contained including regulated power supply and drop down to service front panel. Rack size only 5 1/4' x 19'. = All Gates products include tubes in the selling price. "Sta-Level" complete only $225.00.

GATES RADIO COMPANY

MANUFACTURING ENGINEERS SINCE 1922

QUINCY, ILLINOIS, U.S.A.

July 2, 1956 • Page 71
PLAYBACK

QUOTES WORTH REPEATING

REACTIONS ON BLACKLISTING

Lawrence Laurent, writing in the Washington Post & Times Herald on the Fund for the Republic's report on "blacklisting" [BT, June 25]:

NO ONE KNOWS how many patriotic and innocent persons have been damaged in the blacklisting process. The answer is not to be found in the "Report on Blacklisting" and the answer won't be given by the television industry. There is no way to tabulate silence. . . .

And since there are no concrete answers to the specific questions, the whole practice raises much larger issues. The first issue, of course, is the integrity of the communications industry. It is difficult to admire an industry which runs from "controversy" and refuses even to risk the possibility of "bad publicity." A mature industry has to stand on its own feet, on its own right to determine the fitness of its own personnel. The television industry ran from this responsibility. The responsibility was assumed by self-appointed list makers, professional patriots and, from all reports, a few racketeers.

If the "Report on Blacklisting" has any purpose at all, it is this: The television industry must accept the responsibility for its own operation and, surely, a new set of standards is to be found.

The Washington Daily News, Commenting editorially on the blacklisting report:

UNDER the guise of a factual report on what it chooses to call "blacklisting" in the radio-television industry, the Ford Foundation-financed Fund for the Republic has come up with a curious treatise which apparently sees anti-communism a greater menace than communism. . . .

Like its president, Robert M. Hutchins, the one-time "boy" head of the U. of Chicago, the Fund for the Republic does not distinguish between political activity and the communist conspiracy. . . .

Nowhere in the report is there anything about how many unfairly have been denied TV or radio jobs. Most of the alleged "victims" are unnamed, and so are the sources of the information on which the report is based. Considering Mr. Hutchins' avowed distaste for faceless informers, that's an ironic commentary. . . .

The report smacks more of boondoggling than usefulness.

ABOUT PUBLIC INTEREST

Harry M. Brawley, director of public affairs, WCHS-TV Charleston, W. Va., addressing the Ohio State Institute for Education by Radio-TV:

MOST DEFINITIONS of "operating in the public interest" include a statement about "improving" the public in some way or other. Usually we say that any program which informs, educates or inspires is one which will improve the listener. We would like to add another verb to that list. We would like to say that any program which "relaxes" the listener or viewer is also in the nature of an improvement and is therefore in the public interest.

Everyone knows the value of relaxation when one gets home from the office or the job. A farmer wants his market reports and his informational programs from the Dept. of Agriculture, but he also wants his fun. After a day with the crops he will be in no mood for a program on how to outmaneuver army worms. He would much rather watch Jack Benny, and who is to say he won't be a better farmer tomorrow if he can relax and enjoy himself tonight?

We must have our forums, our interviews, our classrooms of the air, and our religious programs—but let's brag a little about the other things, too! Let's stop saying that broadcasting must operate in the public interest. Rather let us realize that, properly done, broadcasting—all of it—is the public interest!

READ GETS STAY OF AFM EXPULSION

Court grants temporary restraining order to union's Hollywood rebel leader. Local 47 elects five pro-Read supporters to board.

EXPECTATION that AFM President James C. Petrillo soon will use his new powers of trusteeship to take over insurgent Local 47 in Hollywood appeared last week as Local 47 rebel leader Cecil F. Read obtained a temporary court order staying his membership expulsion and anti-Petrillo forces scored victories in the fight to control Local 47 at an all-night membership meeting Monday night.

Court tests of Mr. Petrillo's powers is in prospect. Also significant in the rebellion against Mr. Petrillo's policies and the AFM Property Rights Trust Funds (which are bolstered by radio, TV and recording royalties) was the open stand taken by TV star and board leader Ozzie Nelson in support of Mr. Read.

Mr. Nelson challenged pro-Petrillo leader John J. C. Groen. Local 47 President, to explain his defense of Mr. Petrillo and the manner in which AFM treated Mr. Read and 11 other Local 47 rebels when they appeared before the AFM Atlantic City convention June 12 to appeal their expulsion by a trial board. The convention sustained the penalties [BT, June 18].

Los Angeles Superior Court Judge John J. Ford granted Mr. Read a temporary restraining order last week returning him to membership pending a formal court appeal. Mr. Read said he intends to be a party, among others, "to one or more law suits which will be filed shortly to determine the validity of the trust fund and which will challenge the right of the Federation to make or modify collective bargaining agreements without the approval or consent of the musicians covered by these agreements."

Mr. Read also said, "I intend to ask for further congressional investigation of the AFM, the undemocratic provisions of its constitution, the arbitrary powers granted to the president (Petrillo) and the executive board, the trust fund policies and collective bargaining agreements which are under the domination of the International Executive Board and Mr. Petrillo."

By a three-to-one margin, 26 members of the Local 47 membership meeting elected five Read-supporters to fill vacancies on the board; provided for election of the local's trial board by the membership instead of appointment by the president and board, and voted that the local's ten business agents be appointed by the board instead of just by the president.

It was expected that at least one of the local's business agents, Vincent Augustine, would be replaced soon since he has been charged with "bugging" by secret tape recorder the Feb. 27 caucus meeting at which rebel leaders planned their strategy to win membership support for outsider of pro-Petrillo president to Groen. Mr. Petrillo played portions of the tape to the Atlantic City convention, Mr. Read said, and the tape reportedly played a role in the trial and expulsion of the Read group from AFM.

SAG Details Reasons For Anti-Merger Stand

SCREEN ACTORS GUILD last week sent its national membership a special report detailing reasons why the SAG board of directors has unanimously rejected a proposal by leaders of
the American Federation of Television & Radio Artists that the two organizations merge.

The report by SAG President Walter Pidgeon condemns an AFTRA move "to invade" the guild's long-established motion picture jurisdiction. It lists six major reasons and other supplementary reasons why the guild refused to merge with AFTRA. It also pledges that the guild will work for a stronger federation of actors' unions (the Associated Actors and Artists of America) and a "simplified membership card plan for the entire entertainment industry."

Among reasons given for turning down the idea of merger with AFTRA, the guild report said that "AFTRA spokesmen and publications have made clear that AFTRA policy is to promote live television at the expense of television motion pictures" and that had the guild "succumbed to AFTRA's arguments and pressures years ago, in all probability there would be little employment for actors in television motion pictures today." It added that "AFTRA's attitude toward television motion pictures is inequitable" and "would adversely affect thousands throughout the United States who are presently employed as performers in television motion pictures and filmed television commercials, under Screen Actors Guild contracts."

"Because the Screen Actors Guild won its fight (against AFTRA) six years ago, the performers today are part of a thriving and growing television motion picture industry," the report said.

The SAG report also declares that "merger would not lower union dues and probably would raise them...", and refers to "the political fights and schisms between various wings in the union, which periodically plague AFTRA, and from which the Screen Actors Guild has remained singularly free."

— PROFESSIONAL SERVICES —

Porter, Winsor Nuptials

PAUL PORTER and the former Kathleen Winsor are honeymooning in Spain following their wedding last Tuesday in New Haven, Conn. Mr. Porter, former chairman of the FCC and OPA administrator, is a partner in the Washington law firm of Arnold, Fortas & Porter. Miss Winsor is the author of "Forever Amber." They will make their home in Washington.

PROFESSIONAL SERVICE PEOPLE


George T. Land, former operations manager, WLBT (TV) Jackson, Miss., to Phil Dean Assoc., radio-tv station public relations firm, N. Y., as southern and southwestern regional manager.

Robert W. Bloch, account executive for Dine & Kalmus, N. Y., public relations firm, for more than two years, resigned, effective July 1, to open public relations organization at 20 E. 53d St., New York 22.

William R. Day, who resigned as publicity director, KLZ-AM-TV Denver [B•T, June 11], has opened Denver public relations firm, Ethell & Day, with Edward O. Ethell, public relations consultant.
Network officials wind up two weeks of regional meetings to discuss new contract with affiliates and declare results are ‘by and large’ pleasing.

MUTUAL NETWORK officials last week wound up a two-week round of regional meetings to discuss their new affiliation contract with affiliates and described themselves as well pleased with the overall results.

They conceded that some stations probably will be lost when the new contract goes into effect on Nov. 1, but said that “by and large” the reaction of affiliates was “good” and that there undoubtedly would have been some defections no matter how small a change had been proposed.

The Mutual officials could give no exact accounting of acceptances because some of the new contracts have not as yet been sent to stations. This task may take another week or ten days, they indicated.

Station Relations Vice President Robert Carpenter said he was pleased with the overall reaction and reiterated his view, expressed when the plan was first unveiled officially to the stations during the NARTB convention [B+T, April 23], that “if this were the first contract ever offered by a network, every station would be beating down our doors to get it.”

The new contract—which network officials say will go into effect Nov. 1 “regardless” and will be the only affiliation contract that Mutual has—asks stations to “pre-clear” and carry without compensation 16 hours of network time a week, but cuts the amount of network option time back from the present 63 a week to 37, and provides free programming for stations to sell locally.

‘Share the Wealth’ Plan

Another feature of the new MBS system of operation, although this is not written into the new affiliation contract, is a “share the wealth” plan whereby stations that clear for network programs will share in MBS profits (after operating costs are paid) in proportion to their respective network rates [B+T, June 18]. Officials said this plan also will go into effect Nov. 1.

Other new features include the so-called “block music” programs to be made available to stations without charge (9 p.m. to midnight Sunday through Friday, 6-8 p.m. Saturday, and 11 p.m. to midnight Saturday), and the “automation” plan whereby affiliates are urged to install or adapt equipment to permit integration of network shows with local spots or breaks for evening or weekend programming hours [B+T, June 18].

Mr. Carpenter estimated that 250 affiliates attended the six regional meetings, held between June 15 and June 27 to explain the new plans in detail. The last two sessions were held last week, with one in Atlanta on Monday attended by some 70 affiliates and the winding-up in New York on Wednesday with 31 present. Network officials making the rounds of the meetings included Mr. Carpenter, President John Poor and Sales Vice President Harry Trenner.

ABC Radio Reports Billings Of $500,000 for Morning

BUSINESS representing approximately a $500,000 net billing in ABC radio’s morning schedule was to be reported today (Monday) by the network’s national sales manager, George Comtis.

Topping the sales was a 52-week contract signed by Admiral Corp., Chicago, for five segments weekly on Breakfast Club starting at various dates this month on behalf of the manufacturer’s portable and standard tv sets and refrigerators. Agency is Henri, Hurst & McDonald, Chicago.

Other new business included Thomas J. Lipton Inc. (Lipton soups), Hoboken, N, J., through Young & Rubicam, New York, buying 15 segments of Breakfast Club, starting Oct. 2 on a schedule not yet firm; Maglia Products (silicone ironing board covers), Newark, N. J., taking eight segments of Breakfast Club, starting Sept. 13 and through Edward Lieb Agency, Newark; Slenderella International salons (slenderizing system), Stamford, Conn., through management Assoc. of Connecticut, same city, contracting for segments on Mondays, Wednesdays and Fridays of When a Girl Marries for 26 weeks starting Aug. 6.

Renewals included Beatrice Foods Co. (Make-A-Shake milk shakes), Chicago, via Mason Warner Co., same city, for Monday and Wednesday segments of Breakfast Club, starting July 9; the Dromedary Co. (cakes and mixes), division of National Biscuit Co., New York, through Ted Bunn & Co., New York, for Tuesday, Wednesday and Thursday segments of When a Girl Marries, effective July 17, and General Foods Corp. (Calumet baking power), White Plains, N. Y., through Young & Rubicam, New York, for segment weekly, effective tomorrow (Tuesday).

ABC Radio Will Top Rivals In Weekend Business—Ayes

NBC RADIO claimed last week that by this month it will be doing a bigger dollar volume of business on weekends than any other radio network. Charles T. Ayes, vice president in

For Mamie and Ike

IN a musical tribute to President and Mrs. Eisenhower on their 40th wedding anniversary yesterday (Sunday), CBS Radio's Music on a Sunday Afternoon scheduled several tunes that are favorites of the President and his wife. The songs to have been played included “Down Among the Sheltering Palms,” “Little Girls, Goodbye,” “Swing Low, Sweet Chariot,” “I'm in Love With a Wonderful Guy” and “Star Dust.” The program was to conclude with a tune that CBS Radio noted has pleased the President since the first time he heard it at the opening of "Call Me Madam"—"They Like Ike."
GOVERNORS SEE NEW GEAR FOR CONVENTION USAGE

NBC demonstrates electronic equipment to be used in reporting Democratic, Republican nominating sessions.

A REPRESENTATIVE group of state governors, their aides and a number of newsmen were guests of NBC Tuesday at the first public preview of the network's new electronic gear that will be used to cover the national political conventions this summer. The briefing and demonstration were held at the Shelbourne Hotel, Atlantic City, N. J., where the annual governors' conference was in session.

On hand for NBC were Davidson Taylor, vice president in charge of public relations; William R. McAndrew, director of news; Barry Wood, director of special events; Chet Huntley, newsmen and one of the NBC-TV convention announcers; Richard Harkness, and various other NBC News correspondents who will cover the conventions.

Emphasis was placed on the portability and mobility of equipment, in particular the RCA "transceiver"—a tiny, two-way radio that is the size of a lady's formal handbag, and the "creepie-peepie," a portable TV camera.

A display of equipment used in radio-TV coverage of the 1952 conventions with their 1956 counterparts dramatized the evolution of

Livingston announced that manager of NBC Of weekend business in billings and boosted NBC Radio's weekend revenues by 278% over the preceding year. These figures had been estimated earlier, but unofficially, as $5 million in billings for the 12-month period representing a 300% increase in weekend business [BT, June 23].

Mr. Ayres also maintained that NBC Radio now carries 64% more sponsored time on week nights that does "the second radio network."

Levitt New General Manager Of NBC Film, Merchandising

APPOINTMENT of Robert D. Levitt as general manager of NBC-TV Films and the merchandising (licensing) division, effective July 9, was announced last week by Alan W. Livingston, president of the Kagan Corp., an NBC subsidiary. Kagan supervises the activities of NBC-TV Film sales, network licensing, film production and NBC's theatrical operation.

Mr. Levitt, who has been director of national sales at Screen Gems, New York, since the beginning of 1956, will headquarters in Kagan's New York office and will report directly to Mr. Livingston. From 1942 to 1946, Mr. Levitt was a vice president and director of the Hearst Pub-

Deitch Joins CBS-TV Div.

GENE DEITCH, formerly creative supervisor of Robert Lawrence Productions, New York, has been appointed to the newly-created post of creative supervisor of Terrytoons, a division of CBS-TV Film Sales, it was announced last week by William M. Weiss, general manager of Terrytoons.

Mr. Deitch was with CBS from 1945-46 as assistant art director in Hollywood. In 1946, he joined United Productions of America in Hollywood and left in 1949 to join the Jam Handy Organization (motion picture products) in Detroit. Mr. Deitch rejoined UPA in 1951 to become director of a branch office in New York and served the company for more than four years as supervising director.
More Video Recorders Purchased by CBS-TV

CBS-TV has ordered a "substantial number" of Ampex video tape recorders in addition to the three prototypes scheduled for delivery in August, William B. Lodge, network vice president in charge of general engineering, said Tuesday afternoon during a demonstration of the recorder at CBS Television City in Hollywood for delegates to the 53d annual convention of the Advertising Assn. of the West. (story, page 29).

Mr. Lodge declined to specify exactly how many units are on order because of excessive publicity already issued about the new technical development, but he assured his audience the number is considerable. He indicated that if initial "shake-down" tests of the units are successful, the recorder will replace film kinescopes in Hollywood as early as October for West Coast network program shows. The West will be four hours behind New York time when that month ends on extended daylight savings time.

Mr. Lodge frankly admitted "we are not certain of all the capabilities or limitations of the recorder yet," explaining a lot of study is needed on practical application of the machine in addition to its immediate prospect as an economical substitute for film kinescoping of delayed telecasts. He said a single tape can be used "fifty or a hundred times" for delayed telecasting whereas the practice has been to shoot a full hour of 35 mm film for each hour of delayed program, play it back once, and then discard the film.

Mr. Lodge told his advertising audience that problems still must be ironed out on splicing and editing the wide tape too, another factor which indicates the recorder won't immediately obsolesce all other tv production procedures as feared in some quarters.

The recorder has no erase mechanism for the video section of the tape because it would have to be precisely synchronized with the high-speed whirling recording heads. The tape must be bulk-erased on another special device before being re-used on the recorder, thus the producer cannot immediately back up the tape and re-record over a flux as can be done with a sound recorder.

Mr. Meighan and other network executives, including Mr. Lodge and Frank Samuels, Pacific sales manager, were hosts to the delegates on a CBS Television City tour and a cocktail party.

NETWORK PEOPLE
William M. Koblenzer, account executive on ABC-TV's special project sales staff, which is responsible for network's Film Festivals, to ABC-TV general sales staff in a similar capacity. Mr. Koblenzer is succeeded in his former post by John R. Porterfield, WABC-TV New York account executive.

Ray Beindorf, account executive, KNXT (TV) Hollywood, to CBS-TV Spot Sales, Chicago, in similar position.


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Technical Employment Status Good—Walker

ASSUAGING fears of heavy technical unemployment by virtue of remote control of radio station transmitters, A. Prose Walker, NABET engineering manager, said last week that in the three years since the FCC authorized remote control operation of non-directional am and fm stations using transmitters with powers up to 10 kw, there has been no widespread loss of employment.

"On the contrary," Mr. Walker said, "it is still increasingly difficult to obtain qualified technical personnel.

Mr. Walker, who addressed the summer meeting of the Pacific Division of the American Institute of Electrical Engineers in San Francisco, also stated that 98% of all remote control stations are operating in conformance with the FCC Standards of Good Engineering Practice. He also reported on a 1954 survey which showed that 53% of the stations replying reported no time loss through failure of remote control equipment.

Meanwhile, the FCC last week postponed the deadline for filing comments on the proposal to permit all am and fm stations to use remote control—without regard to power or directivity of antennas—from July 2 to Aug. 2. This was at the request of the National Assn. of Broadcast Employees and Technicians (NABET). The latest proposal on remote control was based on a petition by NABET filed last spring.

A signed editorial by Clifford F. Rothbury, NABET international president, in the June issue of NABET News, charged that the NARTB petition "is in effect asking an agency of the federal government for an indirect subsidy." It claimed NARTB's arguments [BET, Feb. 20] are "illogical."

NABET spokesman in Chicago had no comment on what specific comments the union would offer in its brief. The competing International Brotherhood of Electrical Workers is collecting information on broadcast station operations from its own locals to be used in its comments [BET, June 11, 4].

North Carolina Broadcasters Hold Nags Head Meeting

RADIO and tv will be used on a sponsored basis in future campaigns, North Carolina Assn. of Broadcasters was informed Thursday by the N. C. Heart Assn. The broadcast group had protested use of newspapers on a paid basis while radio-tv were asked to donate time.

Meeting at Nags Head, NCAB sessions were presided over by Allen Wannamaker, WHIG Greensboro, president. Announcement was made that Ford Motor Co. had bought 40 Tobacco Network and other stations for Tar Heel Farm Hour, thrice weekly. The program is produced by NCAB and the state university.

Jack Hankins, WELS Kinston, reported for the agriculture committee.

David Weaver, extension director, N. C. State College, said county agents had taken part in 12,000 radio and 800 tv programs in 1955.

