16% more viewers per rating point!

The dominant station serving Richmond, Petersburg and Central Virginia

**WXEX-TV**

- 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.

**STATION B**
- Number of TV homes in Grade B area: 175,400
- TV homes per rating point projected to Grade B area: 1,754

**STATION C**
- Number of TV homes in Grade B area: 174,800
- TV homes per rating point projected to Grade B area: 1,748

**WXEX-TV**

Tom Tinsley, President
Irvin G. Abelloff, Vice Pres.


**Two Years to Color for Agencies—C&W**

**Radio Spot Billings Well Above 1955**

**Broadcasters Doubt CC Plan Workable**

**C Pays $16,000,000 for Baseball Rights**
Coverage

Thousands of square miles—190 counties in 5 states—2 1/4 million
people—660,950 families with radios, 98% penetration—and
most of those radios, most of the time, are tuned to

WNAX-570

the most effective and economical media buy to cover all of rich Big Aggie Land* where
TV means 'Taint Visible—one of the more important markets in the U. S.; ranks 6th in
effective buying power. Call your Katz man.

(All right, so we can't spell. But a lot of people with a lot of money
to spend sure listen to our radio station—and buy accordingly.)

* BIG AGGIE LAND

WNAX-570 • YANKTON, SOUTH DAKOTA

CBS Radio. A Cowles Station. Under the same management as KVTY,
Channel 9, Sioux City, Iowa. Don D. Sullivan, Advertising Director.
TERRE HAUTE is the 69th TV MARKET!

WTHI-TV
CHANNEL 10
Terre Haute, Ind.

You can obtain more information from THE BOLLING CO., New York and Chicago

* CBS REPORT TO FCC, DEC. 1955
Among the television markets foremost in the manufacture of food and kindred products, the Channel 8 Multi-City Market ranks sixteenth, based on production figures for America's top 100 counties (SALES MANAGEMENT "Survey of Buying Power" — May 10, 1956). Food manufacturing is just one of the many widely diversified industries which make the WGAL-TV Channel 8 market of first importance in your advertising planning.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the MEEKER company, inc.
New York
Chicago
Los Angeles
San Francisco

Page 4 • July 9, 1956
PLOT THICKENS • Philadelphia federal grand jury has added executives of RKO Teleradio Pictures Inc. to list of witnesses in its investigation of NBC-Westinghouse station exchanges [B&T, July 2, June 23]. Jury subpoenaed RKO Teleradio for information regarding reported conversations with NBC to acquire 'Teleradio's WNAC-TV Boston.

MEANWHILE NBC-RCA executives were said to be under order to appear before same grand jury this week. Those on list were said to be Brig. Gen. David Sarnoff, RCA chairman; Robert W. Sarnoff, NBC president; Joseph Heffernan and Charles R. Denny, NBC vice presidents.

ACTORS IN OWNERSHIP • Transcontinent Television Corp., which recently acquired WSV-A-AM-TV Harrisonburg, Va., and awaits FCC approval of its application for WHAM-AM-TV Rochester, N.Y., from General Dynamics Corp. for $5 million, is about to acquire show business glamour in its corporate structure. Robert Montgomery, who doubles as President Eisenhower's tv coach, Franchot Tone, whose father is senior vice president of Carborundum Co. of Niagara Falls, and Ray Bolger, Hollywood-Broadway personality, are in process of becoming majority investors in Transcontinent, which plans to expand its tv holdings. President and operating head of Transcontinent is David C. Moore, (for ownership, see B&T, April 2).

DEED IS DONE • Formal contract was signed in New York Friday whereby Crowell-Collier Pub. Co. acquires KFWB Hollywood from Harry Maizlish for stock, cash and notes amounting to about $2,350,000, highest price on record for regional outlet. Paul Smith signed as president of newly formed KFWB Broadcasting Corp., with Mr. Maizlish to become vice president of Crowell-Collier upon FCC approval of transaction, for which application will be filed this week. (See story, page 58.)

SUBSCRIPTION TELEVISION interests aren't happy about NBC's purchase of five-year rights to World Series and All-Star baseball games (see story, page 79). That deal and NBC's solid arrangement for broadcasts of Rose Bowl football games deprive toll tv advocates of top sports events on which they were counting as major box-office attractions if and when subscription tv were authorized.