Other speakers included Richard P. Doberty, management consultant; Thompson Greenwood, secretary, N. C. Merchants Assn.; Harry Payne, Blackburn-Hamilton Co.; Tony Vacarro, Associated Press, and John B. Poor, MBS president. Mr. Poor spoke at the Friday luncheon. At a Friday breakfast he explained the new MBS affiliate structure.

The resolutions committee went on record as approving a proposal that FCC be asked to make engineering licenses good for life and passed a resolution supporting the NARTB proposal that all radio stations be permitted to operate transmitters by remote control. Committee members are Chairman Harold J. Estes, WJSJ Winston-Salem, J. Robert Covington, WBT Charlotte, and E. Z. Jones, WBBB Burlington.

NCAB will provide coverage of a special session of the Legislature starting July 23, with Fred Fletcher, WRAL Raleigh, in charge. Proceedings will be fed via fm off-the-air hookup.

A survey conducted by the NCAB sports committee showed that 26 replying stations took in $180,000 from sports programs.

Texas UP Organizes

ORGANIZATIONAL meeting of the United Press Broadcasters Assn. of Texas was scheduled to be held in Austin yesterday (Sunday), with William Payette, assistant general manager of UP, as guest speaker. At a preliminary meeting in Dallas several weeks ago a proposed constitution was drafted and was to be voted on at the Austin meeting. Officers of the planning group are Bill Stinson, WPAA-TV Dallas, president; Larry Rasco, KRLD-TV Dallas, vice president, and LaNeil Stapp, UP Dallas, secretary-treasurer.

The ONLY way you can really

REACH...

all of this rich
Central Texas Market with

It's the long reach that counts!
Get over 158,125 TV Homes* with KTBC-TV and over $792,517,000 E. B. 1**

*May 1, 1956
**Waks or Partial Coverage, Sales Measurement, 1956

KTBC'S radio voice REACHES 42 Central Texas counties...but rates are based on ONLY 20 counties of Austin's Trade Area!

The New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programing, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas

in the Heart of America

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H. Dennison Parker Named To Head Fla. Broadcasters

H. DENNISON PARKER, WTAN Clearwater, was elected president of the Florida Assn. of Broadcasters at the June 21-23 meeting in Clearwater. He succeeds Harold P. Danforth, WDBO Orlando. Other officers elected were James L. Howe, WIRA Fort Pierce, first vice president; John H. Phipps, YTAL Tallahassee, second vice president, and Charles Fernandez, WKXY Sarasota, secretary-treasurer.

Elected to the FAB board were Larry Rollins, WSIR Winter Haven; Mr. Danforth; M. A. Reynolds, WFTF Fort Walton Beach; Lee Ruwitch, WTJ (TV) Miami; Tom Gilchrist, WISP Jacksonville; Frank Hazelton, WNTN Tallahassee, and Myron A. Reck, WTRR Sanford.

FCC Comm. Richard A. Mack, banquet speaker, said the uhf problem was due mainly to failure of manufacturers to provide enough all-wave receivers. Robert L. Heald, NABT chief attorney, reviewed legal problems affecting broadcasters. James W. Blackburn, Blackburn & Hamilton, station brokers, spoke on methods of appraising station properties.

Mr. Howe was named head of a committee to study relations of broadcasters with educational bodies in coverage of sports. Resolutions were adopted calling for a study of music licensing and ratification of North American Regional Broadcast Agreement. John Browning, WSPB Sarasota, was chairman of the resolutions committee.

Rhode Island Assn. Re-Elects H. William Koster President

H. WILLIAM KOSTER, WEAN and WPJBF-FM Providence, was re-elected president of the Rhode Island Broadcasters Assn. at the June 22 meeting held in Providence. Other officers elected were Edward Boghosian, WJAR-TV Providence, vice president; and Milton Miller, WADK Newport, secretary-treasurer. The name of the association originally was Rhode Island Radio & Television Broadcasters Assn. Mr. Koster is serving his third one-year term as association president.

Ad Group Installs Officers


SDX Accepting Nominations For Fellows in Journalism

SIGMA DELTA CHI last week announced opening of nominations for the election of Fellows in Journalism, setting a deadline of Nov. 1 for entries. Under SDX rules, not more than three living journalists may be selected.

A committee of past SDX presidents will review the nominations, presenting a maximum of six candidates to the national convention of the professional journalism fraternity at Louisville, Nov. 28-Dec. 1. Alden Waite, president of Southern California Associated Newspapers, heads the committee.

Nominations are being accepted (in writing) from individuals, chapters and fraternity members at Sigma Delta Chi headquarters, 35 E. Wacker Drive, Chicago, Ill. Twenty-four journalists have been honored in the past by SDX with fellowships.

Monroe Elected to Head La.-Miss. AP Broadcasters

BILL MONROE, news editor, WDSU-AM-TV New Orleans, was elected president of the La.-Miss. Associated Press Broadcasters Assn. at the group's meeting in Natchez, Miss., June 23-24. Gravitt Watters, general manager of WAML Laurel, Miss., was elected vice president.

Roundtable work sessions were held, dealing with both wire and local news matters, and Don Rowland, KSIG Crowley, La., took top honors in a "cold reading" newscasters contest. Fifty-two broadcasters and their wives attended the sessions.

RAB Moves Into Boston For 5-Day 'Sales Blitz'

ANOTHER MOVE to hype local radio sales was taken last week as Radio Advertising Bureau launched the first of a series of five-day "sales blitzes" in the Boston area. The drive, scheduled to blanket 22 U. S. cities, will attempt to "talk radio" to local food manufacturers, grocery chains, retail stores, industrial firms, utilities and banks (B&T, June 11).

For five consecutive days last week, RAB vice president and general manager John F. Hardesty, aided by RAB salesmen, Ted Maxwell, Jim Baker and John Curry, called on Boston "prospective" advertisers on behalf of stations WBZ, WEEI, WHDH, WNAC and WVDA all RAB members. Results of the push will be made known to station managers concerned "some time this week."

TRADING ASSOCIATION PEOPLE

Helen Murray Hall, manager of advertising and promotion, NBC Western Div., Hollywood, elected president of L. A. Advertising Women Inc. Others elected: Betty Kizer, Trans World Airlines, first vice president; Dee Davis, Miracle Mile Assn., recording secretary; Dorothy Winter, BBDO, corresponding secretary; Marlon Vilmer, Roy Rogers Enterprises, treasurer; Mildred Carruth, KIEV Glendale, Calif., assistant treasurer. Board members: Jane Collins, Hixon & Jorgensen Inc.; Fran Harris, Harris-Tuchman Productions; Lucile Lits, Lits Advertising; Helen Pine, Times-Mirror Co.; Marjorie Lenz, Charn magazine; Claire Hughes, KWKW-AM-FM Pasadena, Calif.


Brand Plugging

BRAND NAMES FOUNDATION is distributing two tv spot commercials on the value of brand advertising and brand buying to tv stations in major market areas. Time for the foundation’s advertising is being contributed by the stations. The tv spot campaign is similar to the institutional advertising on brand themes used in printed media and on radio. The announcements were created by Dancer-Fitzgerald-Sample, New York, volunteer agency this year for the foundation’s consumer advertising.
Snyder Adds Duties In Ampex Expansion

BECAUSE of expanded production and sales in video tape recorder field, Ampex Corp. has expanded its sales staff, with Ross H. Snyder named manager of video sales in addition to his duties as sales manager for theatre stereo-phonics and custom audio products. Ampex President George Long announced Thursday.

Walter Goldsmith is in charge of video customer relations while Charles P. Ginsberg, project engineer for development of the video tape recorder, has been named chief video engineer. Senior video project engineer is Charles E. Anderson. Ampex is increasing its engineering staff by 150% and adding 50,000 sq. ft. For its new building in Woodland, Calif., plant to handle the TV recorder.

Before the Ampex TV tape recorder demonstration Tuesday at CBS Television City, Hollywood, for the Advertising Assn. of The West (page 29), Ampex officials met with executives of KTAY-AM/TV and KBI-TV Los Angeles and KRON-AM/TV San Francisco to explore potential of recorder in addition to immediate function of delayed telecasting.

Since the NARTB convention last April, Ampex has not been soliciting new orders because of production backlog yet to handle. Some 70 units were ordered by 35 stations while CBS-TV bought the first three prototypes and since has ordered two more, to be delivered this fall. After three units go to NBC-TV, CBS-TV also has ordered seven production units for total of 12 machines and is understood to have planned progressive acquisition of additional units later.

Ampex Plans Free Service At Both National Conventions

AMPEX Corp., Redwood City, Calif., has announced plans to furnish materials and recording services free to accredited broadcast representatives covering the Democratic and Republican nominating conventions in August. Ampex will install complete recording studios, equipped with Ampex Model 350 console recorders and Model 600 lightweight portable recorders at hotel headquarters and convention site for both conventions.

The Ampex studios in Chicago for the Democrats, who convene Aug. 13, will be located on the second floor of the north wing of the International Amphitheater and the Conrad Hilton Hotel. Final convention beginning in San Francisco Aug. 20, Ampex will occupy studios at the North Base at the Cow Palace and the Fairmont Hotel. The studios will be open several days in advance of the conventions so that newsmen may cover the arrival of their home state delegations.

Microphones for the studios will be furnished by Altec-Lansing Corp., and recording tape will be supplied by Minnesota Mining & Manufacturing Co. Ampex will provide all necessary supplies for addressing and mailing of recorded tapes to radio stations throughout the country.

Manufacturing

$22 Billion in Electronics
By 1965, Sylvania Men Aver

AN ANNUAL $22 billion or more electronics business by 1965 was seen last week by several key executives of Sylvania Electric Products Inc., who met with the firm's radio-tv distributors at a three-day conference in Buffalo on the forthcoming sales picture.

Not only will the industry set a new record of over $11.5 billion this year, said Sylvania's chairman and president, Don G. Mitchell, but tv set production will surpass the 7.5 million mark by the end of this year. Color set production, Mr. Mitchell predicted, will reach 275,000 units this year, of which 200,000 will ultimately reach the consumer; by the end of 1957, he added, color set production will climb to 900,000, with black-and-white set production dropping to 6.7 million units.

"Color television," Mr. Mitchell declared, "is definitely on the way.... However, it will be some time before color sets will be marketed in relatively large quantities and it will be four or five years before color sales catch up to black-and-white." Mr. Mitchell and his vice president in charge of operations, Marion E. Pettegrew, underscored that point when they introduced Sylvania's second and third color set model to date, the "Granada" and "Saratoga," retailing at $595 and $695, respectively. Sylvania's first color set, introduced last year, retails at $850.

WHYY-TV Buys Equipment

WHYY-TV, Philadelphia ch. 35 educational outlet, has ordered a $300,000 12 kw transmitter and related studio equipment from RCA, Richard Burdick, the station's managing director, announced last week. Studio equipment will include three image orthicon cameras, one vidicon camera for slides and 16 mm films and kinescope recording equipment. WHYY-TV has not as yet announced a target date.

Three Outlets Order From GE

GENERAL ELECTRIC Co. reported last week it had shipped a 10 kw transmitter to KLAS-TV Las Vegas, Nev. (ch. 1) and a six-bay antenna to WMBR-TV Jacksonville, Fla. (ch. 4). GE also has an order from WCYB-TV Bristol, Va. (ch. 5) for August delivery of a 30 kw transmitter and three-bay batwing antenna.

DuMont Ships to WDBJ-TV

A 50 kw transmitter, with associated equipment, was shipped last week by Allen B. DuMont Labs to WDBJ-TV Roanoke, Va. (ch. 7), as a replacement for the station's 5 kw transmitter. The station reports that the power increase will boost its effective radiated power from 27.78 kw to 316 kw.

Manufacturing Shorts


Philco Corp. Government & Industrial Div., Phila., reports Teleidestma Mexican S. A. (XEQ-TV), MEX-TV, MHV (TV), XEX-TV, XHGC-TV Mexico City and XHNL-TV Monterrey purchase of 1 kw vhf transmitter. Transmitter and associated studio equipment to be installed at network's plant, Guadalajara, Mexico's second largest city.

Sylvania Electric Products Inc., N. Y., reports installation of 1,050 special combination radio-tv sets at Toronto (Canada) Royal York Hotel,
MANUFACTURING

replacing two-channel radio unit system installed in 1929. Firm also announced 500 sets being installed in Buffalo, N. Y., Statler Hotel.

Affton Industries, St. Louis, is introducing a long-playing recording tape, said to have base with greater tensile strength than normal tape bases.

RCA, Camden, N. J., has reported shipment of 25-kw transmitter to KIDO-TV Boise.

Electro-Voice Inc., Buchanan, Mich., announces new Model 649 miniature lavalier dynamic microphone for tv. Unit measures 2 11/16 x 3 1/4 in., weighs 3 lbs., is omnidirectional and can be held in hand or used on stand as well as around performer's neck. Frequency response is 70,000 cps. List price is $115.

General Electric Co., Syracuse, N. Y., announces one new price reductions ranging up to 27% on ten new transistors used in portable and table model radios and high fidelity audio systems. Lowered prices eventually could be reflected in price reductions of as much as 20% on transistorized portable radios in 1957 models, G-E says.

Turner Co., Cedar Rapids, Iowa, announces new dynamic microphone, model 124, usable on stand or as hand unit. Low cost instrument is available with 12-ft. removable cable, single-conductor shielded on high impedance models and two-conductor shielded on low impedance models. List price is $49 and shockmount stand is $8.

MANUFACTURING PEOPLE

Dr. Carl L. Calosi, founder and manager of Raytheon Mfg. Co.'s research department, Chicago, recently on leave of absence to serve Finnmeccanica, Raytheon's Italian manufacturing licensee, has rejoined company in U. S. as vice president and consultant in microwave and power tube operations.

Ira J. Kaar, engineering department manager, General Electric Co. electronic division, to Hoffman Electronics Corp., L. A., as vice president and engineering director.

William L. Unger, administrative assistant chief engineer, Packard-Bell Co. (tv, radio sets, hi-fi equipment), L. A., named assistant to vice president of technical products division. Kenneth L. Jaeger, in charge of manufacturing, Sylva- vania Electric Products Microwave Tube Laboratory, to Packard-Bell as assistant chief engineer for technical products division.

Donald J. Hughes, advertising and sales promotion supervisor for electronic products, Sylvania Electric Products Inc., N. Y.; appointed advertising manager of electronic products sales department.

Richard A. Wilson (Rear Admiral, Ret., U.S.N.) to Magnavox Co., Fort Wayne, Ind., as coordinator of plans and programs.

Frank R. Buchanan, administrator of product planning control and special analysis, RCA, to controller of RCA semiconductor division, Harrison, N. J.

Brig. Gen. David Sarnoff, RCA board chairman, named honorary chairman, The American Museum of Immigration's Greater New York Committee. Campaign called "Operation Unity," intends to raise $5 million to set up museum and to provide special endowment fund for educational program. Museum will become part of Statue of Liberty National Monument and will be administered by Dept. of Interior's National Park Service.

ANNUAL AWARDS BY AAW ARE MADE AT CONVENTION

Radio jingle prepared for Southern Pacific Railroad and tv spot created for Chevrolet by Five-Star Productions are winners of top honors.

NEWEST radio jingle prepared for the South ern Pacific Railroad by Song Ad Film-Radio Productions, Hollywood, took top awards in the craft competitions of the Advertising Club of the West 53d annual convention last week as a tv spot created for Chevrolet by Five-Star Productions, Hollywood, won first honors in that medium.

Foote, Cone & Belden's San Francisco office, which is testing the Southern Pacific spot on stations in both that city and Los Angeles, reported the radio campaign "very successful" and pointed out that the jingle and its train-rhythm style permit it to be fully integrated by disc jockeys within their programs as though it were a hit tune itself. Song Ads President Robert Sande wrote and sang the jingle, backed by five orchestras and instrumental group directed by Vice President Larry Greene.

Agency placing the winning Chevrolet tv commercial in western markets is Campbell-Ewald Co., Detroit.

Full list of radio and tv awards follows:

RADIO ADVERTISING AWARDS

Perpetual Trophy—Donated by Vancouver Advertising & Sales Bureau, Vancouver, B. C., for best over-the-air ad. Awarded to Stotler & Co., Los Angeles, for ad in KLOS, for Southern Pacific, San Francisco; spot announcement in city of 100,000 or more population; agency, Foote, Cone & Belden, San Francisco; producer, Song Ad Film-Radio Productions, Hollywood.

COMMERCIAL PROGRAMS

(A) Prepared and used primarily in cities of 100,000 or over, or on networks, won by Sturdy Dog Food Co., Salt Lake; program, Sturdy Dog Food Newscast; station, KBIG, Avalon, Calif.; agency, Mogge-Privett Inc., Los Angeles.


(B) Prepared and used in cities of less than 100,000, won by Johnson Pontiac Co., Colorado Springs; program, Sabena Lounge; station, KRDO Colorado Springs; producer, KRDO Radio Copy Dept.

COMMERCIAL SPOT ANNOUNCEMENTS

(A) Prepared and used primarily in cities of 100,000 or over, or on networks, won by Southern Pacific Co., San Francisco; agency, Foote, Cone & Belden, San Francisco; producer, Song Ad Film-Radio Productions, Hollywood.

Special Honorable Mention: Delsom Estates, Devon Gardens, New Westminster, B. C.; station, CKNW New Westminster, B. C.

Honorable Mention: L. D. Chevrolet Dealers; station, KMPC Hollywood; agency, Eiseman & Johns, Los Angeles, also Eastside Old Tap Lager beer, Los Angeles; agency, J. Walter Thompson Co., Los Angeles; producer, Song Ad Film-Radio Productions, Hollywood.

Special Award for Successful Handling of a Difficult Sales Problem, won by Continental Air Lines, Denver; agency, Galen E. Broyles Co., Denver; station, KOA and 17 others.

Special Award for Effective Continuity Establishing Theme, won by Bergermeister beer, Hollywood; agency, Batten, Barton, Durstine & Osborn, Hollywood; producer, Song Ad Film-Radio Productions, Hollywood.

(B) Prepared and used primarily in cities of less than 100,000, won by Frontier Airlines, Denver; agency, Rippey, Henderson, Kostka & Co., Denver.


TELEVISION COMMERCIAL AWARDS

SWEETSTAKES AWARD, donated by Hol lywood Advertising Club for best over-all entry selected from the winners of all classifications, won by Chevrolet Motor Co., Flint, Mich.; agency, Campbell-Ewald Co., Detroit; producer, Five-Star Productions, Hollywood.

CLASSIFICATION I, local advertisers, film commercials (one minute or less), won by Broadway Merchants, Salt Lake City, Utah; agency, none; producer, Don Rainger, Salt Lake City.

CLASSIFICATION 2, regional advertisers, film commercials (one minute or less), won by Rheingold Brewing Co., Los Angeles; agency, Foote, Cone & Belden, Los Angeles; producer, UPA Pictures Inc., Burbank, Calif.


CLASSIFICATION 4, general, live or kine, any length, won by Utah Copper Div., Kenne cott Copper Corp., Salt Lake City; agency, Adamson, Buchanan & Associates, Salt Lake City.

Promotion Managers Contest

Won by KARD-TV's Leon Bert

LEON BERT, promotion manager of KARD-TV Wichita, Kan., has been named first place winner of the eight-state, central region Skelly Oil Co. promotion managers contest.

The contest was to select the most outstanding promotion and merchandising support offered Skelly Oil's weekly Waterfront telethon program, for the period of April 29 to May 31.

Runners-up were WDTS-TV, Duluth, Minn.; WMOV-TV, Madison, Wis.; and WMT-TV, Cedar Rapids, Iowa.

Meanwhile, Skelly reported that retail sales had jumped 103% in the greater Wichita area.

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Mr. Bert

WMT-TV, Cedar Rapids, Iowa

Mr. Bert

WMT-TV, Cedar Rapids, Iowa
**INTERNATIONAL**

City, producer, Nathan Berlin-Charles Sweeney, Salt Lake City.


**BCFL 5-0405**

**1-2 sales punch in WESTERN MONTANA**

**GILL-PERNA, rep.**

**MISSOULA, MONTANA**

**HOWARD E. STARK**

**BROKERS and FINANCIAL CONSULTANTS**

**RADIO and TELEVISION STATIONS**

**50 EAST 5TH STREET**

**NEW YORK 22, N. Y.**

All Inquiries Confidential

**INTERNATIONAL**

**BCFL's Board of Governors Refuses New Station Bids**

THE board of governors of the Canadian Broadcasting Corp., meeting June 22 at Ottawa, refused all new applicants for AM and TV stations. Approvals were given only for share transfers, changes of corporate name and expansion of CFHR Gravelbourg, Sask., to nighttime operation with 250 watts on 1230 kc.

New radio stations at Calgary, Winnipeg, Burlington (Ont.), Welland (Ont.) and Toronto, were denied, primarily because the board felt there were already enough stations in the areas giving service. The Toronto request was for an FM station, which had been turned down last year and which would have been used to some extent for storecasting service.

Applicants for TV stations at Yorkton, Sask., and Rouyn, Que., were turned down, the first because financial basis of applicants was held not satisfactory, and the second was turned down for further study in view of petitions from the area that CBC open a station there.

Power increase for CKOT Tillsburgon, from 250 watts on 1510 kc to 1 kw on 1510 kc was deferred for further study.

**Canadian Radio-TV System Backed by Station Manager**

PRESENT SET-UP of Canadian radio and television, with government-owned and private stations, is the only workable system for Canada, according to Finlay H. MacDonald, manager of CICR HALIFAX, N. S., and a former president of the Canadian Assn. of Radio & Television Broadcasters. Mr. MacDonald aired this view before the Royal Commission on Broadcasting at Halifax in mid-June, pointing out that in his opinion a private television network is not feasible at present.

If second TV stations are to be licensed to private owners in cities now having one station, these second stations should also form part of a second TV network controlled by the Canadian Broadcasting Corp. Mr. MacDonald felt that demand for an independent regulatory body could be met by having two members of the CBC board of governors, in addition to the chairman, placed on full-time salaries. He criticized CBC for its administrative structure, which he said deprived staff of initiative, and for what he termed its preoccupation with TV to the neglect of its radio responsibilities.

**CFCL-TV Timmins on Air**

CFCL-TV Timmins, Ont., began telecasting to northern Ontario's gold mining region on June 30, on ch. 6. The station, which is programming 75% in English and 25% in French, is affiliated with CFCL, a French-language radio station at Timmins. Owner is Conrad Lavigne. Rene Barrett, general manager of CFCL-TV, plans at least one hour local live program nightly. Omer Renaud & Co., Toronto, represents the station in Canada, Joseph H. McGillivra in the United States.

**Canadian Ty Set Sales Drop**

SALES of television sets declined 14% in the first four months of this year, according to figures released by the Radio-Electronics-Television Manufacturers Assn. of Canada, Toronto, Ont. Sales of sets to dealers in the January-April period totaled 168,635 valued at $50,478,605, compared to 197,183 sets at $60,754,-034 in the January-April 1955 period.

**July 2, 1956 • Page 81**
Fund Spends $500,000
In Media Over 3 Years

OF THE $5.4 million spent in the past three years by the Fund for the Republic, more than $500,000 has been spent directly on radio, tv or both. In addition, there is more than $85,000 granted but not yet spent on projects which may bear directly on the broadcast media.

These figures, contained in a three-year report summarizing the fund's activities, were released June 22 in New York. A breakdown includes $127,462 for blacklisting study in movies and tv; $46,541 for general work in radio-television, encompassing attempted placement on programs on radio; $20,000 for experimental tv films (aired by KRON-TV San Francisco); $5,000 for American Friends Service Committee's radio-television program (aired on rural radio outlets and school systems); $4,211 for recordings of Senate Judicary Subcommittee hearings on constitutional rights (aired on various radio stations); $5,000 for tv series to feature Herbert L. Block, cartoonist for Washington Post & Times Herald, which failed to materialize; $65,383 for experimental expansion of new-film and radio recordings started in California last spring; $59,799 for tv script competition (written off by fund); $17,937 (not including sums for actual awards) to Robert E. Sherwood tv awards, and others. The organization now has 15,000 members.

In general, the projects authorized bore on such subjects as civil liberties, constitutional rights, education, freedom and justice. Commenting on its extensive, coast-to-coast $5,000 project of exploring and developing ways to place programs on air "that might otherwise not be shown," the fund noted that pilot film of half-hour series entitled "Challenge," based on loyalty oaths, was made and though "widely praised" by people in "industry, advertising and television . . . the sale effort was a failure." Fund now is distributing prints on non-commercial basis.

Other series being prepared under this project include "Integration in St. Louis" and "A Date With Liberty." A number of pilots of Al Capp, filmed series starring cartoonist in commentary on current events, were "reluctantly" abandoned because producer and fund could not agree on acceptable format.

The organization also wrote off its original, near $60,000, competitor, saying it "must be regarded as failure." In competition on historical role of civil liberties in America, 19 prizes were given for hour-long dramas and half-hour documentaries with plan to have some scripts produced on commercial tv. Concluded fund: "Despite efforts by the fund and the authors' agents, the attempt was unsuccessful."

Closed-Circuit Tv System Planned for Md. Schools

TELEVISION will become an important part of the curriculums at two high schools and six elementary schools of Washington County, Md., under a plan going into effect in September. In 1958 all 47 schools in the county system will be equipped for closed circuit tv instruction.

Plans for the educational project were announced Thursday by Herbert B. Blick, county superintendent. Over 6,000 pupils in the eight schools will receive daily instruction by tv. Member manufacturers of Radio-Electronics-Tv Mfrs. Assn. are donating equipment. Fund for the Advancement of Education, a Ford Foundation project, is financing the training of personnel and supervising the program. Also participating are U. S. Office of Education, National Education Assn. and Joint Council on Educational Television.

Two main objects of the test, Mr. Blick said, are to discover ways of using closed-circuit tv to improve public education and to test ways of meeting the teacher shortage in the face of increasing enrollment and lack of facilities.

First tv instruction will be offered in high school level in 9th grade science, 10th grade mathematics, 10th grade U. S. history and 12th grade English. Elementary work will include 6th grade science, 5th grade arithmetic, 4th grade social studies, and reading and number readiness in the first three grades. During the first term no pupil will receive tv instruction in more than one course.

The student workshop will be held in Hagerstown July 9-Aug. 17, with 40 teachers participating.

High School Students Get College Credit on KQED (Tv)

OUSTANDING high school students in the San Francisco area will be able to earn three hours of college credit this fall via a television experiment being conducted by San Francisco State College and educational KQED (Tv) there.

Between 150 and 200 students will take a psychology course, which will be offered for a $125.77 grant from the Fund for Advancement of Education. Two weekly 45-minute tv lectures will be supplemented by a two-hour campus discussion every other week. Philco Corp. is participating by making tv sets available to each of the high schools.

The college will present four other regular undergraduate courses on KQED this fall.

Radio-Tv Institute Begins

SIXTH annual Barnard College-NBC Summer Institute of Radio & TV opened last week at the NBC studios in New York for six weeks of classes devoted to various phases of radio and television. The institute is designed to introduce beginners to radio and tv for application in the community, in education and in the commercial field. NBC reported a registration of 56 students.

EDUCATION PEOPLE


James E. Lynch, instructor in radio-tv, State U. of Iowa, Iowa City, to Indiana U., Bloomington, as assistant professor of radio and television and program supervisor.

EDUCATION SHORTS

WFAA Dallas, Tex., cooperating with Southern Methodist U., Dallas, for second year in presentation of summer workshop course at station's studios. Station staffers aid in directing classes.

Allen B. DuMont Labs, Clifton, N.J., has instituted tuition aid plan for salaried employees who take engineering or science courses at college level. Under plan, employee who receives grade "A" or equivalent is refunded 100% of the cost by the company; grade "B" 75% and grade "C" 50%.

Raytheon Mfg. Co., Waltham, Mass., has instituted new engineering development program to encourage employees to attend evening college classes and obtain scientific training. Qualified employees will be granted tuition and other fees and stipend for books and study at accredited colleges and universities with evening divisions, such as Boston U. and Northeastern U.
A monthly situation report on present and planned TV stations and television network shows.
New TV Stations

The following tv stations started regular programming within the past month:

**WESH-TV** (Daytona Beach, Fla. (ch. 2)); WTVR-Albany, N. Y. (ch. 35); WISC-TV Madison, Wis. (ch. 3); WTVN-Tupelo, Miss. (ch. 9); and CFCL-Tv Timmins, Ont. (ch. 6).
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<td>Queen For A Day Participating L</td>
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<td>Modern Romance L</td>
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<td>National Barn Raisin' Time L</td>
<td>National Barn Raisin' Time L</td>
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<td>Colgate-Palmolive My Friend Flicka</td>
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<td>Chesterfield Druggist</td>
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<td>Harold Co. The People's Choice</td>
<td>Warner Bros. &amp; U.S. Army Saturday Matinee</td>
<td>Warner Bros. &amp; U.S. Army Saturday Matinee</td>
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<td>Walter B. Chrysler, Inc.</td>
<td>Summertime &amp; Other Hits</td>
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<td>Super Savers (All D) Hattie Myers, Your Face in the Phone F</td>
<td>Suburban Stories</td>
<td>Suburban Stories</td>
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<td>Compass F</td>
<td>Sterling Drug The Test</td>
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<td>Toni Co. (All D) Hazel Bishop and Murray Pety</td>
<td>Schubert Revival Plays of Stars</td>
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<td>Quiz Kids (Subt.)</td>
<td>Panama Campbell Sho Sho</td>
<td>Panama Campbell Sho Sho</td>
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<td></td>
<td>Tony Danza L</td>
<td>Joe Louis The Gabby Hope Show F</td>
<td>Joe Louis The Gabby Hope Show F</td>
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</tbody>
</table>

**FOOTNOTES:**

Explanation: Programs in italics are sustaining; Time: EST; L, live; R, rim; K, bluescope recording; L, Eastern network; M, Midwestern.

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**BROADCASTING TELECASTING**

July 2, 1955
<table>
<thead>
<tr>
<th>City</th>
<th>Coverage/TV Service</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charleston</td>
<td>WCHS-TV (8)</td>
<td>CBS; 80,000; N, LF;</td>
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<tr>
<td>WFKR-TV (49)</td>
<td>See footnote</td>
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<tr>
<td>Clarksville</td>
<td>WACI-TV (12)</td>
<td>CBS; 85,800; N, LF, LL, LS;</td>
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<tr>
<td>Wheeling</td>
<td>WEXI-TV (11)</td>
<td>See Marquette</td>
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<tr>
<td>LA CROSS</td>
<td>WCBT (8)</td>
<td>CBS; 210,700; N; $800</td>
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<tr>
<td>WITV (35) (11/25/33-Unknown)</td>
<td>WISCONSIN</td>
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<tr>
<td>King</td>
<td>WSTV -TV</td>
<td>Network; 210,700; N; $800</td>
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<tr>
<td>Miami</td>
<td>WXMI-TV (11)</td>
<td>See Miami</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WISN-TV (3)</td>
<td>ABC, NBC; 700,000; N, LF, LS; $800</td>
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<tr>
<td>WPTP-TV (6) (23)</td>
<td>See footnote</td>
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<tr>
<td>Norfolk</td>
<td>WPNV (3)</td>
<td>ABC, CBS; Petry; 405,720; N, LF, LS; $675</td>
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<tr>
<td>WJZ (17)</td>
<td>$110,000; McGilvray; $300</td>
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<tr>
<td>WVWE-TV (15)</td>
<td>Avery-Knodel; 110,000; N, LF, LS; $675</td>
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<tr>
<td>Peterborough</td>
<td>WJXV (8)</td>
<td>See Rich mond</td>
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<tr>
<td>Portsmouth</td>
<td>WAKT-TV (19)</td>
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<tr>
<td>Richmond</td>
<td>WRVA-TV (12)</td>
<td>CBS; Harrington, Righter &amp; Parsons</td>
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<td>WTAY (6)</td>
<td>ABC; CBS; Blair; $503,317; N, LF; LS; $275</td>
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<td>WZTV (8)</td>
<td>NBC; Forjoe; 415,835; N, LF, LS; $675</td>
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<td>WTVT (29) (12/5-35/Unknown)</td>
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<td>WKAQ-AM (7)</td>
<td>CBS; Petters, Griffin, Woodward</td>
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<td>WILS (45-2)</td>
<td>143-255; N, LF, LS; $675</td>
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<td>WJGT (22)</td>
<td>Queen City Bist Co. (7) Initial Decision 6/5/35</td>
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<td>Bellingham</td>
<td>K CTV (13)</td>
<td>Forjoe; 228,661; N</td>
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<td>EPHRAIM</td>
<td>KBXS (4)</td>
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<td>FOX TV 394</td>
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<tr>
<td>KNTV (9)</td>
<td>KCTV (11)</td>
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<td>KXI (12)</td>
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<td>KOAM-TV (9)</td>
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<td>KVOA (5)</td>
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<td>KSB (25)</td>
<td>CBS; Kerns; 130,000; N, LF, LS; $675</td>
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<td>W Palestinian</td>
<td>KPNW -TV</td>
<td>See footnote</td>
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<td>WJZ (12)</td>
<td>ABC; CBS; Fisher; 23,000; N</td>
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<td>CTVA (11)</td>
<td>CBS; 13,200,000</td>
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<td>Fairbanks</td>
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<td>Browning</td>
<td>KRTV (11)</td>
<td>CBS; 13,200,000</td>
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<td>KRTV (11)</td>
<td>CBS; 13,200,000</td>
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<td>KMOY-TV (3)</td>
<td>(1) KFRC-AM</td>
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<td>KMOY (3)</td>
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<td>KTVK (22)</td>
<td>CBS; 139,458; $700</td>
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<td>KTV (11)</td>
<td>CBS; 13,200,000</td>
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<td>KXVJ (11)</td>
<td>CBS; 13,200,000</td>
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<td>KWXH (9)</td>
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<td>KXW (4)</td>
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<td>KVAN-TV (21)</td>
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<td>KXAN (4)</td>
<td>Texas; 110,000; N, LF; LS; $675</td>
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<td>Mastic</td>
<td>WTVJ -TV</td>
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<td>WLOX (5)</td>
<td>(12) KFRC-AM</td>
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<td>WFAA (5)</td>
<td>123,948; N, LF, LS; $675</td>
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<td>WITF (11)</td>
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<td>KITV (11)</td>
<td>CBS; 13,200,000</td>
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<td>KTV (11)</td>
<td>CBS; 13,200,000</td>
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<td>KXAS (10)</td>
<td>CBS; 13,200,000</td>
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<td>KVII (2)</td>
<td>CBS; 139,458; $700</td>
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<td>KVNC (2)</td>
<td>CBS; 13,200,000</td>
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<tr>
<td>KTV (11)</td>
<td>CBS; 13,200,000</td>
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**Notes:**
- Satellite TV: (KTVK, KXAS, WTVJ, KVII, KVNC, KRON, KTV, KVU, KXAS, WTVJ, KTV, KVU)
- Coverage: (KFTV, KXAS, WTVJ, KVII, KVNC, KRON, KTV, KVU)
- Network: (KTVK, KXAS, WTVJ, KVII, KVNC, KRON, KTV, KVU, KXAS, WTVJ, KTV, KVU)

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---|---
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NOTE: Survey based on sampling in the following proportions — Grand Rapids (44.7%), Kalamazoo (19.7%), Battle Creek (18.2%), Muskegon-Muskegon Heights (17.4%).

**MARCH ABB TOP TWENTY ALL ON WKZO-TV**

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<tr>
<th>Program</th>
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<tbody>
<tr>
<td>I've Got A Secret</td>
<td>56.7</td>
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<tr>
<td>Wyatt Earp</td>
<td>55.9</td>
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<tr>
<td>Disneyland</td>
<td>55.8</td>
</tr>
<tr>
<td>I Love Lucy</td>
<td>55.4</td>
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<tr>
<td>Ed Sullivan</td>
<td>53.4</td>
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<tr>
<td>Godfrey &amp; Friends</td>
<td>52.6</td>
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<tr>
<td>The Millionaire</td>
<td>52.2</td>
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<tr>
<td>Name That Tune</td>
<td>49.6</td>
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<tr>
<td>Godfrey's Talent Scouts</td>
<td>48.4</td>
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<tr>
<td>Robin Hood</td>
<td>48.2</td>
</tr>
<tr>
<td>Mama</td>
<td>46.4</td>
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<tr>
<td>Burns and Allen</td>
<td>45.4</td>
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<td>Sgt. Preston of the Yukon</td>
<td>45.4</td>
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<tr>
<td>$64,000 Question</td>
<td>45.2</td>
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<tr>
<td>Climax</td>
<td>45.1</td>
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<tr>
<td>December Bride</td>
<td>44.0</td>
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<td>Mobile Theatre</td>
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<td>Honeymooners</td>
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<tr>
<td>Rin Tin Tin</td>
<td>42.5</td>
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<tr>
<td>Lone Ranger</td>
<td>42.3</td>
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</tbody>
</table>

WKZO-TV (Channel 3) has 100,000 watts of power—1000-foot tower—offers you 600,000 families within its grade B coverage area!

So more than ever, WKZO-TV can put you over the top in sales in Western Michigan!

**100,000 WATTS • CHANNEL 3 • 1000’ TOWER**

**WKZO-TV**

Kalamazoo-Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives
TEXT OF FCC REPORT & ORDER ON TELEVISION ALLOCATIONS

(See story, this issue)

FCC 56-587
33117

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matter of
Amendment of Part 3 of the Commission's Rules and Regulations Governing Television Broadcast Stations.

Docket No. 11532

REPORT AND ORDER

By the Commission: Commissioners Hyde, Webster, Bartley, and Mack concurring and issuing statements; Commissioner Doerfer dissenting and issuing a statement.

1. Prior to Nov. 10, 1955, when this proceeding was initiated (Notice of Proposed Rule Making, FCC 55-1124), television broadcasters and other elements of the television industry had submitted numerous suggestions and, in some cases, formal petitions for revisions of the television allocation plan.

2. The scope of these proposals and the methods employed varied widely. They ranged from channel reassignments affecting a single city to major revisions affecting the entire country. The methods included such diverse and mutually inconsistent approaches as conversion to an all uhf system, conversion to an all uhf system, and continued use of both bands under a wide variety of proposals. Some of the latter envisaged the more or less extensive increase of the number of uhf channel assignments through the use of new uhf channels, the use of the present 12 uhf channels under reduced spacings, or both. Others contemplated the elimination or transfer elsewhere of fhf commercial channels and the substitution, locally, of vhf channels. Some proposals were based on the revision of the existing engineering standards and policies, notably with respect to minimum spacings, maximum antenna heights and powers, the directionality of antennas, and the use of cross polarization. Other proposals advocated the maintenance of present standards. In short, the Commission was called upon to consider an extensive array of widely differing remedies for the difficulties which had hindered the further expansion of the nation's television service and the fuller achievement of the objectives of the Sixth Report and Order.

3. Briefly stated, those objectives were to encourage the development of a nationwide, competitive television system in which:

(a) All areas would have at least one service;
(b) The largest possible number of communities would have at least one local television station;
(c) Multiple services would be available in as many communities and areas as possible to provide adequate program choice to the public and encourage the development of competition—among broadcasters, networks and other elements of the industry.