ABC in quandry regarding political convention coverage in some top U.S. markets, among them Pittsburgh, St. Louis, Houston. Limited uhf stations in those cities owe primary allegiance to CBS and NBC. ABC had plan to get its coverage into these markets by tie-in with educational uhf outlets, but when non-commercial ch. 13 KETA (TV) Oklahoma City withdrew its petition, FCC unerringly refused to "entertain" ABC-only request to waive rules permitting educational outlets to carry full ABC coverage, commercials and all. Situation is now at impasse as ABC seeks another educational station to participate in its petition to FCC.

BROADCASTERS AT BAT • Insiders are betting that new ownership of Detroit stations will be broad cast-connected, what with three of eight bids having radio as aspects. Among bidders are syndicates which include George B. Storer, president of Storer Broadcasting Co.; John E. Fetzer of Fetzer Broadcasting Co. and Fred Knorr, WKMI Dearborn, with associates; and Harold F. Gross, WJIM-AM-TV Lansing and associates (see story, page 70).
4 looks at the way Kansas City listens

All agree: It's WHB

March-April, 1956
Metro Pulse: WHB 1st
360 out of 360
1/4 hours in and out of home,
Mon.-Fri. 6 a.m.-midnight

Latest available
Area Pulse: WHB 1st
263 out of 288
1/4 hrs. . . . with 25-2nd place
1/4 hrs., Mon.-Sat., 6 a.m.-6 p.m.

March, 1956
Area Nielsen:
WHB 1st
every time period,
1st all day and night
42% share of audience
Mon.-Sat. 6 a.m.-midnight

Feb.-May, 1956
K. C. Hooper: WHB 1st
248 out of 260 1/4 hrs.
1st all day with
43.5% share of audience
Mon.-Fri. 7 a.m.-6 p.m.
Sat. 8 a.m.-6 p.m.

Dominate? And how! Listen to the way Kansas City looks the way Blair tells it—or talk to WHB General Manager George W. Armstrong.

WHB
10,000 watts—710 kc
Kansas City

Transfer subject to FCC approval.
ATACKS ON VHF GRANTS RENEWED FOLLOWING FCC'S ALLOCATIONS REPORT

IN WAKE of FCC's allocations report, three requests were filed in U. S. Court of Appeals in Washington to rehear arguments in deintermixture cases involving Madison, Wis.; Evansville, Ind., and Albany, N. Y.

At same time Friday, Commission issued final decisions changing allocations in Nash- quitsa (Martha's Vineyard), Mass.; Pueblo- Alamosa, Colo.; Clarksdale-Greenwood, Miss.; Calumet-Marquette, Mich., and Clarkson, Wash.; issued proposals to change assignments in Youngstown-Pittsburgh-New Castle, Pa.; Woodward-Elk City, Okla., and Anderson- Indianapolis, Ind.; and denied petitions seeking changes in Roswell-Artesia, N. M., and Houma, La.

Court pleadings were filed by ch. 27 WKOW-TV Madison seeking rehearing on its appeal against FCC ch. 3 grant to WISC-TV there; by ch. 62 WIEF (TV) Evansville asking to be heard in its appeal against FCC ch. 7 grant to WTVW (TV) there; and by ch. 35 WTRI (TV) Albany, N. Y., asking further argument in its appeal against allocation of ch. 10 to Vail Mills, N. Y. FCC was upheld in its right to issue vhf grants in court's decision last month (B&T, June 1). Essence of pleadings in Madison and Evansville cases is that FCC has "effected a dramatic about-face." Originally Commission said deintermixture was nationwide problem; two weeks ago it proposed 13 individual deintermixtures including Madison and Evansville. It also has issued vhf grants in Peoria and Springfield, Ill., but forbade construction pending outcome of deintermixture proposals in those cities. Thus, say Madison and Evansville vhf station owners, FCC should withdraw grants in those cities, or at least modify them so stations can't begin operating. They asked court to reverse last month's ruling and remand case to FCC.

RKO Pathe Integrates East, West Studio Units

INTEGRATION of production facilities of RKO Pathe studios on East and West Coasts for making of motion pictures for tv by RKO Pathe-Tv, division of RKO Radio Pictures, is being announced today (Mon.) by Fred Ahern, supervisor of tv operations, after two weeks of conferences at RKO's home office in New York. Details were worked out by Daniel T. O'Sha, RKO's president; Jay Bonafield, head of RKO-Tv in East; Mr. Ahern, and Douglas Travers, production executive.