4. Among these three basic objectives, the greatest progress has been made in achieving the first. It is estimated that over 90% of the population can receive service from at least one television station. Less progress has been realized toward achievement of the second objective. Of the 1,260 communities to which at least one television channel is assigned, fewer than 300 have one or more stations on the air. As for the third objective, approximately 75% of the population receive service from two or more television stations. Slightly over 100 communities have two or more television stations in operation, as compared with 348 communities to which two or more television channels are assigned.

5. The foregoing reflects substantial progress during the four years which have elapsed since the present television allocation plan and engineering standards were adopted. Serious problems have arisen, however, which are impeding the continued expansion of the nation's television services. There is general agreement on the sources of these problems, and they are:

(a) The limitation to 12 channels in the vhf band; and
(b) Difficulties which have been experienced in achieving fuller utilization of the 70 uhf channels. These difficulties have been ascribed chiefly to:

(1) The large numbers of vhf-only receivers in use and the high proportion of vhf-only receivers which continue to be manufactured.
(2) Performance deficiencies of uhf transmitting and receiving equipment during the initial 4-year period of the utilization of uhf for television broadcasting.
(3) The consequent preference of program and revenue sources for vhf outlets.

6. While some of the numerous suggestions, proposals and petitions before the Commission last November appeared to merit consideration, none was sufficiently free from disadvantage and difficulty to warrant adoption without extensive study and evaluation. Therefore this proceeding was initiated on Nov. 10, 1955, to provide an orderly basis for examining and comparing the proposals and comments of all interested parties. Because the problems were nationwide in scope, and because widely divergent approaches to their solution required evaluation initially on a broad, nationwide basis, the Commission stated, in its Notice of Proposed Rule Making, that it would be premature at the outset to consider proposals whose scope was limited to affecting only single communities or local areas.

7. Accordingly, the Commission requested the submission of proposals and comments relating to overall solutions on a broad, nationwide basis. At the same time the Commission terminated five rule making proceedings which had been initiated earlier on petitions for the deintermixture of five individual communities (Report and Order, Nov. 10, 1955, Dockets 11238, 11333, 11334, 11335 and 11336, FCC 55-1125), and denied a number of other similar petitions on which rule making had not been initiated (Memorandum Opinion and Order, Nov. 10, 1955, FCC 55-1126).

8. Aided by the proposals, comments and data submitted in this proceeding, the Commission has now had an opportunity to examine and compare the different basic approaches which are advocated by members of the television industry. The material filed has been painstakingly studied and evaluated in the endeavor to accomplish the object of the proceeding, which was to reach a decision as to the basic lines on which it would be in the public interest to revise the nationwide television system, and thus provide a basis for determining the specific realignments which could usefully be made in individual communities in conformity with the national policies adopted by the Commission.

9. In evaluating the proposals before us it has been necessary to recognize that, while actions by this Commission determine the numbers of channels which are available for tele

10. Disparities which occur frequently between the audiences which vhf and uhf stations are able to offer advertising program sponsors and national spot advertisers have resulted from the serious problem of receiver incompatibility and from limitations which have been experienced to date in the power of uhf transmitters and in the sensitivity and selectivity of uhf

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receivers as well as the different propagation characteristics of the uhf band.

11. While we are cognizant of the jurisdic-
tional and practical limitations which restrict the extent to which the Commission can ameliorate the competitive technical imperfections which have been impeded in numerous markets by the absence of a greater number of more competitive facilities, despite the need for and the capacity of such markets to support a larger number of television outlets. Accordingly, in our evaluation of the numerous, diverse proposals before us, and in our determination of the course which in our judgment offers the best possibilities for both the immediate and long range expansion of the nation's television services, we have kept in mind the paramount need for more competitive services.

Remedial Action Proposed by the Parties

12. Some of the proposals submitted under this proceeding were based on the allocation of additional uhf spectrum space to television broadcasting. Allocation of assignment opportunities of channels which this would make possible. Before this proceeding was initiated the Commission had undertaken negotiations with the Office of Defense Mobilization to ascertain whether any of the uhf frequencies allocated to governmental services might not be made available for television broadcasting. The Office of Defense Mobilization made a careful study of the matter but concluded, in a report issued by that Office on April 13, 1956, that "national security requirements and the needs of air navigation and air communications preclude the release for non-Government use of any of the very high frequencies now utilized by the Federal Government." Moreover, this Commission has concluded that it would not be practicable to obtain a significant number of additional uhf channels using uhf frequencies under our control and now allocated to other services. In these respects the proposal for proceeding toward revision of the allocation plan on the basis of additional uhf channels must now be rejected. Moreover, the fact that additional uhf frequencies cannot be made available for television broadcasting precludes revision of the allocation plan looking toward an all-uhf television system. As the Commission has recognized from the outset, and which has frequently reaffirmed, the 12 uhf channels alone are not adequate to make possible sufficient outlets for a fully competitive television system.

13. Other proposals before the Commission are based on the widespread use of additional uhf assignments, particularly in the larger markets where additional uhf channels may be available, but at spacings substantially shorter than the present minimum spacings. While this method appears to offer limited possibilities for meeting present needs for more stations in some areas, the Commission finds that these proposals disclose difficulties which raise very serious doubt that this method would adequately serve our long range objectives. Vhf stations at sub-
standard spacings would reduce the service area of existing stations and create new service areas within which satisfactory signals might not be received either from existing stations or from the new stations. Our studies disclose that, unless the existing minimum spacings were required very substantially, the number of additional outlets which could be provided over the country by this method would be very limited. Thus, in order to permit the construction of a significant number of new vhf stations, it would be necessary to make very substantial in-roads in the service areas of existing stations. We recognize, as urged by parties to this proceeding, that such in-roads might be limited to some extent by requiring the "squeezed-in" stations to employ lower heights and powers and directional antennas, and by the use of cross-polarization. But we do not believe that the creation of numerous small vhf stations with very limited service areas would further the objectives of our nationwide television system. Similar proposals were submitted to the Commission when the present television allocation plan was adopted at the 1943 and 1949 rulemakings. They were rejected, for reasons set out in the Sixth Report and Order (Paragraphs 136, et seq.).

In our opinion those reasons remain essentially valid today. There is little likelihood, moreover, that with the maximum possible utilization of vhf "squeezes in," assignments could be made available in sufficient numbers to accommodate the maximum number of television stations for which it may be expected that they would be used in the United States. Yet it is clear that the wide-spread use of new assignments at sub-standards spacings would discourage the building of additional uhf stations, and in many instances for reasons of which we do not believe it would be possible to operate uhf stations now on the air.

Thus in most of the larger markets the assignment of a vhf station at sub-standard spacings would make it possible to operate an additional uhf station even if the uhf channels were not nationally established. For all of these reasons we have been unable to find that the addition of new uhf assignments at sub-standard spacings would serve the public interest. For reasons which are discussed later, we are of the opinion that it may be desirable to relax the present rules concerning minimum assignment separations to the extent necessary to permit the assignment of new uhf stations, where they do not meet the separation from the new city, provided all separations will be met from the new transmitter on these channels.

14. Some of the proposals before us advocate the deintermixture of vhf and uhf channel assignments in order to create competitive opportunities in individual markets while at the same time utilizing both the vhf and uhf bands in the nationwide television system. Citing competitive difficulties of uhf broadcasters, particularly in markets which are served by two or more satisfactory vhf signals, the proponents of deintermixture have advocated the elimination of some or all of the uhf channel assignments in designated cities. It is contended that this would improve the opportunities of the local uhf broadcasters to obtain, or in some cases to retain sufficient network programming and national advertising revenue to support successful station operation which, it is alleged, could be impossible for a good uhf station without conditions compelled to compete with two or more vhf broadcasters. The deintermixture proposals also envisage, at least in some instances, the transfer of some vhf channels to other cities where they could be used to increase the number of local vhf services. Thus, deintermixture has the dual aspect of reducing or eliminating uhf assignments in some communities and of increasing the number of vhf assignments in others.

15. It does not appear, however, that dein-
termixture at this stage would be practicable in a sufficient number of communities representing a sufficiently large segment of the total popula-
tion to provide significantly enhanced oppor-
unities for the fuller utilization of the uhf channels on a nationwide basis. We believe that in some types of situations, which are discussed later, deintermixture merits careful considera-
tion as a means of increasing the opportunity for improvement in some limited number of stations in certain individual areas. Most of the deintermixture proposals have been confined to communities where uhf stations commenced operating before the advent of one, and in some cases to the operation of a second uhf service, and where a high percentage of receivers in the hands of the local residents can receive uhf signals. There are serious obstacles to a more extensive nationwide program of deintermixture. In the past there is little support for the elimination of uhf assignments in areas with little uhf set saturation. In other instances the elimination of local uhf channel assignments would not accomplish effective deintermixture owing to the local reception from vhf stations located in neighboring communities. In still other cases the elimination of local uhf assignments would be impracticable at this stage owing to the fact that substantial "white spaces" between uhf assignments are found. For these reasons that the elimination of uhf channel assignments would be practicable at this stage in a sufficient number of communities to encourage significantly increased nationwide use of uhf stations is questionable.

16. Because deintermixture, alone, cannot solve the entire problem, we have found it nec-
ecessary to discuss the concept of a second uhf band, which, in some instances, would make possible the full utilization of the uhf band for television broadcasting. As early as 1945, recognizing the inadequacy of 13 vhf channels for a fully developed nationwide television system, the Commission policy has looked toward the exten-
sive use of the uhf band for television broad-
casting. The expectation that ultimately the major part of television broadcasting would be carried on in the uhf band was implicit in the Commission policy. However, of the 70 uhf channels proposed to supplement 12 previously available vhf channels. But so far this expectation has not been realized owing to difficulties which none of the proposals already discussed can sufficiently correct. Moreover, the pro-
posals whose consideration has been recom-
mented in this proceeding and has been advanced in the past by industry representatives in submissions to the Commission and to Congress, should be examined. That is the proposal to shift all television broadcasting in the United States, or in a substantial portion of the country, to the ultra-high frequency band.

17. Although it would be premature at this stage to discuss the Commission's conclusions concerning the feasibility of trans-
ferring television to the uhf band throughout the United States, or, alternatively, in a major portion of the country, we believe that our effort to find a solution to the nationwide television allocation problem should be considered without a careful and thorough exploration of this approach. Another major consideration is involved. As discussed later in more detail,
there are growing indications that the needs of other services for additional spectrum space are increasing rapidly. The fact that the lower part of the vhf spectrum seems well suited to their needs indicates the likelihood that it will be possible to make effective use of the vhf frequencies by all interested groups in organizing the orderly conduct of the foregoing research and development program. While it would be premature to anticipate the results of this program, the Commission believes that considerable encouragement is being provided by applications already filed for increasing the power of uhf transmitters and in tubes for improving the characteristics of uhf receivers. Notwithstanding the disadvantages frequently associated with uhf broadcasting there are some respects in which the uhf band is superior to the vhf channels allocated to television. Uhf reception, for one thing, is freer than vhf from interference caused by local noise generators such as ignition systems, electrical appliances and welding equipment and is less susceptible to interference due to multipath reflections. Also, if future developments result in the production of single-band uhf receivers they could be simpler in design, less costly, and more efficient than present vhf-only or combination uhf-vhf receivers, owing to the fact that the ratio between the top and bottom uhf television frequencies is smaller than between the top and bottom vhf frequencies now allocated to television.

18. If suitable means can be found to overcome the difficulties inherent in so major a frequency reallocation as moving television to uhf, and if uhf could be sufficiently developed to permit the elimination of vhf channels without loss of service, a number of basic advantages would result. All stations would be able to compete on a much more nearly comparable basis technically, since the uhf spectrum is much more nearly comparable in its available upper frequency and effective coverage than vhf. In order to ascertain the fullest protection from competition by uhf transmitters and receivers, it will be necessary to provide adequate uhf service throughout the country, or whether it would be necessary to confine all-uhf television to areas, such as east of the Mississippi River, where owing to the greater population density, and the larger number of cities able to support stations, service areas need not be as large as in the less densely populated areas to the west.

21. The answer to this question will not depend on whether all the disparities between uhf and vhf broadcasting will be completely eliminated. We recognize that some differences inherent in the essential characteristics of the two frequency bands and that it may never be possible to eliminate them entirely. The problem is not, however, whether these disparities can be totally eliminated, but whether uhf transmission and reception can be perfected sufficiently to enable an all uhf system to render service to the public at least as good as or better than that now provided to the public under the present system. It may very well be that owing to the opportunities which a one band system with 70 channels will open up for increased competition, and for the construction and operation of a greater number of stations, and the use of uhf in networks and other program sources, a one band system would permit more communities to have local service and would provide a larger number of multiple services to a greater portion of the population than would be possible with the combined use of the uhf and vhf bands. This may be possible despite certain advantages in the use of vhf frequencies for television broadcasting. The critical factor is that there is an inadequate number of these frequencies, and the use of the 12 vhf channels has discouraged the utilization of more than a fraction of the uhf assignments which were made available for television broadcasting in 1953.

22. When we learn the results of the suggested program of uhf research and development, we will be better able to ascertain the full practical capabilities of uhf. On that basis we will then be able to evaluate uhf's capacity to supplant vhf broadcasting without loss of vhf service to those communities who now have access to uhf service, and to determine whether uhf alone would render adequate service throughout the country, or whether it would be necessary to confine all-uhf television to areas, such as east of the Mississippi River, where owing to the greater population density, and the larger number of cities able to support stations, service areas need not be as large as in the less densely populated areas to the west.
an all-uhf system. The Commission will wel-
come the submission of comments and data on these questions by all interested parties. The comments should refer to "FCC Inquiry Into the Feasibility of Transferring Television Broadcast-
ing to the Uhf Band," and should be sub-
mitted, in an original and 4 copies, by Oct. 1, 1956. The Commission will decide what further proceedings will be appropriate after consider-
ing those comments.

26. Concerning the first group of problems relating to the technical performance of uhf transmitters and receivers we believe that it will prove advantageous to provide some provisions in the proposed rule making for additional uhf spectrum. We are therefore suggesting a provision that would establish an extensive record on these subjects. The Com-
mission will, however, accept any comments which interested parties may feel are useful in relation to this aspect of the matter at this time. We will especially welcome com-
ments at this time concerning the most effective methods for conducting and expediting this sug-
gested research and development program.

27. Concerning the second group of problems which concerns the question of the most effective channel assignments at this time concerning the most effective chan-
nel assignments, we believe that steps should be taken in the meantime to improve the opportu-

nities for effective competition among a representative number of stations. The more broadly indi-
cated, a basic choice in many markets at this time lines between the elimination of uhf channel assignments to create improved opportunities for uhf broadcasting, generally, the assignment of additional local uhf channels. Because of the widely varying circumstances in indi-
vidual markets and the numerous factors which bear on the situation in individual community or areas, it is not possible to formulate rigid criteria whose perfunctory appli-
cation to individual cases will automatically indicate the course which would best serve the public interest in each community during the interim period. We have concluded, however,
after extensive review of all the proposals which have been submitted to us for the elimination of additional uhf assignments, that the following considerations will have important bearing on decisions in specific communities or areas. In markets with one or more commercial uhf assignments, the merits of proposals to elimi-
nate a uhf commercial assignment would de-
pend to a large extent upon such factors as:
1. Whether significant numbers of people would lack service as a result of the elim-
ination of additional uhf assignments.
2. Whether one or more uhf stations are operating in the area.
3. Whether a reasonably high proportion of the sets in the area can receive uhf signals.
4. Whether the channel assignment is reasonably favorable for uhf coverage.
5. Whether, taking into account all the local circumstances, the elimination of a uhf channel would be consistent with the ob-
jective of improving the opportunities for effective competition among a greater number of stations.

The desirability of assigning a first uhf channel or of expanding an additional uhf channel would depend principally upon:
1. Whether it is possible to locate the new transmitter so as to meet minimum trans-
mittance spacing requirements.
2. Whether there exist existing cases where it is necessary to move the channel from another city, there is greater need for the channel in the area to which it is proposed to be assigned.
3. Whether the addition of a new uhf assign-
ment increases the objective of improving the opportunities for effective competition among a greater number of stations.

31. There remains the problem of interim action which should be taken pending resolution of the long range problems already discussed. Since some years would be required in any event for the full implementation of an all-uhf system, the Commission believes that steps should be taken in the meantime to improve the opportu-

nities for effective competition among a representative number of stations.

32. In appropriate instances it may be de-
sirable, in order to accomplish the objectives stated in the preceding paragraph, to add an additional uhf assignment which meets all requirements of the present rules with the exception that the minimum spacing from the city where the new assignment is proposed would not be met. It is the belief of the Commission that if the assignment is made by appropriate location of the new transmitter, to meet all transmitter spacing requirements. Since it is the spacing from the transmitter that is critical, we believe that it will be in the public interest to relax the present rules in order to permit new assignments that can be utilized within reasonable distance from the city in con-
strast with the minimum transmitter spacing requirement. In this way additional service can be provided without departing from the engi-
neering standards.

Implementation of Interim Revisions of the Table of Assignments

33. This proceeding has served the purpose for which it was instituted, i.e., determination of the basic lines on which revisions of the existing assignments are to be made. It appears, however, that we could proceed to the consideration of proposals for such channel reallocations as might be made in conformity with the general policies adopted herein.

Accordingly, we are adopting today a number of Notices of Proposed Rule Making in which we will consider a series of proposed channel assignments which appear to merit consideration in these instances. These assignments are outlined in this Report and Order. For ex-
ample, in a number of communities, including Madison* and Elmhurst*, we are proposing to delete a uhf channel or reserve it for education-
al purposes; or to reserve it on the basis of the facts before us that such action offers reasonable prospect for improving the opportunities for effective competition among a greater number of stations. In these instances, as in others, such as Fresno** and Peoria**, we are propos-
ing to shift uhf channels to other communities, which would have the added advantage of making additional comparable facilities available in uhf markets. In several other areas, such as New Orleans*** and Albany****, it appears that similar objectives can be achieved by deleting or shifting one of the two uhf chan-
nels assigned in these communities.

35. In communities such as Charleston and Duluth-Superior, which have two uhf channels assigned and no uhf stations in operation, we believe it is possible to propose a new uhf channel to be used by "drop-in" or by shifting an unused educa-
tional assignment for which there appears to be no realistic prospect of early use. In Miami******, which already has three commercial uhf assign-
ments, we are proposing to add a fourth which it appears can be accomplished in accordance with minimum transmitter spacing requirements. We believe this course of action is more desirable than the recommendation of some other proposals for uhf channels from Miami, as some petitioners and parties to this proceeding have proposed. Where a fourth uhf channel can be employed without violating our engineering standards, deletion of one assigned channel would also be considered.

36. In some markets such as Toledo, where there are only two commercial uhf assignments and no uhf stations operating, we find that despite the apparent capacity of such markets for additional uhf assignments, it is not possible

Chairman McCounaughy and Commissioners Doerfer and Mack dissented from this proposed rule making.

Commissioners Doerfer and Mack dissented from this proposed rule making.

Chairman McCounaughy, Commissioners Doerfer and Mack dissented from this proposed rule making. Commissioners Webber, Bartley and Dickey concurring but would propose the dele-
tion of ch. 9 also.

Commissioners Webber and Mack dissented from this proposed rule making.

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to assign an additional vhf channel because there are none available which would meet minimum transmitter spacings. Nor would it be practicable to encourage the expansion of local services on locally assigned uhf channels by eliminating a local vhf assignment because, apart from the absence of significant uhf conversion in the area, the reception of signals from vhf cities located elsewhere (in this case, Detroit) would be degraded. Hence, that effective deintermixture could be achieved.  

37. Parties interested in these proceedings will have full opportunity to submit comments in support of any of these conclusions, and to submit counterproposals. The proposals put out for rule making at this time do not cover all the amendments to the present Table of Assignments which have been proposed in the petitions received. We will endeavor to act on all petitions as rapidly as possible, including those already before us which have not yet been acted on and in those on which rule making proceedings have been initiated but not yet concluded. Parties desiring to file petitions for additional or alternative amendments to the Table of Assignments may do so.  