In new setup, production staff at New York will have access to optical and camera effects of west coast studio, along with personnel and technical facilities of art and hairstyling departments and 10 fully-equipped sound stages. Mr. Ahern said RKO Pathe-Tv will produce tv series, single programs of varying lengths and commercials ranging from spot announcements to "extended advertisements." (Both studios also are engaged in commercial and industrial movies). Facilities at RKO Pathe-Tv in East will be made available to outside tv film producers when not being used by RKO, similar to arrangement now in effect on West Coast.

FIRST PLUNGE

CLOROX CHEMICAL Co. (Clorox), Oakland, Calif., planning to use television for first time with estimated $2 million budget allocated for campaign starting July 22 in over 38 markets. Its agency, Hosié & Cooper Co., San Francisco, is planning to clear station list beginning this week. Television Bureau of Advertising has been known to have worked closely with agency and advertiser for past year.

Business Briefly

TEST FOR TULIPS • Associated Bulb Growers of Holland, N. Y., said to be considering radio for first time this fall, through Anderson & Caums, N. Y. Importer of Dutch tulip bulbs plans to launch three-week spot radio test campaign at height of planting season in four to five as yet undetermined markets.

PAID PLUGS • Metro-Goldwyn-Mayer ("Somebody Up There Likes Me" film), N. Y., launching heavy radio-tv spot campaign in all major metropolitan markets, July 16 through August. Agency: Donahue & Co., N. Y.

COLD SEASON • Gold Medal Candy Corp. (Cocilana Co.), Brooklyn, N. Y., for new medicated cough drops (Cocilana Cough Nips) through Emil Mogul Co., N. Y., planning to utilize radio spot on personality programs, starting this fall. Initial distribution and advertising for product will cover New York, New Jersey, Connecticut, Massachusetts and Connecticut. (For other cold remedy business, see page 33.)

TV FOR ANTENNAS • Foster & Davies, Cleveland, will place tv spot campaign for Alline Tenaratour (rotating antenna for tv sets), starting in August on stations carrying political coverage of conventions and election. Fuller & Smith & Ross, Cleveland, was incorrectly identified as Tenaratour agency in B&T July 2.

TWO FOR MJBA • MacManus, John & Adams, N. Y., effective Aug. 1 will receive two new accounts—Riggio Tobacco Co.'s Regent Size cigarettes, with advertising budget of approximately $2 million, and Good Humor Co., with estimated budget of nearly $1 million. H. L. Hartman Co., N. Y., has been agency for Regent and David Mahoney Inc. (absorbed by MJBA) was agency for Good Humor.

JELL-O IN 80 • General Foods (Jell-O), N. Y., planning three-week radio spot drive starting Aug. 1 in about 80 markets. Young & Kubic, N. Y., is agency.

REMINSTOCK BUYING • Remington Arms Co. (guns and ammunition), Bridgeport, Conn., reportedly ordering 10-week spot tv campaign on 50 stations, starting in September and using two participations per week on hunting, fishing and sports shows. Remington also preparing spot radio campaign in Alaska, using three announcements per week on six stations for 22 weeks, starting end of July. Agency: BBDO, N. Y.

MORE FOR FM • Philip Morris Inc. (cigarettes), N. Y., which started television spot announcement campaign in 50 markets July 1, is expanding that schedule in 15 additional markets, spending approximately $600,000 for Class A 20-second spots. Contract runs for 52 weeks. TVB has long been proposing expansion for Philip Morris, and had compiled (Continues on page 9)

July 9, 1956 • Page 7
From the world's tallest self-supported tower....
1042 feet above ground — 1130 feet above average terrain —
2049 feet above mean sea level

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

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

CHANNEL 5
KANSAS CITY, MISSOURI
Ask your Katz man for the big picture.