38. The Commission is evaluating proposals for channel reallocations which involve the removal of an existing vhf assignment for which an application is on file or a construction permit has been granted, it is requested that the Commission's staff be furnished with data from the service areas of the proposed vhf assignments, in accordance with the procedures set out in paragraphs 39 and 40, showing the service of all stations in the area involved.  

39. The Commission pointed out in the Sixth Report and Order and other documents, there is no available means for predicting precisely the service areas of a specific television station. We will take into account time variations and variations in location, with particular reference to uneven terrain. Propagation data gathered since the Sixth Report and Order are now available. These latest data, as analyzed by the Commission's staff and others, should be used, since they improve somewhat the predictions which can now be made in the average case. The new data and methods for employing them are set out in Appendix A attached to this Report and Order.  

40. The data supplied should be based on the following assumptions:  

(1) In computing coverage, stations should be considered as local vhf stations operating with maximum power at 1000 ft. above average terrain, with the transmitter located in the center of the principal community, except where the minimum transmitter separation proposed requires transmitter location elsewhere.  

(2) 1000 ft. antenna height above average terrain should be used for all pertinent directions.  

(3) Logo B should be drawn for the limit of the Grade B contour as limited by noise or interference, as the case may be.  

(4) The extent of Grade B service should be computed in accordance with the tables attached to this Report and Order.  

(5) Only co-channel interference need be considered.  

(6) Simple station method of interference should be employed, i.e., the station causing the greatest penetration is assumed to be the one which will determine all other stations in determining interference.  

(7) In computing interference or service, all stations presently on the air or authorized, and pending applications, should be taken into account, whether uhf or vhf. However, where a station that is not yet operating on vhf is considered, this fact should be indicated. If the parties desire, data based on other assumptions may be submitted in addition to the foregoing.  

41. In a Notice of Proposed Rule Making adopted June 22, 1955 (Docket No. 11433, FCC 55) the Commission made proposals on a proposal to raise the maximum power of uhf television stations from 1000 kw, to 5000 kw, and to substitute new curves in Figures 3 and 4 of Section 6369. of the Rules governing the use of uhf antennas in television broadcasting, to increase antenna heights exceeding 2000 ft. In a Further Report and Order adopted on Dec. 14, 1955, the foregoing rule making proceeding was incorporated as part of the Hearings on television propagation proceeding under Docket No. 11532, and the proposal is accordingly before us for review in the instant proceeding. After careful examination of the comments received, the Commission is disposed to support and in opposition to these proposals the Commission has concluded, in the light of the decisions reached in this proceeding, that the public interest would be served by increasing the maximum power of uhf stations to 5000 kw. It has accordingly decided to amend the relevant rules, including the curves already mentioned, in Figures 3 and 4 of Section 6369. Equipment testing which yields effective radiated power of 1000 kw for uhf stations. Encouraging experiments have been conducted with uhf transmissions at 4500 kw and even higher power. The increase at this time in the maximum power of uhf stations seems particularly appropriate in view of the importance which is attached to the research and development program already discussed.  

42. In a Further Report and Order adopted Nov. 30, 1955 (Docket Nos. 11181 and 11532, FCC 55-1198), the Commission brought within the scope of this generation of uhf television stations, the proposal to increase the antenna height at which maximum power could be authorized for vhf television stations in Zone 1. Previously, on July 20, 1955 (Report and Order, Docket No. 11181, FCC 55-802), the Commission had announced the adoption of an amendment to Section 3.614(b) of the rules which would permit vhf television stations in Zone 1 to use maximum power at antenna heights up to 1250 ft., instead of up to 1000 ft. as provided in the rules. The effective date for that amendment was designated as Aug. 31, 1955. This effective date was subsequently extended in a series of Orders issued on Dec. 20, 1955, at which time the Commission vacated the Report and Order of July 20, 1955, and made the record in Docket No. 11181 part of this general television allocation proceeding. A similar rule making proposal under the former Docket No. 11181 is accordingly before us for decision.  

43. In re-examining this proposal we have again carefully reviewed the comments, supporting and opposing the change. We also have considered a number of petitions for reconsideration or for stay of our Report and Order of July 20, 1955 (Docket No. 11181). We also have considered the effect of the maximum antenna heights and power for vhf stations in Zone 1 in the light of the conclusions reached in this proceeding concerning the measures which will best facilitate the building and operation of greater numbers of television stations in both large and small markets. This objective is paramount, and furnishes the basis for our conclusion that it would be undesirable to alter the basic scheme which has been in effect at this time. As we pointed out in our Report


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since we are now terminating this proceeding.
48. On Oct. 7, 1955, the American Broad-
casting Co. filed a petition requesting the de-
termiture of some communities, the reduction of vhf separations and other revisions to the present rules. These proposals of the American Broadcasting Co. have been superseded by new proposals filed under the instant proceeding. It is not necessary, therefore, to give separate con-
sideration to this petition.
49. On Nov. 9, 1955, Scharfeld and Baron of Washington, D. C., filed a petition proposing that channel assignments be made on the basis of individual applications rather than under a fixed Table of Assignment. The Commission has given careful consideration to this proposal, but it was not persuaded that it would serve the public interest to abandon the Table of Assign-
ments at this time. Before the Sixth Report and Order was adopted the Commission con-
sidered potential difficulties of television channels on the basis of individual applications. It was decided, however, for reasons set out in that document, that it would be preferable to estab-
lish a table of assignments subject to modification by rule making proceedings. Although not all the reasons given at that time are applicable now to the full extent they were in 1952, when a large backlog of applications would have to be processed, the application approach is almost unmanageable, the Commission hesitates to discard the Table and thereby incur delays which may occur in cases where applications propose conflicting assignments. Moreover, the present system of fixed assign-
ments subject to modification in rule making proceedings is desirable for implementation of the policies adopted in this Report and Order.
50. In our further Report and Order adopted in this proceedings on Nov. 30, 1955, the Commission gave notice that it would consider herein the petition which Northern Pacific TV Corp. of Seattle, Wash., filed on Nov. 7, 1956, object-
ing the amendment of Section 3.614(b) of the Rules so as to permit stations operating on Channels 2-6 in Zone II to operate with maximum power of 100 kw irrespective of an-
tenna height. On the basis of careful considera-
tion of this proposal the Commission has con-
cluded that it would not serve the public in-
terest to remove the maximum limitation set out in the Rule regarding the maximum power.
Basic considerations which apply here are similar to those already discussed in paragraphs 43 and 44, above, relating to the proposal to increase the height at which vhf sta-
tions in Zone I are permitted to transmit maximum
power.
51. In accordance with the decision reached on the proposal to increase the maximum power of uhf stations, to 5,000 kw discussed in para-
graph 41, above, IT IS ORDERED, that effect-
tive Aug. 1, 1956, Part 3 of the Commission's Rules is amended as follows:
A. Section 3.614(b) is amended by deleting in the Table the expression "30 dbk (1,000 kw)" and substituting therefor "35 dbk (5,000 kw)".
B. Section 3.699 is amended by the deletion of Figures 3 and 4 and the substitution therefor of the attached Figures 3 and 4. [Editor's Note: Figures 3 and 4 not repro-
duced in this text.]
52. Another form of the foregoing amendment is contained in Sections 303(a), (b), (c), (e), (f), (g), (h) and (r) and 4(i) of the Communica-
tions Act of 1934, as amended.
53. In accordance with the conclusions reached herein, IT IS ORDERED, that this proceeding IS TERMINATED, including that portion of the proceeding concerning amend-
ment of the rules governing maximum antenna

**APPENDIX A**

The accompanying tables, which have been drawn up on the basis of new propagation data, provide the basis for deriving the Grade B service contours of television stations in the presence of noise and co-channel interfer-
ence.

In order that rapid determinations may be reached, an abbreviated method is to be used in employing the tables. In constructing the tables it has been assumed that a contour which reflects the effective coverage of each television station separately will approximate that derived from computing the simultaneous effect of several interfering signals since the interference from the nearest station will predomi-
inate.

The tables are based on new minimum local field intensities of 35, 44 and 53 dbu in the presence of noise for low vhf, high vhf and uhf, respectively, and on a maximum receiving antenna discrimination of 6 db for vhf and 13 db for uhf. These new figures are employed in light of experience and improvement in the art since the Sixth Report and Order. They represent the following changes from the values employed at the time of the Sixth Report and Order: A 6 db improvement in the receiver noise figure for low vhf, a 4 db improvement in the receiver noise figure and a 3 db improve-
ment in the receiving antenna gain for high vhf, and a 5 db improvement in the receiver noise figure and a 2 db improvement in transmis-
sion line loss for uhf. Maximum power for vhf stations, 1,000 kw for uhf stations and 1,000 kw for high vhf stations have been assumed in compiling the tables. All of the data underlying the tables are based on the foregoing assumptions and on 90% service time as the standard of comparison.

**Table I**

<table>
<thead>
<tr>
<th>Distance to Noise Limited Contour for Locations Indicated</th>
<th>Low Vhf</th>
<th>High Vhf</th>
<th>Uhf</th>
</tr>
</thead>
<tbody>
<tr>
<td>At 50% Locations</td>
<td>78 Miles</td>
<td>70 Miles</td>
<td>49 Miles</td>
</tr>
<tr>
<td>At 70% Locations</td>
<td>71 Miles</td>
<td>56 Miles</td>
<td>42 Miles</td>
</tr>
</tbody>
</table>

**Table II**

<table>
<thead>
<tr>
<th>Minimum Spacing Required So That Grade B Service Contour Is Limited by Noise Only</th>
<th>Low Vhf</th>
<th>High Vhf</th>
<th>Uhf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offset</td>
<td>364 Miles</td>
<td>326 Miles</td>
<td>239 Miles</td>
</tr>
<tr>
<td>Non-Offset</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Table III**

<table>
<thead>
<tr>
<th>Distance (dl, in Miles) to Grade B Interference Free Service Contour in the Direction of an Interfering Station at Service Contour</th>
<th>Low Vhf</th>
<th>High Vhf</th>
<th>Uhf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Offset</td>
<td>503 Miles</td>
<td>451 Miles</td>
<td>299 Miles</td>
</tr>
<tr>
<td>Offset</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Table IV**

<table>
<thead>
<tr>
<th>Distance (dl, in Miles) to Undesired Station at Which Interference Free Service Contour Is Limited by Noise of Desired Station to an Overall Grade B Limitation</th>
<th>Low Vhf</th>
<th>High Vhf</th>
<th>Uhf</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offset</td>
<td>307 Miles</td>
<td>274 Miles</td>
<td>210 Miles</td>
</tr>
<tr>
<td>Non-Offset</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

180 miles from Station B and 225 miles from Station C. Station B is 290 miles from Station C. This problem is to determine the limitations of the Grade B contour of Station A in the presence of noise and the interfering signals from Stations B and C.

From Table I draw the 50% and 70% location contours as limited by noise. These are found to be circles of 78 and 71 mile radii, respectively. The contour limitation of Station A in the direction of Station B can be obtained by finding from Table III the distance to the interference free Grade B contour dl, for a spacing of 180 miles for low vhf stations operating on an offset basis. This contour is found to fall 50 miles from Station A, and this point should be plotted on a line between Stations A and B.

Two additional points should now be located to determine the limitation of the Grade B contour of Station A in the presence of noise and interference from Station B. These additional two points may be located from Table I.

2The figures in the tables were computed by plotting the point on a line between stations at which the desired Grade B service is limited by the required ratio. This does not give the precise point at which Grade B service is limited since receiver noise factor is not considered. In dealing with stations in the low vhf band, it would be necessary to consider non-offset sta-
tions as far removed as 80 miles in order to take noise also into account. When using the simple method employed here for the spacing usually encountered the results may place the overlapping contours further to the left beyond the actual figure that will be obtained if noise were also taken into account. Nevertheless, we believe the suggested method affords sufficient accuracy for present purposes.

**FCC TEXT: ALLOCATIONS**

**FEDERAL COMMUNICATIONS COMMISSION**

Mary Jane Morris, Secretary.

Adopted: June 25, 1956.
Released: June 26, 1956.

*See attached concurring statements of Commissioners Webster, Smithwick and Scharfield.*

*See attached dissenting statement of Commissioner Deaton.*

NOTE: Rules changes herein will be included in Amendment No. 3-16.

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IV. From this table find the pertinent distance d., The required points the distance from Station B—the undesired station—and will lie on the 70% location noise-limited contour of Station A, i.e., at points x and y in the diagram. In this example d. is 208 miles. These points will be spaced symmetrically with relation to the point already determined above and will indicate where noise will limit service to 70% of the locations and the interfering signal will limit service to 70% of the locations. The cumulative effect would thus be a limitation of service to 50% of the locations.

The Grade B contour of Station A as limited by noise, and interference from Station B will be determined by a circle drawn through the three points which have been located. The above procedure should be repeated for Station C.

The Grade B contour limitations for Station A are shown in the figure as indicated by the arrows.

CONCURRING STATEMENT OF COMMISSIONER E. M. WEBSTER

I concur in the thinking of a majority of the Commission that ultimately commercial television broadcasting may have to be moved to the uhf band. But, like my colleagues, I am of the opinion that a decision to make such a shift at this time would be premature in view of the present status of this phase of the radio art. Therefore, I am in accord with the Commission’s desire and suggestion that the industry immediately launch an expedited research and development program designed to hasten the day when uhf will be able to assume its proper role in the nationwide television system.

The Commission, by this Report and Order, expresses its growing concern in regard to the rapidly increasing need of other radio services for additional spectrum space and points out that the transfer of television broadcasting to the uhf band would provide accommodations for the expanding requirements of industry in the lower part of the uhf spectrum which is well suited to the needs of the land mobile services. However, it does not appear that there is a reason yet for the industry to re-examine the spectrum for this purpose at any time in the near future. While it is true that the conclusions to be reached as a result of such an examination would be tentative, it presents a decision that the Commission’s desire and suggestion that the industry to re-examine the spectrum for this purpose at any time in the near future. While it is true that the conclusions to be reached as a result of such an examination would be tentative, it presents a decision that the Commission should take. In any event, such an examination would be a waste of the best use to be made of the lower uhf spectrum.

CONCURRING STATEMENT OF COMMISSIONERS HYDE AND BARTLEY

We concur in the adoption of the order, although we do not agree with discussion in the report on the decision of certain private television allocation proceedings on which we have previously stated our views.

STATEMENT OF COMMISSIONER MACK

The Commission’s Sixth Report and Order (FCC 52-234; April 14, 1952) adopted channel assignment principles and standards for television broadcasting which have afforded a sound foundation for the public industry and which have promoted the rapid development of television in the United States. Today more than 90% of the homes in the United States are within range of at least one station and the great majority can receive two or more stations. The construction of additional stations already approved by this Commission will bring still more service.

Consequently, it appears highly speculative, on the results of which the Commission has expressed in this report, that any changes should be undertaken at this time to alter the principles set forth in the Sixth Report and Order prior to the adoption of a long-range program. To the contrary, the growth of the television industry and the value of the provisions of the Sixth Report in bringing television service to the greatest number of people. We may well recognize the industry’s problems, but we cannot overlook the fact that in the present channel assignments the public is well served.

I do believe that the long-range program undertaken in conjunction with all segments of the broadcasting industry may well answer many problems which presently face the Commission.

DISSENTING STATEMENT OF COMMISSIONER DOERFER

Although I concur in that part of today’s action soliciting comments as to the feasibility of moving all television broadcasting to the uhf portion of the spectrum, I cannot concur with that part of the proposed interim action which would deintermix a mere handful of so-called uhf markets. The proposed action would not make significant or a substantial contribution toward the full utilization of the seventy uhf channels.

Although the avowed purpose of deintermixing is to provide a better competitive situation in these markets in the interim, actually this action is confined merely to those pending uhf applications which incurred delays in procuring a license. This is a fortuitous circumstance and not a substantive solution to the problem.

The Federal Communications Act provides that a certificate of frequency among the several states and communities shall be upon a fair, efficient and equitable basis. It makes no provision for a “nation-wide competitive system.” Admittedly ample competition, if attained, even upon an equitable and efficient provisions of the Act, would be in the public interest. But when this is to be accomplished at the expense of denying a first television service to substantial numbers of people, it is tantamount to displacing the Congressional mandate of an efficient and equitable distribution and substituting therefor equal competitive facilities for a few applicants.

To assign one uhf to a community when a vhf service is available is, in my opinion, inequitable. A vhf service presently is superior to a uhf. In comparison with vhf, a uhf signal has a wider coverage and less interference. A vhf antenna is generally an internal antenna and in reception, vhf is less costly. To ignore these differences in the present stage of the development of broadcasting is to disregard the specialized knowledge of this Commission and the experience of the public. It cannot be denied that the reception of uhf is more costly. It requires special antennas, more sensitive receiving sets and more frequent and more costly maintenance.

Nors does the proposed rule making suggest efficient use of the spectrum. This Commission has allocated over 85% of the television spectrum for uhf television broadcasting. The proposal today gives over 40% of this portion to serve less than 10% of the present or the foreseeable demand. The deintermixing proposed will not create any more markets for uhf transmitting equipment or receiver sets. It simply creates new competitive opportunity for the already substantially converted to uhf sets. At best, such action provides only a replacement market for less than 4 million sets and maintains the status quo—a rather reasonable prospect for improvement.

The proposed action will also deny to the Commission the opportunity to gain reliable experience upon which to base future action. By creating uhf islands, the Commission also adds to the complexity of the spectrum. The proposal today creates a reallocation of spectrum in the future. There will be little opportunity to observe how successfully a uhf service can compete with a vhf service in the same market with a slight change in the networking rules.

The willingness to study the feasibility of moving all television broadcasting to the uhf band is conditioned upon a big “IF.” Neither this nor future Commissions will order this move unless there is practical assurance that uhf broadcasting and transmitting and developing services develop a quality of performance equal to that of vhf. It is inconceivable that the present or future Commission will take any action which would disenfranchise the large number of people now receiving service in the fringe area of a present vhf operation without such assurance.

Because I have grave doubts as to the eventual feasibility of an all-uhf system, I consider it to be the surest speculation to take steps now which would, for a long time, consign uhf to small and insignificant islands of competition. Even with possible improvement of equipment, the best that a uhf operator could show a competitive position or region wide in the future is success in a sheltered market where no substantial support forthcoming from the advertisers—the backbone of broadcasting in this country—of a uhf service without proof of competitive ability in a mixed market.

No petitioner or Commissioner has indicated how this transition from an all-vhf market to a mixed market of vhf’s and uhf’s in the future will be accomplished. At best, nothing more is predicted than a hope that the ultimate action of today is in the opposite direction from realizing the full utilization of the vhf and uhf portion of the spectrum to effect a truly nation-wide competitive system.

If anything useful can be done to afford uhf a realistic opportunity to compete in a mixed market in the interim, it should be in the field of programming. To this extent, some help may be ventured by the adoption of a network rule designed to prevent a single vhf from skimming all the best network programs within a given market. Such rule may even prove helpful in a 2-only uhf market for a second uhf to grow. In any event, such a rule would give a more realistic promise, short of the full realization of an all-uhf system, of a truly nation-wide competitive system using better uhf frequencies than a proposal to solidify a large number of uhf which is unattainable now and in the future from uhf competition.

As an interim measure, some readjustment of competitive facilities in predominantly uhf markets today may be worked out. But I cannot concur that it should be done by an utter disregard of the equitable provisions of the Communications Act or the possibility of undermining the only available foundation for the growth of uhf in intermixed markets.
RECORD PULL IN WOR-TV CONTEST
THE HEAVY audience pull of WOR-TV New York's Million Dollar Movie Album Week Contest was underlined in an observation of the Reuben H. Donnelly Corp., New York, that going back to 1939 that company's records show that "no sponsor has produced in a local New York contest as many entries as received in this contest." A total of 97,347 entries were received, according to the Donnelly Corp., the contest's judges, which noted that the figure represented "approximately double that of other successful New York contests."

The contest, which ran from May 28-June 10, required viewers to select the motion pictures that WOR-TV plans to run during Album Week (July 9-15) and their playing dates. Names of the contest winners—those who came closest to selecting the seven films and their playing dates—will be announced shortly. Among the 100 prizes are a Ford Thunderbird and $1,000 cash, and round trips to Paris for two.

WBC NATIONAL EAR ON NEA
THE 94th annual meeting of the National Education Assn., starting in Portland, Ore., today (Monday) will be covered in part by all five of Westinghouse Broadcasting Co.'s radio stations, KEX Portland, KYW Cleveland, WOWO Fort Wayne, KDKA Pittsburgh and WBZ-WBZA Boston-Springfield, Mass. The news and special U.N. coverage will cover a joint U.N. meeting, recording the two principal keynote speeches of special U.S. Ambassador to the Middle East Eric Johnston and NEA President John Lester Buford, feeding reports to the other four WBC stations.

SALLY SET FOR LIFE ON WMJ
SALLY STARR, conductor of the twice-daily Jamboree show on WMJ Philadelphia, has just signed what the station calls an "unprece-
dented" contract with West Side Lincoln-Mercury, Jamboree sponsor. West Side contracted for lifetime options on Miss Starr as talent for the WJMJ show, marking what the station calls a "break with tradition." The lifetime agreement was made through Benjamin Katz Agency, Philadelphia.

GLAMOUR TEAM FOR NBC SPOT
NBC SPOT SALES sent a quartet of glamorous quarterbacks into the field to promote its stations' fall football lineups. The team of New York models, dressed in abbreviated football costume, carried megaphones with promotion procedures attached which they left with clients. Producers were advised of the visit by a telegram reading: "Be on the lookout for All-American girl between 9 a.m. and 1 p.m., June 20th. She will get in a huddle with you for the latest on top lineups (penalties for holding).

NO REST FOR KFAB STAFF
KFAB Omaha newsmen may vacate station premises sometimes in the summer, but for them there's no vacation in the usual sense of the word. Ken Headrick, announcing in Fremont, Neb., June 11 turned in what KFAB says was the first report on a robbery-murder occurring on the outskirts of that town. Another KFAB newser, vacationing in Seattle June 21, got his report of an airplane collision he witnessed into the station newsroom before wire services.

LIVEUER NETWORK AFTERNOON
STARTING today (Monday), NBC-TV's week-
day afternoon schedule goes into high gear with a total of two and a half hours of live telecasting. The major change, announced last week, was made in Queen for a Day, formerly a 90-minute show expanded to 45 minutes. Queen, previously scheduled at 4:30 p.m., moves back to 4:45 p.m., replacing Date With Life (off the air), while Modern Romances shifted from 4:15-4:30 p.m. to the 15 minutes immediately following Queen. As NBC-TV's schedule read news, the network goes live at 2:30 p.m. starting with the Tennessee Ernie Ford Show, followed by the semi-
color Matinee Theatre which in turn precedes Queen.

WFAI, CBS HIT SILK
WFAI Fayetteville, N. C., and the CBS Radio Network, anxious to leave no corner of radio reporting unexplored, went into the air with the 18th Airborne Corps. of the U. S. A., Fort Bragg, N. C., via facilities of the Air Force's 464th Troop Carrier Wing, and came down with two particular stories. The choppers carried handle-talkie radios and reported thoughts and sensations during the 50 seconds it took to fall 1,200 feet to earth. WFAI recorded the report for broadcast on the network.

WDRC SALUTES CIVIC OFFICERS
WDRC Hartford, Conn., isn't waiting for local civic organizations to knock on its door. The station has inaugurated a series of air salutes honoring new officers as they are elected by each group. On election, each officer comes in for at least a two-minute congratulatory messages during the broadcast day.

ABC GETS LISTENER PROFILE
UNION sponsors and ABC Radio, as a result of a 19-market survey by Pulse Inc., now know the age, sex, socio-economic level, occupation and union membership status of listeners to Edward P. Morgan's AFL sponsored news program and John W. Vandercook's CIO newscast, both on the network daily in the evening. The nationwide survey is said to be the first of its kind.

In addition to composite ratings, total homes and listeners per home, Pulse learned that approximately 65% of both audiences are over 35 years old, 5% are teenagers and 30% be-
tween 18 and 35. Men predominate in the audiences to the extent of 55-60% of the total.

PILOTS GET CHANCE ON NBC-TV
A NEW summer series to be sponsored by Procter & Gamble Co., Cincinnati, will consist of "pilot" reels of tv film series which have never been shown to the public and many of which probably will be shown on tv in the fall or at some other time in the future, according to WJMJ. The network announced last week that the series, Sneak Preview, will occupy the time slot in which Jane Wyman's Fireside Thea-
ter (Tues. 9:9-10:0 p.m. EDT) regularly ap-
ppears. John Egan of Compton Adv., New York, is in charge of production for the summer series.

MORE MUSIC ON ABC
ABC RADIO adds nearly two hours of mood music to its weeknight schedule, beginning today (Monday). The Mon.-Fri. series, entitled Imagination-Milton Cross, will be broadcast 10:05-11:15 p.m. EDT, with five minute new subliminal music, interlaced at 10, 10:25, 10:55, 11:25 and 11:55. The starting date is one day after the network began airing its new Sunday 2 1/2 hour country music show (B+T, June 25).

'PANTOMIME' SUBS FOR 'PERSON'
AMERICAN OIL CO., through Joseph Katz Co., both Baltimore, and Time Inc., through Young & Rubicam, New York, will continue to hold the Friday night 10:30-11 p.m. spot on CBS-TV through the summer while Edward R. Murrow's Person To Person takes its summer hiatus. Replacement show is Mike Stoyke's Pantomime Quiz, starring Rocky Graziano, Carol Haney, Robert Straus, Dorothy Hart and Hans Conried.

BREAKS WITH TRADITION
WMCT (TV) Memphis, Tenn., has broken with tradition and is now telecasting live, remote station breaks. The station sets aside one day each week and sends its mobile equipment, crew and talent to a spot overlooking the Mississippi River where water, rail and bridges converge, or to the airport for station breaks from the aircraft themselves and from the weather bureau located there. Another week finds the team stationed at a point overlooking a busy street, where the cameras catch glimpses of traffic from 11 a.m. until 7 p.m. The WMCT program department is currently busy planning an itinerary for its remote station breaks which have become a regular weekly feature on the WMCT schedule.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B T)
June 21 through June 26

Incluedes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
- CP: construction permit.
- DA: directional antenna.
- ERP: effective radiated power, vhf: very-high frequency, uhf: ultra high frequency.
- d-day: D-day - National Archives.

Am-Fm Summary Through June 27

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FCC Commercial Station Authorizations
As of May 31, 1956

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Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

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Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948 to April 14, 1952 freeze on tv processing)

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1 Total 2,073 218 951 1,004
166 (32 VHF, 134 UHF) have been deleted.

FCC ANNOUNCEMENTS

New TV Stations . . .
ACTION BY FCC

St. Paul, Minn.-Twin City Area Educational Television Corp. granted vhf ch. 3 (60-66 mc); ERP 2,525 kw vis., 315 kw aud.; antenna height above average terrain 618.75 ft., above ground 582 ft. Estimated cash construction cost $750,000. Post office address St. Paul, Mn. Post office address St. Paul, Mn. Post office address St. Paul, Mn.

Applications

Salem, Ore.- Salem Television Co., vhf ch. 3 (60-66 mc); ERP 1.4 kw vis., 384 kw aud.; antenna height above average terrain 623.75 ft., above ground 264 ft. Estimated cash construction cost $63,000, first year operating cost $136,000, revenue $136,000. Post office address 301 W. 3rd St., Salem, Ore. Applicant is composed of non-stocholingual principals.

APPLICATIONS

Aberdeen, S. D.-Aberdeen Television Co., vhf ch. 2 (166-220 mc); ERP 1,000 kw vis., 1,000 kw aud.; antenna height above average terrain 204 ft., above ground 230 ft. Estimated cash construction cost $3,000. First year operating cost $6,250, revenue $6,300. Post office address 301 W. 3rd St., Aberdeen, Wy. Applicant is composed of non-stocholingual principals.

APPLICATIONS

KXGY TAKES LOSS ON CASH

TO prove it really does want to give away money on the Kosk Box show, KXYZ, Houston, Tex., sent Johnny Edwards into the streets during one broadcast to sell $5 bills for a bargain $4. Stationed on a busy street corner during the last half-hour of the 1-3 p.m. program, Mr. Edwards and aides were virtually mobbed as a dollar-happy crowd surged around them. The stunt attracted attention of the Houston Press which sent a reporter and photographer for front page coverage. ‘BAXTER TAKES FIVE’ ON CBS

Dr. Frank Baxter, professor of English at the U. of Southern California and known for his various series of tv programs on Shakespeare on CBS-owned KNXT (TV) Los Angeles, is doing a nightly capsule commentary series on CBS Radio titled Dr. Baxter Takes Five. The sustaining program is now scheduled 7:25-7:30 p.m. EDT and will be rescheduled later this month.

BIG RESPONSE FOR RALSTON

RALSTON-PURINA Co., St. Louis, need look no further for the rating of Grand Ole Opry on ABC-TV since they’ll find the magic number in an avalanche of mail pouring into the premises of WSM-TV Nashville, which originates the show. Several weeks ago, viewers were invited to write in—for 10 top prizes of a round-trip ticket to Nashville—stating what they thought of the show. Two days later the WSM-TV mailroom reported a count of 25,000 letters, by the end of the week had topped the number to 250,000. Since the program is carried live on 40 ABC-TV affiliates with 110 others carrying it on a delayed basis, WSM-TV estimated an influx of 6,000 letters from each station. By the time the names of the winners were scheduled to be read June 23, the number was about to reach the 600,000 mark. Rabston’s agency is Gardner Adv., St. Louis.

KXGJ Port Madison, Iowa; William D. McNaughton (20%), 15% owner of WKEU and 10% owner of KXGI, and F. P. McNaughton (15%), 19% owner of WCRA. Filed June 26.

PETITION

Mount Airy, N. C.—Paul E. Johnson petitions FCC to amend Sec. 3.606 of Rules by changing educational television rules so as to permit operation of a tv station on ch. 6 at Mount Airy. Filed June 22.

PETITIONS DISMISSED

WANE-TV Fort Wayne, Ind.—Petition seeking amendment of Sec. 3.606 Rules by changing educational television rules so as to permit operation of a tv station on ch. 6 at Mount Airy, dismissed at request of petitioner. Action June 22.

KOYA-TV Rapid City, S. D.—Petition seeking amendment of Sec. 3.606a of Rules to provide for re-allocation of ch. 3 from Miles City, Mont., to Glendive, Mont., or, in alternative, to delete ch. 3 from Miles City, dismissed at request of petitioner.

Existing TV Stations . . .

KVTW (TV) Colorado Springs, Colo.—Granted mod. of cp to increase ERP to 315 kw vis., 30,000 kw aud., change studio location, and waived rule to permit installation of DA. Granted June 26.

WLRC-Dabney, Pa.—FCC designated for hearing to consider oral argument application of WWRD-TV for permit to transfer control of WWRD-TV from W. Wright Esch, Adelaide B. Esch and Louis W. Esch to WWRD Inc., Inc., and Theodore Granik and William H. Cook, who protest grounds of 1. failure to show adequate public interest, convenience and necessity for granting, parties to proceeding bearing burden of proof; denial of protestants’ request for withdrawal of May 29 STA issued WWRD-TV. Action June 26.

KLSE (TV) Monroe, La.—Granted STA to operate ch. 13 in reservation in Fort June 27. Granted June 26.

WKNO (TV) Memphis, Tenn.—Granted STA to

Broadcasting • Telecasting

July 2, 1956 • Page 99
New Am Stations . . .

APPLICATIONS

Bay Minette, Ala.—Southwest Alabama Best, Co., 1190 kc, 1 kw D. Post office address % Howard B. Pill, P. O. Box 447, Griffin, Ga. Estimated construction cost $18,660, first year operating cost $46,000, revenue $56,000. Principals include Keith Moyar (67%), Haller F. L. Moyar (30%), and W. W. Barlow (3%). Granted June 21.

Dubuque, Iowa—WALI, 1390 kc, 1 kw D. Post office address 215 Matheson Dr., N. E., Dubuque, Iowa. Estimated construction cost $66,000, revenue $36,000. Principals include Wally Gates (43%), W. G. L. Gates (41%), and W. W. Barlow (21%). Granted June 21.

Claremore, Okla.—Lakes Area Best, Co., 1270 kc, 1 kw D. Post office address 304 S. 2nd St., P.O. Box 605, Okla. Estimated construction cost $46,000, first year operating cost $30,000, revenue $40,000. Principals include Erma Emerson (50%), W. W. Barlow (25%), and W. G. L. Gates (25%). Granted June 21.

Portsmouth, Va.—Seagram Best, Corp., 1270 kc, 1 kw D. Post office address 427 Bank St., Norfolk, Va. Estimated construction cost $17,600, first year operating cost $12,000, revenue $14,000. Principals include Robert S. Moore (50%), William E. Hargis (50%), and R. H. Moore (20%). Granted June 21.

Baltimore, Md.—Baltimore Broadcasting Ass'n, Inc., granted 1040 kc 250 w unl. Post office address 1400 Park Place, Baltimore, Md. Estimated construction cost $52,000, operating cost $35,000, revenue $45,000. Principals include Jack Siegel (30%), Robert S. Moore (25%), and R. H. Moore (45%). Granted June 21.

San Francisco—Tommy Williams, granted 1400 kc 100 w unl. Post office address 1350 Sutter St., San Francisco, Calif. Estimated construction cost $45,000, operating $35,000, revenue $35,000. Principals are Tommy Williams (100%). Granted June 21.

APPLICATIONS AMENDED

Pine Bluff, Ark.—Radio Pine Bluff's application seeking cp for new station to be operated on 1590 kc, 1 kw D, amended to change alt. trans. station to just north of city limits, 50 ft. east of D. D. Pine Bluff, and specify remote control point for transmitting equipment as follows: From studio location to northwest corner of the building to actually be constructed of Roosevelt and Mason Sts., Green Bay, Wis. Granted June 21.
DA) to make changes in DA pattern. Filed June 25.

WORC Worcester, Mass.—Seeks mod. of cp (which authorized increase in D power) to make changes in DA-N. Filed June 25.

KATZ-AM New York, N. Y.—Seeks cp to increase power from 1 kw to 5 kw and change from DA-N to DA-S. First time filed June 25.

KFGT Frement, Neb.—Seeks cp of license to change hours of operation from untl. to specifically specified hours 6:30 a.m. to 3:30 p.m. Filed June 21. Wilmingon, N. C.—(Call letters unassigned,) East Coast Radio Co. seeks cp of (which authorized new am) to change frequency from 750 kc to 980 kc and increase power from 500 w to 5 kw. Filed June 22.

KXLO Grand Forks, N. D.—Seeks cp to change hours of operation from specified hours to untl. Filed June 21.

WYSR Franklin, Va.—Seeks mod. of cp to change to 1430 kc and increase power from 250 w to 1 kw. Filed June 25.

APPLICATIONS AMENDED

KDAY Santa Monica, Calif.—Application seeking to increase cp to increase power from 1 kw to 5 kw and install DA-D, amended to make changes in art and ground system. Amended June 21.

WJHS Fitzgerald, Ga.—Application seeking cp to change frequency from 1560 kc to 1580 kc, increase power from 5 kw to 9 kw, and change hours of operation from untl. to D, amended to change to about 1 mile south of city limits on U. S. 221, and operate between 6 p.m. and 6 a.m.Filed June 25.

WJEF St. Paul, Minn.—Application seeking cp to install DA-D and change station location from South St. Louis St. to W. Plankton St. to change frequency from 1560 kc to 1580 kc, change power from 5 kw to 9 kw, and change studio location from 30 mile south of U. S. Hwy. #12, 3.5 miles east of St. Paul; make changes in DA system, and change ground system. Amended June 21.

New FM Stations . . .

APPLICATIONS

Storrs, Conn.—Board of Trustees of U. of Conn. granted 90.3 mc. 10 w. Post office address 62 of Conn. Storrs, Conn. Estimated construction cost $1,600, first year operating cost $4,000. Station is to be non-commercial educational operation. Granted June 20.

Evansville, Ind.—School City of Evansville granted 91.1 mc, 4.5 kw. Post office address 300 N. W. Evansville, Ind. Estimated construction cost $11,140, first year operating cost $2,900. Station is for non-commercial educational purposes. Granted June 20.

Royal Oak, Mich.—School District of Royal Oak granted 92.3 mc. Post office address 22 of James L. Mead, 160 N. Washington, Royal Oak. Estimated construction cost $4,500, first year operating cost $400. Station is for non-commercial educational purposes. Granted June 20.

APPLICATIONS

Williamstown, Mass.—The President and Trustees of Williams College, 90.1 mc., .2 kw. Post office address 757 South St., Williamstown, Mass. Estimated construction cost $2,115, first year operating cost $2,000. Station is Non-commercial educational purposes. Filed June 21.

Existing FM Stations . . .

APPLICATIONS

WBOW-FM Terre Haute, Ind.— Granted request to cancel license of fm station and delete call letters. Granted June 19.


APPLICATIONS

WBBK-FM Hillsdale, Mich.— Seeks mod. of cp (which authorized new fm) to change ERP to 7 kw. Filed June 25.

WMUB (FM) Oxford, Ohio.— Seeks cp to replace expired cp which authorized changes in licensed station. Filed June 21.

WKNA-FM Charleston, W. Va.—Seeks license to make changes to studio location from 804 Kanawha Blvd., Charleston, to Garfield Ave., Bowling W. Va. Filed June 25.

Ownership Changes . . .

APPLICATIONS


KGIL San Fernando, Calif.—Granted transfer of control to Pierce Brooks Brett, Corp, for $650,000. Principal is sole owner Pierce Brooks, and all real estate interests. Granted June 20.


WHLN Hartlyn, Ky.—Granted assignment of license to Radio Harlan Inc. Corporate change. J. Francke Jr. will be sole owner. Granted June 20.

WTCW Whitesburg, Ky.—Granted assignment of license to Folkesway Broadcasting. entert. for $80,000. Principals are Pres. William H. McDaniel (39.2%), Vice Pres. Frank Richard (28.9%), and Rank Bown (19.6%), all associated with WSM Nashville. Granted June 20.

WAAB Worcester, Mass.—Granted assignment of license to Waterman Brett, Corp., for $132,000. Principals are Pres. Bernard E. Waterman (90%), sports director at WMAY Springfield, Ill., and Edith B. Waterman (10%). Granted June 20.

WAMM Flint, Mich.—Granted transfer of control to Richard S. Carter, for $2,003. Transfer is for 25% from Ernest L. Durham. Mr. Carter will hold 90% and other partners Albert Binder and Harry J. Arrington will continue to hold 5% each. Granted June 20.

WSHU Oxford, Miss.—Granted assignment of license to Colomac Rebel Radio, Inc., for $80,000. Principals are C. H. Quick (10%), gen. manager of Ole Miss Radio station, and A. H. Quick (10%), beauty salon owner. Granted June 20.

WHNB Mineola, N. Y.—Granted assignment of license to Keynote Broadcasting System, Inc. for $116,000 for 24% of share stock of for $248,000. FM distribution and production interests price $335,000. Stockholder of United Television Inc. Granted June 20.