KANSAS CITY SYRACUSE PHOENIX OMAHA
KCMO KCMO KPHO WWO
RADIO TV RADIO TV RADIO
810 kc. 590 kc.
CBS CBS CBS
Channel 5 Channel 5 Channel 5
KCMO WHEN PHOENIX OMAHA
WHEN KPHO WWO
RADIO TV RADIO TV RADIO
620 kc. 910 kc. 580 kc.
CBS ABC CBS
Channel 8 Channel 5 Channel 6
MEREDITH Radio and Television Stations
affiliated with Better Homes and Gardens and Successful Farming magazines
Sindlinger Reports Again

On Allen-Sullivan Duel

STEVE ALLEN improved his competitive position against Ed Sullivan substantially in second clash of their Sunday evening TV shows July 1, but Sullivan still outdrew him, according to data collected last week by interviewers of Sindlinger & Co., who calculated that Sullivan show got 54% of combined audience and Allen program 46%, due largely to 10,661,000 channel-hoppers who spent most of hour with Allen but switched to Sullivan for some of time. This backed up Sindlinger prediction made before broadcast [BWT, July 2].

Asked about Trendex rating report, which gave edge to Allen with rating of 20.2 to Sullivan's 14.8, Albert E. Sindlinger, president, told BWT that his survey covered entire country, but that if only major markets were considered his finding would be reversed as Allen is most popular in larger cities. For yesterday's telecasts, Mr. Sindlinger figured Sullivan to have total of 25,492,000 viewers and Allen total of 18,023,000.

Closed-Circuit TV System

To Pre-Test Shows, Spots

CLOSED-CIRCUIT system for pre-testing TV programming and commercials with viewers at home will be launched on July 17 when Tele- studies Inc., New York, will send its initial program to 500 families in Wave Crest Gardens, middle income housing development in Far Rockaway, Queens, L. I. Participating in program will be Kenyon & Eckhardt, Leo Burnett and third advertising agency still to be determined (also see story page 34). George Guild, Telestudio's president, believes his closed circuit audience research system is only one to pre-test complete family units at home within framework of their regular viewing habits.

Stevens Named Partner

In McKenna & Wilkinson

APPOINTMENT of David S. Stevens as partner in McKenna & Wilkinson, Washington, D. C., communications law firm, was announced Friday by James A. McKenna Jr., senior member. Firm name will be unchanged.

Mr. Stevens joined M&W three years ago from FCC where he was chief of New & Changed Facilities Branch, Aural Facilities Div., Broadcast Bureau.

KVVG Resumes Operation

KVVG Tulare, Calif., has resumed normal operation following unexpected padlocking Tuesday afternoon by Treasury agents for delinquent taxes, General Manager Ron Freeman told BWT Friday. He said station had planned to pay taxes at end of quarter and at no time has refused to pay. He noted that Internal Revenue official at settlement Thursday (when KVVG returned to air) learned Treasury failed to credit April payment made by station on total $5,500 due.

KVVG has application before FCC for transfer of license, 63.9% ownership from Joseph J. Justman and M. B. Scott Inc., Beverly Hills agency, to James Stacy, movie producer [BWT, July 2].

Two to Go

TWO TO GO

ONLY two more FCC meetings scheduled before Commission recesses for summer hiatus. Originally last FCC meeting before recess was scheduled for Aug. 1, with resumption Sept. 5. New schedule sets July 18 as last meeting and resumption Aug. 29. Majority of Commission traveling to San Francisco week of July 22 to attend annual convention of National Assn. of Railroad & Utilities Commissioners. These include, it's understood, Chairman McConnaughey and Comrs. Doerfer, Mack, Bartley and Hyde. There will be an W. Stevens on duty to handle routine and emergency matters during recess.

Business Briefly

(Continues from page 7)

special research to show advantages in delivering extra hours. N. W. Ayer & Son, N. Y., is agency.

CO-Sponsors • Toni Div., Chicago, of Gillette Co., Boston, to co-sponsor Big Story with American Cigar & Cigarette Co. (Pall Mall) on alternate Fridays, 9:90 p.m. EDT, on NBC-TV, starting July 13. North Adv., Chicago, is Tont's agency; Sullivan, Stauffer, Colwell & Bayles, N. Y., is Pall Mall's.

Daytime TV • Alberto Culver of Hollywood (V-05 hairdressing), Calif., has purchased 13 alternate Tuesday quarter-hours of It Could Be You (Mon.-Fri., 12:30-1 p.m. EDT) and Modern Romances (Mon.-Fri., 4:45-5 p.m. EDT) on NBC-TV, starting Oct. 9. Agency: Geoffrey Wade, Chicago.