KFQT Frement, Neb.—Granted assignment of license to Snyder Enterprises for $38,000. Principals are John Knights, radio tv sales and repair interests and Leroy Snyder, automobile parts interests. Granted June 20.

KLYN Amarillo, Tex.—Granted assignment of license to Kaynor Brown for $20,000 plus five-year lease on land and buildings at $650 a month. Owner is Brown of owner of WPSA-WICH, Wichita Falls, Tex. 25% owner of KGCA Miami, Ohio, 60% owner of KBXW, Oklahoma City, Okla., pres.-25% owner of KBKN-AM-TV St. Joseph, Mo. 25% owner of WSMV, Nashville, Tenn., 25% owner of WBLK, and 25% owner of WCNE and keytower. Granted June 20.

WNVA Norton, Va.—Granted assignment of license to Radio Station WAPC. WAPC is Pres. R. B. Helm, (76.5%), 50% owner of WBLF, Salem, Va. and 23% owner of WCWE, Cleveland, Tenn., Vice Pres. Jack T. Helm (25%), 25% owner of WBLF, and 28% owner of WCWE and keytower. Granted June 20.

KFAN Oklahoma, Wash.—Granted assignment of cp to KITN Inc. Corporate change. Granted June 20.

WHTN-AM-FM-TV Huntington, W. Va.—Granted assignment of license to Cowles Brett, Co. for $40,000 plus assumption of $100,000 debt. Cowles is 86% owner of KRTV-AM-TV Des Moines, Iowa, is licensee of WNAV Yankeon, S. D., and is permissive of KRTN Des Moines, and KRTV Sioux City, Iowa. Granted June 20.

APPLICATIONS

WFHR Pell City, Ala.—Seeks assignment of license to St. Clair Bost, System for $15,000. Principals are John H. Haynes (35.25%), engineer at WMLW Sylacauga, Ala.; Glenn Pruitt

Continuities for July

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the summer sports scene.

July's continuity package contains 12 fifteen-minute programs featuring the sports of the Summer Season... Baseball, the Olympics, Swimming meets, along with some of the great anecdotes of the world of sports.

Your Station Program Department should be receiving this script package regularly. If it is, please write to Billy's Station Service Department for "Stories from the Sports Record."
$951,333 of $500,000. Gossett permit Transcontinent Zenoff also owns Desert Inn, who corn Lee O. and partners is 25. Cory and Joe Speidel III. Speidel- to be taken up to $100,000 to WKTW Inc for construction and operation of station. Principals include Martha Rowe Presbrey (50%), 100% owner of Rountrees-Prebrey Productions Inc; Oliver M. Presbrey (60%), and Northern Virginia Broadcasters Inc. (25%), Northern Va., operates WAM-AM-FM Arlington, Va., and is owned by Cy Blumenthal.

KURL Walla Walla, Wash.—Seeks acquisition of control of licensees corporation by Jack Reading through purchase of 60% interest from Harold C. and Estelle F. Singleton (1956), Mr. Keating will be sold owner. Filed June 25.

Hearing Cases...

Palatka, Fla.—FCC ordered that initial decision which looked toward grant of application of Baymac Inc. for new fm at 880 kc. J. W. Cooper, petitioner, and FCC continuing further review by FCC. Granted June 11.

WWBZ Vineland, N. J.—FCC granted petition by Continental Broadcasting Corp. for authority delay period of temporary operation of WWBZ for period of temporary operation of (1) on by FCC on WWBZ petition to vacate and set aside Hearing Order granted petition for new approval and to reopen record, or (2) FCC on Court of Appeals on WWBZ appeal, whichever is later. Action June 21.

Routine Roundup...

June 21 Decisions

Broadcast Actions

Actions of June 20

Following were granted renewal of licenses regulars, WMAV-FM 

WJACE Montgomery, Ala.—Seeks license to cover new frequency of 810 kc. WMAV-FM

June 21 Applications

Accepted for Filing

License to Cover CP

WCUW Cumberland, Md.—Seeks license to cover cp which authorized change in ant-trans. and station move. Action June 21.

WQED DuBois, Pa.—Seeks license to cover cp which authorized change in frequency and increase in power. Action June 21.

WEAT-TV West Palm Beach, Fla.—Seeks license to cover cp, which authorized new tv. Action June 21.

Modification of cp

KDJS The Dalles, Ore.—Seeks mod. of cp (which authorized new am) for extension of completion date. Action June 21.

Renewal of Licenses Returned

KPCA Phoenix, Ariz. (Improperly dated.) Action June 22 Decisions

Actions on Motions

By Chief Hearing Examiner D. James D. Cunningham

Hearings—Ordered that hearings will commence on application of WBNY-Walters, Inc., for extension of license. Hearing to ex- tend that it requests continuance of hearing re its cp application; on Hearing Examiner's own motion, ordered that hearing is to continue to date which will be specified by subsequent order. Action June 20.

By Hearing Examiner Elizabeth C. Smith

WEBB Baldwinsville, Md.—Ordered that prehearing conference date will be held on June 29, re am application of WEBB. Granted petition for more time. Action June 20.

WTOA Cambridge, Mass.—On oral request of counsel for Broadcast Bureau and without ob- jection by other parties, prehear- ing conference now scheduled for June 21 is con- tinued. Hearing is now rescheduled to June 25. Action June 20.

By Hearing Examiner Hugh B. Hutchison

Peters-Brewer TV Astm, Brewer Wash.—Granted motion for extension of time from June 25 to July 14 to file reply brief. Ordered hearing will be continued by Broadcast Bureau and without objections of other parties. Action June 20.

WTOA Cambridge, Mass.—Ordered that prehear- ing conference now scheduled for July 14 re hearing for new license. The hearing is rescheduled and will begin July 11. Action June 20.
JANSKY & BAILEY INC.
executive Offices
175 De Sales St., N. W. ME-8-5411
offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 4-2414
Member AFCCE*

CONSULTING
INTERNATIONAL
ommercial
ices and Laboratories
35
LYNNE MONITORING COMPANY
CONSULTING RADIO
FULL
O. BOX
COMMERCIAL RADIO
CONSULTING RADIO
JANSKY
ROBERT J.
De Sales St., N.
KENNEDY
Member AFCCE

P. H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE*

KEAR & KENNEDY
305 18th St., N. W.
Oliver 2-8520
WASHINGTON 6, D. C.
Member AFCCE*

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
4606 MONTGOMERY LANE
WASHINGTON 14, D. C.
Oliver 2-8520

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
Sutter 1-545

J. G. ROUNTREE, JR.
5622 Dyer Street
Emerson 3266
Dallas 6, Texas

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE*

A. D. RING & ASSOCIATES
30 Years Experience in Radio Engineering
Pennsylvania Bldg., Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE*

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg., National 8-7757
WASHINGTON 4, D. C.
Member AFCCE*

WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C.
Dallas, Texas
1001 Conn. Ave., N. W.
Member AFCCE*

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6464
Washington 5, D. C.
Member AFCCE*

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W.
Phone Emerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2934
Member AFCCE*

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
Handerson 2-3177
Member AFCCE*

LOWELL R. WRIGHT
Aeronautical Consultant
serving the radio & tv industry on aeronautical problems created
by antenna towers
Munsey Bldg., Wash. 4, D. C.
District 7-1740
(nighttime—telephone Herndon, Va. 114)

A. E. TOWNE ASSOC'S, INC.
TELEVISION & RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVIOE FOR AM-FM-TV
2502 Decatur St., N. W.
Washington, D. C.
Member AFCCE*

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curriculas
2224 14th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineer-ine home study and residence courses.
Write for free Catalog, specialty course.

COMMERCIAL RADIO ENGINEERING INSTITUTE
2224 14th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineer-ine home study and residence courses.
Write for free Catalog, specialty 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

July 2, 1956 • Page 103
HELP WANTED CALIFORNIA RADIO TV STATION

VHF Network TV Station and Radio Station—Commercial operation needs help immediately in all departments, located in ideal small market on California coast. Outstanding organization, room for advancement. These newest openings were brought about by our extensive expansion. Send photo, complete details to:

Box 997G, B-T

HELP WANTED—COMMERCIAL

CALIFORNIA

VHF Network TV Station and Radio Station—Commercial operation needs help immediately in all departments, located in ideal small market on California coast. Outstanding organization, room for advancement. These newest openings were brought about by our extensive expansion. Send photo, complete details to:

Box 997G, B-T
**RADIO**

**Help Wanted—(Cont'd)**

**Announcers**

**Opening:** July 13th for announcer, strong on news and commercials. Independent 500 watt all-news station. Must be well equipped in all-around studio work. Good starting salary commensurate with ability. We want steady, qualified announcer. Send tape, photo and letter to WRDW Radio, Augusta, Georgia.

**Wanted:** Experienced announcer. Must be family man. Job permanent to right person. Send complete resume, tape and salary requirements first letter. WLMT, Dublin, Georgia.

**Top calibre announcer wanted by 5000 watt CBS radio-television affiliate in metropolitan southeastern market. Must be well equipped in all-around studio work. Good starting salary commensurate with ability. We want steady, qualified announcer. Send tape, photo and letter to WRDW Radio, Augusta, Georgia.**

**Announcer with first class license for new music news station. WHXJ, Sheboygan, Wisconsin.**

**First class engineer, with emphasis on announcing, excellent opportunity for advancement. Send audition tape to: Skyline Network, Box 363, Tupelo, Mississippi.**

**Technical**

**Engineer, with first class phone for 50 watt radio and/or maximum power VHF with color. Contact Box 874G, B-T.**

**First class chief engineer: Maintenance and improvement, first requirement. Mobile and stationary remote work optional. Air work fine but secondary. Salary above average. Box 860G, B-T.**

**Combo man with first class license. Permanent job with clean operation. Salary $85 to $100, Box 868G, B-T.**

**Chief engineer-announcer capable putting new California station into full time commercial or am. Must be good. Box 972G, B-T.**

**Chief engineer—announcer for southern 250. Excellent working conditions. Present chief with us 10 years. Must know engineering and furnish best of references. Salary open. Drunks or floaters don’t apply. Box 855G, B-T.**

**Engineer, first phone: Manage Washington, D. C. independent. Experienced only. Box 966G, B-T.**

**Chief engineer with directional array experience for 5 kw fulltime day time job in Texas independent. Very few hours required on board. Mostly studio work. Excellent maintenance. Good starting salary, hospitalization, Christmas bonus and merit raises. Full details first letter. Box 998G, B-T.**

**Chief announcer for 250 watt daytime. Must be strong on announcing. $85 for 48 hours to go on Rush picture, tape and details. Box 954G, B-T.**

**Chief engineer, prefer man who can announce, permanent position, KGEF, Pueblo, Colorado.**

**Wanted engineer with 1st class FCC license. Ability to learn, helpful but not essential. Above average pay. KVWO Radio. Daytime Network, 3 shifts. Box 906, Cheyenne, Wyoming.**

**Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.**

**First class engineer-announcer capable of maintenance. Can be local Newman if 1st. Contact Manager, WDLC, Port Jervis, New York. Phone: 2-2205.**

**1st class ticket. Announcing chores optional. Beautiful home for family. Need immediately. Call or send resume with salary requirement. WESG, Southbridge, Mass.**

**Immediate opening 1st phone engineers. Contact Frank Leunihan, WGCM-AM-FM-TV, Channel 10, NBC-ABC, Quincy, Illinois.**

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**RADIO**

**Help Wanted—(Cont'd)**

**Transmitter operator. Any inquiries may be directed to the attention of W. H. Malone, Radio Station WQWF, Wilson, N. C.**

**Wanted: Radio engineer: first class radio-telephone license; strong on maintenance, No op- portunities for announcer. Box 905, Radio Station WHBV, 1 East Main Street, River- head, Long Island, N. Y.**

**Program-Production, Others**

**Program director-announcer with good voice and realistic programming ability. Must be creative and able to develop programs with sell appeal — based on news, music and local public serv. Send complete details. This is a small market operation that's successful. Tell us what you'll work for. Box 985G, B-T.**

**Weekly wage for production man for all sales, production and promotion. Box 985G, B-T.**

**Wanted: Combo program director and sports announcer. Fulltime station in midwest extremely heavy sports skid. Must know programming and be good at play-by-play, all sports normally carried by high school, plus heavy baseball. Send all tapes and info to Box 985G, B-T.**

**Stringers wanted. Europe, Far East, Middle East, Latin America, South America, Europe, any- where in northeast). DJ, board, write Box 979G, B-T.**

**Announcer, VAS, 900 watt, must be good voice, with emphasis on selling. Average day man, low on experience, two years. Must have steady, definite, comfortable future. Box 980G, B-T.**

**Salesmen**

**Manager**

**Manager—strong on sales, good programming, efficient operation. Mature man of long experience. Good character and references. Prefer salary and percentage. Box 849G, B-T.**

**Salesman—good sales position—radio-television experienced. Excellent record. References from present and former employers. Box 941G, B-T.**

**Experienced, mature manager can improve your profit and business situation. Many proven sale- able ideas for successful work. Mature family man. Box 947G, B-T.**

**Combination-manager, sales, program, copy, announce—small market. Married—experienced—employed—permanent desire. Box 852G, B-T.**


**Salaries**

**Salesman, announcer-salesman, ten years sales experience, two years radio, college, married, family. Prefer south. Permanent connection. Box 940G, B-T.**

**Announcers**

**Salary manager, 38, strong on radio and tv sales, promotion, production, knowledgeable of future. Salary plus incentive. Veteran, family stable. Resume and references. Box 983G, B-T.**

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**RADIO**

**Help Wanted—(Cont'd)**

**WANTED: Radio engineer, first class radio-telephone license; strong on maintenance. No opportunities for announcer. Box 985G, B-T.**

**Program Director-Announcer with good voice and realistic programming ability. Must be creative and able to develop programs with sell appeal — based on news, music and local public service. Send complete details. This is a small market operation that’s successful. Tell us what you’ll work for. Box 985G, B-T.**

**OAL FRIDAY, Practical woman broadcaster to handle continuity and do some air work. 1 kw daytimer in small market. Box 989G, B-T.**

**WANTED: Combo program director and sports announcer. Fulltime station in midwest extremely heavy sports skid. Must know programming and be good at play-by-play, all sports normally carried by high school, plus heavy baseball. Send all tapes and info to Box 985G, B-T.**

**Stringers wanted. Europe, Far East, Middle East, Latin America, South America, Europe, anywhere in northeast). DJ, board, write Box 979G, B-T.**

**Top announcer on 5 kw, CBS station desires to relocate. Prefer deep south but all offers will be considered. Some experience in tv. Box 986G, B-T.**

**Experienced staff announcer, two years, desires to relocate to permanent position, strong news, commercial and advertising. Dependable, good references, third ticket. Box 980G, B-T.**

**Experienced announcer, versatile. DJ, smooth commercial delivery. Immediately available. Tape. Box 982G, B-T.**

**Commercial DJ, staff, some experience, strong in news, sports board, excellent references, tape available. Box 986G, B-T.**

**Negro announcer, disc jockey, college, radio school, continuity writer, light experience, tape available. Box 987G, B-T.**


**Recent graduate Midwestern Broadcasting School. Age 24, single, veteran. Interested in all phases of radio. Experience, not wages, prime factor. Box 989G, B-T.**

**Young announcer—recently working midwest station. Strong DJ, news. Prefer N. E. $70-$75, Box 990G, B-T.**

**Reliable, vigorous staff announcer, 12 months experience. 3rd class ticket. Box 992G, B-T.**

(Continued on next page)

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**WDSU Radio is looking for experienced record personalities interested in good radio operation. Offering top salaries in South for brisk, bright, friendly personalities—No Comedians! Send tape, photo, background data to**

Hall Fredericks, WDSU Radio
520 Royal Street, New Orleans 16, La.
RADIO

Situations Wanted—(Cont'd)

Announcers


Staff and sports announcer. 20 months experience. Strong on news, commercials, music and play-by-play. Control board. Third ticket. Write: Glenn Martin, 1968 North Market Street, Frederick, Maryland.


Announcer: 6 months staff experience, includes play-by-play, single, vet. 24, reliable, no desire to float. Contact Frank Smith, Shelter Island, New York. Phone 9-0162N.

Technical


Engineer, first phone, 4 year am, 5 months uhf. Experience as chief 1 kw am. Some announcing. Present position temporary. Desires permanent position near home on Florida west coast. Box 946G, B-T.

First phone engineers available immediately. Grantham School of Electronics, 821 19th Street, N. W., Washington, D. C.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Experienced program director ... eleven years radio, four years PD. Desires change from metropolitan east coast station to southern California. Box 976G, B-T.

TELEVISION

Help Wanted—(Cont'd)

Managerial

Successful vhf television station in non-competitive market of smaller size in far west has immediate opening for aggressive local sales manager. Salary commensurate with ability to produce. Our previous managers have all been promoted. Must have all details and proof of ability in first letter. Box 985G, B-T.

Executive and staff positions. Expanding multiple ownership group operating radio and television stations in major and secondary markets interested in reviewing applications immediately for all executive and staff positions. Box 985G, B-T.

Salesmen

Tv time salesman wanted: Must be experienced in tv or radio time selling. With fastest growing station in major western market. Liberal draw against commission. Box 996G, B-T.

Television salesman, ABC affiliate—vhf—good market—desire minimum 3 years in radio or television. Good weekly guarantee—excellent commission arrangement. Send resume, full details, first letter to Robert C. Miller, Sales Manager, KCRG-TV, Cedar Rapids, Iowa.

Announcers

Announcers needed for new southeast vhf television station. Please send tape, photo and information. Write Box 996G, B-T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Assistant chief engineer in charge of television wanted by major southwestern vhf, prior experience. Must be able to produce. With complete equipment and set up. Reply Box 996G, B-T.

Transmitter operator experienced in operation, maintenance, and trouble-shooting on RCA TT-16A. Transmitter located near the coast at Corpus Christi, Texas. Apply Chief Engineer, KRIS-TV.

California VHF network small market tv stations need qualified experienced tv-radio engineers with first class tickets—operation and maintenance due to expansion program. Prefer versatile men who like smaller towns and stations. Include photo and complete resume of all experience, education and training. Also complete list of references first letter. Address Bill Hargan, Chief Engineer, KSBW-TV, P. O. Box 169, Salinas, California.

Engineer for position of assistant chief with progressive 100 kw vhf. Must be capable of performing all operational and maintenance duties. Contact Chief Engineer, WJBF-TV, Atlanta, Ga.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 859G, B-T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newcast experience helpful. State salary requirements with resume. Box 859G, B-T.

Key midwest vhf tv station wants outstanding producer-director. Must be experienced, creative and imaginative. Salary commensurate with ability. Must have at least two years experience. Photo and resume in advance to try new ideas and new approaches to production. Photo and detailed background necessary. Box 859G, B-T.

EXAMPLE—PRACTICAL TV TRAINING

NRTS STUDENTS DO REMOTE FROM MOVIE PREMIERE IN HOLLYWOOD

This is a typical example of the practicality of ALL Northwest training. These Hollywood students are actually doing a live remote from a recent movie premiere. All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For top TV people call John Birrel, Employment Counselor.

NORTHWEST RADIO & TELEVISION SCHOOL

Hollywood, California

1440 North Highland

Chicago, Illinois

340 North Michigan Avenue

Washington, D. C.

1637 K Street, N. W.

Broadcasting • Telecasting

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TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Producer—medium market operation, southwest, excellent opportunity for man who can organize small staff. Network affiliate. Box 966G, B-T.

Situations Wanted

Managerial

Salesmanship, showmanship, profit. Veteran of 12 years radio-TV sales, production, seeking permanent connection as tv station manager or assistant manager. Know-how, energy, enthusiasm means a shirt-sleeves leader who gets things done. Excellent opportunity in competitive city, top 50 markets. Box 953G, B-T.

Technical

Looking for C.E. who has spent past three years observing economical operation and produce, provide full authority given? Can you pay minimum attention to C.E. duties? Call for interesting opportunity. Box 945C, B-T.

Programming-Production, Others

Director-producer, 11 years experience with major networks, executive producer. Tomahawk, local film news and networks. Knowledge of switching and producing commercials, live or recorded. Box 945C, B-T.


FOR SALE

Stations

Well-established fm station with good background music must be sold. Located on West Coast, Expansion extensive but owner lacks capital. Box 966G, B-T.

Owner of CP for new em station cannot give personal attention. RCA or network preferred. Owner wants to get out of business. Frequency available to interested parties. Will pay for all licenses and experience. Contact Mr. M. Burleson, WTIG, Washington, D. C.

Commercial crystal! And new replacement broadcast crystals for Western Electric, RCA holders. Conceived frequencies. Crystal re-grinding etc. Reasonable prices, fast delivery. Box 1019.

Tower—500 feet, Blaw Knox H-40, self supporter, erected two years. Tower Repair & Maintenance Services. Route 22, Box No. 2713, Menomonie, Wis. Phone 2941.

WANTED TO BUY

Stations

Will buy station or CP down in Georgia or north Florida for perfect purchase. Price will be treated confidentially. Box 885G, B-T.

Exclusive brokerage service. Permanent offices in Texas and Oklahoma. Ralph Erwin, Broker, 1463 South Trenton, Tulsa.

FOR SALE

Stations

Midwestern 250w fulltimer in larger market crossing about 75,000 people, times $22,000—balance money cash. See John Hanly.

Eastern state 1kw daytime indie. Studio and transmitter on 415 acres of company owned land. Ruling $4,500 per month. Operating cost about $3,000 per month. Operating in black for past five years. Asking $60,000—all cash. See John Hanly.

Information on many other excellent properties, from Maine to Florida, 8 available for inspection by qualified buyers. Complete, and confidential service offered to owners and operators. Just write—John Hanly, J. L. Stol & Assoc., 324 W. Street, Building 1737 De Sales Street, N. W., Washington, D. C.

Equipment

485 ft. self-supporting heavy duty tower, lighting equipment and WE cloverleaf antenna. 3.5 power gain. Sell complete or separate. Box 957G, B-T.

1kw composite transmitter, replaced May 12th, 1956. Best offer, KQLO, Reno.

RCA BTA 25FL transmitter in excellent condition. Spare tubes. All reasonable offers considered. Contact Harry McAdams, KWEW, Hobbs, New Mexico.

Staick Hofman minitape—new battery, new motor and battery charger, almost like new—best offer, WADN, Newport, R. I.

250 watt, Western Electric am transmitter. Excellent condition. Increasing power and will sell for $1,900, F.O.B. station. W. H. Guest, Jr., WMPF, Pascoag, Massachusetts.


Commercial crystal! And new or replacement broadcast crystals for Bulley, Western Electric. RCA holders. Conceived frequencies. Crystal re-grinding etc. Reasonable prices, fast delivery. Also station am monitor service. Over 20 years in the business! Ridson Electronic Company, Temple, Texam.

Tower—500 feet, Blaw Knox H-40, self supporter, erected two years. Tower Repair & Maintenance Service. Route 22, Box No. 2713, Menomonie, Wis. Phone 2941.

WANTED TO BUY

Stations

All accounts services by the broker personally. Ralph Erwin, Broker, 1463 South Trenton, Tulsa, Okla.

Licensed in every state served. Texas, Oklahoma, Colorado, Arkansas, Missouri, Kansas. Ralph Erwin, Broker, 1463 South Trenton, Tulsa, Cherokee 3-2944.

Equipment

Wanted to buy: 1 used 16mm television film projector, RCA or Extron. Must be in top condition. Contact Bill Hargan, Chief Engineer, KSFW-TV, P. O. 1651, Salinas, California.

B-T.

FOR SALE

Stations

FOR SALE

Stations

WANTED TO BUY

Stations

All accounts services by the broker personally. Ralph Erwin, Broker, 1463 South Trenton, Tulsa, Okla.

Licensed in every state served. Texas, Oklahoma, Colorado, Arkansas, Missouri, Kansas. Ralph Erwin, Broker, 1463 South Trenton, Tulsa, Cherokee 3-2944.

Equipment

Wanted to buy: 1 used 16mm television film projector, RCA or Extron. Must be in top condition. Contact Bill Hargan, Chief Engineer, KSFW-TV, P. O. 1651, Salinas, California.

B-T.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 1315 Street, N. W., Washington, D. C.


BIG FUTURE IN RADIO

Help Wanted

Salesmen

CALIFORNIA CALLING YOU? If you’re a hard-hitting salesman with successful direct sales experience and want to associate with a top, independent, Southern California radio station in a major market, write complete resume in confidence.

Box 92/6G, B-T.

NOEMAC Seeking Top Disc Jockeys

Noemac disc jockeys, in Dallas, Milwaukee, San Antonio, El Paso, Atlanta, Monroe and New Orleans, have been and are being promoted to key executive positions. If you’re a top disc jockey with a fine voice, a “different” style or gimmicks, and want to find a future with America’s largest group of independent radio stations, send audition tape to:

Gordon McLendon
2104 Jackson St.
Dallas, Texas

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RADIO
Help Wanted—(Cont’d)

Announcers

ARE YOU THIS MAN?
The man we are looking for is currently the Sales Manager or Assistant Manager of a small radio station. He’s now looking to take over the number one spot in a small Midwest community. He’s married, full of ideas, energetic and very sales minded. He’d be happy working with owners who know radio thoroughly and who want to build a management team for several radio properties. He works well with people and has a warm and friendly “small town” personality. If you are this man tell us about yourself, your experience, salary and references. Let’s have the facts as little fantasy as possible.
Box 916G, BfT

DISC-JOCKEYS LOUISIANA
Performers with a Capital P
We need performers who can keep a top rating—
Employ gimmicks—Inject personality—
- Produce an entertaining show—and
- Sound alive on the air. You will be with a
- Sharp music and news operation. Send tape, photo and brief history to Box 594-
- Louisiana.

CAN YOU QUALIFY?
Aggressive 10 Kilowatt full time radio dropping network for independent format. Adding to staff which makes great opportunity for personalities who can deliver as a DJ not just an announcer.
Tell us all about yourself including experience, age, money, marital status with a complete audition tape that samples Dee Jaying—News—Commercials. Write Jim O’Neill, P. O. Box 1402, Wichita, Kansas.

Auditions being held for top notch all around staff announcer. Excellent opportunity with leading aggressive CBS station in Palm Springs, California. Experience in console operation and quality commercial delivery a necessity. Apply in person for audition in Palm Springs, La Fonda Hotel Sunday, July 8, starting at 2 P.M.

Technical

WANTED
Chief Engineer
Directional Antenna Experience New Station. Top Job For Right Man Send Complete Resume and picture. WRRB Inc. P. O. Box 91 Mt. Clemens, Mich.

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RADIO
Situations Wanted
Announcers

"ANNOUNCER" FOR HIRE
Top man, with excellent selling voice and know how—available to give your station “another voice” at fraction of cost of regular employees—also social security, no “paid va-
cations”, never late sick.
He is your tape voices for commercials. Get new accounts with this new voice. Different voices available for competitive accounts. Inexpensive service for local stations. Min-
imum cost is mostly order for 13 spots at $1 each, plus $1 handling and mailing charge.
E. L. Rodslicer, Producer, Irving (Dallas), Texas.

TELEVISION
Help Wanted
Technical

KERO-TV
1420 Truxtun Avenue
Bakersfield, California

STUDIO SUPERVISOR
Need engineer capable assuming duties studio supervisor—strong maintenance background RCA equipment. Permanent position aggressive VHF STN. Provide resume training, experience references, availability to Director Engineering.

California Opportunity
- Studio Technical Supervisor
- Studio Technician
- Wire immediately
KVIP Redding, Calif.

FOR SALE
Equipment

TOWERS
RADIO-TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

WANTED TO BUY
Equipment

FM TRANSMITTER
3 to 10 kw, complete, for cash.
Send all details, condition and price. Box 624G, BfT.

FOR THE RECORD
(Continues from page 102)

WAZL-FM Hazleton, Pa.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.
WGJ-TV Portland, Ore.—Seeks mod. of cp for extension of completion date.
WTVQ (TV) Pittsburgh, Pa.—Seeks mod. of cp for extension of completion date.
WKJ-TV-Pittsburgh, Pa.—Seeks mod. of cp for extension of completion date.
WACA-TV Camden, S. C.—Seeks mod. of cp for extension of completion date.
KNUZ-TV Houston, Tex.—Seeks mod. of cp for extension of completion date.
WOKK-TV Washington, D. C.—Seeks mod. of cp for extension of completion date.
KEPR-TV Pasco, Wash.—Seeks mod. of cp for extension of completion date.
KIMA-TV Yakima, Wash.—Seeks mod. of cp for extension of completion date.
WAGA-FM Atlanta, Ga.—Seeks license to cover cp which authorized changes in licensed station.
KBRA-FM Pittsburgh, Pa.—Seeks license to cover cp which authorized changes in licensed station.
Renewal of Licenses
Kgas Carthage, Tex.; KMCO Conroe, Tex.; KJOL Fort Worth, Tex.; KVMM Montahans, Tex.; WWHR (FM) Muncie, Ind.
Renewal of Licenses Returned
KTXJ Jasper, Tex. (Signed by Gen. Mgr.;) KRGC (FM) Colorado Springs, Colo. (Improperly filed.)

June 26 Decisions
BROADCAST ACTIONS
By the Broadcast Bureau
Actions of June 22
WGBBFreeport, N. Y.—Granted authority to operate trans. by remote control from 44 S. Grove St.
KHUM Eureka, Calif.—Granted license covering change of facilities, including A-A-N and change trans. location.
WFXK0 Colmar, Pa.—Granted license to cover cp which authorized P-A-N and charge trans. and studio license.
WSL Eminence, Ky.—Granted license for am station.
KHIL Fort Lupton, Colo.—Granted license for am station.
WRDL Lanett, Ala.—Granted license to cover cp to replace expired cp which authorized changes in ant. system.
WBIF Fernandina Beach, Fla.—Granted license

SERVICES

ANNOUNCEMENT
Laurence News Features proudly an-
nounces three of their top news and
music stations are the latest outlets to
engage our corps of foreign correspond-
ents.
Ksek—Pittsburg, Kansas
KVMA—Magnolia. Ark.
WHBI—Newark, N. J.

These enterprising stations will begin broadcasting exclusive air-expressed tape reports and interviews from the news-capitals of the world by their own foreign correspondents Sept. 1. All broadcasts are personalized with station call letters and sponsor ID’s . . . for full information and audition tape, pro-
duced especially for your station, write.

Laurence News Features, Inc.
Washington Bureau
Burlington Hotel
Washington, D. C.

INSTRUCTION

BROADCASTING • TELECASTING

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.

Reservations Necessary All Classes—
Over 1700 Successful Students
By Hearing Examiners

James D. Cunningham and Herbert Sharman

WNKN-TV New Britain, Conn.—Upon oral request of WNKN-TV New Haven, Conn., and with consent of other parties in proceeding re applications for mod. of cp of station WNKN-TV and for transfer of control from Julian Gros, et al., to NBC, continued hearing conference, scheduled for June 22 indefinitely and to date to be fixed by subsequent order. Action June 21.

By Hearing Examiner Herbert Sharman

WEXL Royal Oak, Mich.—Upon oral request of counsel for station WEXL and with consent of counsel for applicants Paul A. Brandt, West Mich., and Livingston Best, Co., Howell, Mich., ordered that prehearing conference scheduled for July 6 is continued to July 18 at 2:00 p.m. Action June 26.

By Hearing Examiner Basil F. Cooper

News On The Air Inc., Port Clinton, Ohio—Granted June 20 pleading request that date presently specified for exchange of certain exhibits be changed from June 21 to July 30, and date for further prehearing conference is changed from July 9 to Sept. 20. Action June 21.

Fremont, Calif.—Pursuant to agreement reached at June 6 evidentiary hearing, ordered that reissued Exhibit 1 and affidavit clarifying certain testimony submitted by behalf of applicant, L. L. Golden, Fremont, are received in evidence and record is closed. Action June 22.

By Hearing Examiner Hugh B. Hutchinson

Enitlast, Wash.—Granted motion filed June 18 by counsel for Commission for extension of time to and including June 21 to file proposed findings of fact and conclusions in matter of cease and desist order to be directed against EAO-TV Co., Entitat. Action June 21.

By Hearing Examiners Hugh B. Hutchinson and Jay A. Kyle

Niles, Mich.—Pursuant to prehearing conference held June 13 with counsel in proceeding re applications of Voice of Berrien County, Niles, and Lake Broadcasters, St. Joseph, Mich., ordered that exchange of exhibits will be accomplished not later than Sept. 5, and that hearing is continued from July 16 to Sept. 10. Action June 22.

By Hearing Examiner Har. r. Gifford Irion

KIVA Yuma, Ariz.—Denied petition for indefinite continuance of hearing scheduled to commence on June 25 in ch. 13 proceeding, Yuma.

UPCOMING

JULY

July 10: Two overall advertiser-agency tv presentation, Coconut Grove, Hollywood.


AUGUST


SEPTEMBER


OCTOBER


Oct. 8-10: Central Region AAA Meeting, Hotel Blackstone, Chicago.

Oct. 7-10: Western Region AAA Meeting, Hotel Del Coronado, Coronado, Calif.

Is It A Crime To Be Honest?

TEN Philadelphia radio stations are under federal indictment for agreeing to adhere to sound business practices. If that sounds screwy, don't blame us. Blame the Sherman Antitrust Act.

The stations, all members of the Philadelphia Radio and Television Broadcasters Assn., were indicted for allegedly agreeing not to deviate from their published rate cards.

The government cannot object, of course, to any station's unilateral decision to stick by its published prices. But a joint agreement among several stations to do so is a violation of the law—even though each station individually set their own rates. Or at least that is the contention of the U. S. attorney general.

In Philadelphia we have a good example of how well-meaning businessmen can be ambushed by legal technicalities while on route to a perfectly lawful objective.

Like good radio broadcasters everywhere, the Philadelphians were trying to sell advertising as though it were a desirable commodity, not distress merchandise to be unloaded at panic prices. The mistake of the Philadelphia stations—if indeed they made one—was to picture vested front in defense of their rate cards.

It is altogether probable that some advertisers may seek to use the Philadelphia indictment as an argument against the maintenance of rates. If so, we fervently hope that broadcasters will not be misled.

The grand jury's indictment in no way pertains to the practice of dealing openly and honestly and at card rates. It was aimed solely at the alleged agreement among several broadcasters.

The "Seventh" Report & Order

The least that can be said for the FCC's tv allocations "report and order" of last week is that the Commission did the best it could with what it thought it had. The most: that it is a first, if somewhat hesitant, step in attempting to meet the critically dangerous "economy of scarcity" issue in television allocations.

What the FCC majority has done will be damned or praised, depending upon how applicants and competitors are affected. Those are normal reflexes. Anyone adversely affected will regard the FCC's action as cruel and inhuman. The FCC, however, will argue that it must look at the public and what will do the greatest good for the greatest number.

The FCC has Congress breathing down its neck. No action could have produced an effort by Congress itself to try its inept hand at allocating. That much may have been averted.

There are many aspects of the FCC's overall action that appear strange indeed. For example, the open invitation to other non-broadcast services to come in and bid for vhf spectrum space. And the proposed assignment of two vhf's to non-commercial educational where they will do the least good for the smallest number, if they're ever used at all. Or the incongruity of pulling a couple of vhf assignments out of the table of allocations with no apparent places to go.

But what the majority did was the minimum step it felt it could take in applying "uniform criteria" to all areas. It seems to have missed here too. It should be remembered, however, that nothing yet is final; that this is proposed rule-making. Those "comments" the FCC requests will practically inundate its staff, we predict.

The long-range project looking toward a Utopian all-vhf tv world, is wishful at this writing. It probably won't be acted upon by any member of this Commission. It is years away. In the interim it is to be hoped that scientific genius will come up with developments that will make this all-vhf program feasible.

There's the other side of the coin. The short range "interim" action, which could bring 13 cases of deintermixture, has to commend it the recognition that separations and standards will be maintained, avoiding indiscriminate drop-ins that could demoralize existing service. Of equal significance is the recognition that there must be uhf if the scarcity enigma and all the evils it portends are to be dispelled. That should trump the hands of those who espouse public utility rate regulation, including Sen. John W. Bricker (R-Ohio).

We question whether all or even most of the proposed changes in this initial batch of deintermixtures will occur. All parties will get their day in court. Nearly all the cases came by split votes. A swing of a vote might be sufficient to change the picture. And a new commissioner (T. A. M. Craven who succeeds E. M. Webster) will be in on them.

Last week's action was an about-face for the majority which acted last Nov. 10 for "one-shot" rule-making, now superseded. Comrs. Hyde and Bartley held out then, but for somewhat different reasons. A couple of weeks ago the sentiment was for wholesale drop-ins, with uhf all but abandoned. The new action, whatever the evident short-comings, rejects down-grading and recognizes uhf in tv's future. This is a combination of the original thinking of Mr. Hyde combined with the crash program for uhf espoused by Chairman McConnaughey.

The FCC majority tried to look at the whole broad picture. Some people are hurt; others helped. These are penalties of all risk businesses, and broadcasting is peculiarly sensitive because the most precious asset—the license—is subject to emissions and commissions of government.

Two Communicators

The "engineering guard" on the FCC changes this week. Comr. E. M. Webster ends his distinguished nine-year tenure as a member of that agency. He turns over mythical command as watchdog of the megacycles and the kilowatts to his old friend and colleague, T. A. M. Craven, who moves in where he left off 12 years ago.

Comr. Websterretires from the FCC at 67, but it's our guess he won't retire as an active, vibrant personality in communications. He tried to retire several times from the Coast Guard but was called back to active duty, winding up as a commodore, whereupon he promptly became a private communicator, and then accepted a call back to the FCC.

Comr. Craven, at 63, is young for his years. He served his country as a naval officer, and has been in on allocations since his junior lieutenant days in the 20's. He will fit in admirably on those specialized assignments handled by his predecessor.

Comr. Webster is an expert in international communications. He is highly respected by foreign communications administrations. He is a diplomat-engineer. In his "quasi-retirement" we are certain he will have opportunities to serve his government again and again on special missions in the sensitive and important field of international communications.
in a red-hot sports town

"SPORTS PAGE"

is a "grand-slammer" in sales!

Here's the fellow who's earned the confidence of the Baltimore sports fan. He's Joe Croghan, our Radio and TV Sports Editor. Joe's "SPORTS PAGE" has a tremendous following of avid sports fans, eager for the early evening run-down... with facts, unbiased commenting, and interviews with sports personalities. It's the third leg of our powerful News-Weather-Sports presentation at 6:45 p.m. with news and sports sponsored respectively by American Beer and Shell Oil Co.

"SPORTS PAGE" is now available for sponsorship—Monday thru Friday 6:50 to 7:00 p.m.—and it's a terrific opportunity!

WE'LL TALK TO YOU IN TERMS OF RESULTS

Nationally Represented by Edward Petry Co.
16% more viewers per rating point!

The dominant station serving Richmond, Petersburg and Central Virginia

| WXEX-TV | Number of TV homes in Grade B area | Station B | 205,000 |
|         |                                  | Station C | 174,800 |

TV homes per rating point projected to Grade B area

- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a bonus of better than 2 TV homes with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers 58.3 more TV homes than does Station B.

Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D.C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

WXEX-TV

NBC BASIC—CHANNEL 8

Tom Tinsley, President
Irvin G. Abeloff, Vice Pres.