Daytime Radio • The Nestle Co. (Instant coffee), White Plains, N. Y., set to launch daytime spot radio campaign shortly in 12 major markets, using up to 20-spots per day in some markets. Campaign to run 5-7 days per week, depending on market. Agency: McCann-Erickson, N. Y.

Underwood to K&E • William Underwood Co. (deviled ham, other canned products), Watertown, Mass., with $500,000 radio-TV budget, originally scheduled to go from BBDO, Boston, to Stevens Adv., same city, July 31, is expected instead to appoint Kenyon & Eckhardt, Boston. Frank S. Christian, vice president at Stevens, to K&E as regional manager, succeeding Norman McKenzie, resigned. Ellen Stillman, account executive on Underwood at Stevens, also joins K&E. Merchants National Bank also will join K&E.

On the Market • NBC-TV understood to be offering six weeks of co-sponsorship of Buddy Hackett Show to advertising agencies in attempt to solve problems involving Helene Curtis. Although Curtis had been as co-sponsor with American Cigar & Cigarette Co. (Pall Mall), latter objected to use of Curtis' products (Stopotet, a deodorant). Now Curtis wants to get out for budget reasons.

People

MARTIN F. BENNETT, director of RCA regional operations since October 1954, elected vice president in charge of merchandising at RCA, it was announced Friday by Brig. Gen. David Sarnoff, RCA board chairman, following meeting of board. Mr. Bennett will be responsible for distribution and regional offices of RCA, advertising and sales promotion, as well as economic planning.

CHARLES F. HUTCHINSON, executive vice president, Chambers & Witwell Inc., Boston, has left that agency and is setting up his own firm there. It's understood that Mr. Hutchinson's new agency already has "half a dozen" accounts, several of which are accompanying him. Details expected to be announced shortly.

APPOINTMENTS of SEYMOUR (HAP) EATON, RICHARD A. BALDWIN and ROBERT B. BERSBACH as regional sales supervisors for NBC-TV Films to be announced Monday by Edward A. Montanaro, central sales manager. Mr. Eaton has been assigned to north central area; Mr. Baldwin to south central and Mr. Bersbach to Chicago.

ADDITIONS to staff of Norman, Craig & Kuzz, N. Y., include JAMES M. HOWLAS, formerly with WABD (TV) New York, as agency radio-television producer; THOMAS STAFFORD, formerly with Remington Rand, to Ronson account group; WILLIAM G. BAKER, to marketing department, and L. J. McGRADY assigned to Toledo as Willys account executive.

DONALD DAVIS and VICTOR SACK to Kenyon & Eckhardt, N. Y., as account executive and producer, respectively, in commercial production department.


JOHN T. SHANNON, account executive, Kenyon & Eckhardt, Friday appointed vice president and regional manager in agency's new Atlanta office.

GEORGE B. RICHARDSON, account executive, Young & Rubicon, San Francisco, elected vice president and account supervisor.

LOUIS L. ERGMANN, radio-TV director since 1951, Robert W. Orr & Assoc., Friday elected vice president in charge of radio-TV.

THOMAS F. O'NEIL, board chairman of RKO Teleradio Pictures and Mutual, will be subject of cover story in July 16 issue of Newsweek magazine.

FCC Takes Back Leesburg Am

FCC Friday rescinded its June 6 grant of new am at Leesburg, Va., to Richard Field Lewis Jr. Commission, in setting aside grant (1290 kc, 1 kw daytime), said that there was indication of interference between Lewis station and proposal of WHVR Hanover Pa. (1280 kc, 1 kw local sunset, 500 w nighttime directional), to increase daytime power to 5 kw, now in hearing. Mr. Lewis had petitioned to intervene in WHVR hearing.

July 9, 1956 • Page 9
THE AGENCIES
COLOR'S RADIO
Film
Film Education
Editorials
Colorcasting


CIRCULATION & READER’S SERVICE
MANAGER: JOHN P. CONGROVE SUBSCRIPTION MANAGER: FRANK N. TENTILLE CIRCULATION ASSISTANTS: NORMA WOOSTER, BARBARA BEABROOK, JOSEPH RIZZO, CHARLES HARPOLD, FRANK MCCULLY

BUREAUS
NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355

PRE-TEST TV FARE
N. W. AYER SETS UP A COLOR LABORATORY, KENYON & ECKHARDT DEVELOPS A PORTABLE TESTING MACHINE AND BBDOS INSTALS A CLOSED CIRCUIT VIDEO SYSTEM, ALL FOR PURPOSE OF TYPING OUT TV PROGRAMS OR COMMERCIALS BEFORE THEY ARE BROADCAST

THE MEANING OF RATINGS
Statistical error adds latitude to rating figures and to cost-per-thousand and cost-per-tIve. Jerome M. Sachs of Doyle Dane Bernbach explains what happens and what to do about it.

NEW PROOF TV CAN SELL AUTOS
Advert survey for NBC supports findings of ABC-TV and TVB studies that television is best advertising medium for automobiles and best liked by dealers.

IS FCC SERIOUS?
Broadcasters doubt that Commission really expects tv to move into uhf or that more than two or three markets will be delicensed.

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coming in b+t THE TEXAS MARKET STORY
Another in B+t's continuing series on U. S. economic development. July 23

Page 10 • July 9, 1956
LEADERSHIP... a recognized responsibility at KOMO-TV, Seattle

Shortly after midnight, the big DC-4, carrying 69 passengers, cleared the runway at Seattle’s Boeing Field. It rose, faltered and fell. A crash... flames... and the night became loud with the jarring sounds of a major disaster.

The KOMO-TV news staff was first at the crash scene. In less than three hours, KOMO-TV telecast the first films of the tragedy and made the first cable release to the nation via NBC’s “Today.” This is typical of the operation of our news department and results in the distinctive television daily news feature “Deadline.”

But the quality of KOMO-TV leadership extends beyond “firsts.” Speed and ingenuity must be matched with completeness and accuracy. Pioneering with money and ideas is important, but program quality, with accent on the vital area of public interest is still most important... to us and, we believe, to our audience.

The Western Washington audience appreciates this type of programming. They respond by placing their hard-won confidence, trust and goodwill in KOMO-TV. Advertisers receive a definite advantage by the transference of this self-same confidence to their product... and benefit accordingly.

This is the story of leadership.

for greater influence in Seattle and Western Washington

KOMO TV in Seattle and Western Washington

CHANNEL 4 NBC the COLOR station

SOLD BY SPOT SALES

Broadcasting • Telecasting July 9, 1956 • Page 11
LEADING TV ADVERTISERS RUSH TO SIGN!

Already bought by:

COORS BEER ... in Denver, Colorado Springs, Roswell, N. M., Amarillo, Midland, Tex.
HEKMAN BISCUIT ... in Detroit, Cleveland, Toledo, Youngstown, Lansing, Traverse City, Bay City, Grand Rapids, Lima
NEHI BOTTLING ... in Grand Rapids
SEALY MATTRESS ... in Toledo, Lima
BLUE CROSS ... in Buffalo
KSL-TV ... Salt Lake City KPHO-TV ... Phoenix
KOPO-TV ... Tucson KBOI-TV ... Boise
KOS-TV ... Albuquerque KTV ... Los Angeles

and others.

His office a CROSSROAD OF ADVENTURE!
People from ALL WALKS OF LIFE SEEK HIS HELP!

Warm! Friendly!
The kind of man you'd want for your family physician and friend!
Starring Donald Carey

role of Young "Dr. Mark Christian"

PRODUCED IN ZIV's LAVISH BIG-TIME WAY!

Truly a series to quicken the heart-beat of your community, increase
SALES of your product!

WRITE or PHONE for an early audition. Markets are
closing fast... yours may still be open!

HURRY!
THE VIC DAMONE SHOW

THE PRODUCERS of The Vic Damone Show, which premiered last Monday as the summer replacement for December Bride, have a fine if somewhat unorthodox idea for their program: Vic Damone is a singer, so his program should give him ample opportunity to sing. He is not a comedian, so the comedy routines should be left to others on the show. Since presumably most of his viewers will be those who like to hear and see the popular songs of the day sung by the popular singers of the day, Vic's guests should include at least one top feminine singer.

Adherence to this formula got the new series off to a good start, if a pleasant, low-pressure half-hour is what is wanted—and after having spent the preceding half-hour watching the new Charles Farrell series, it was precisely right for this viewer. Spring Byington, welcoming Vic as her summer replacement, was graciously scatter-brained; Buddy Hackett was loudly comic; Shirley Jones was sweetly sopranos; Pier Angeli (Mrs. Damone) was proudly wifey and Vic himself was in fine voice and had plenty of chance to display it.

In the Vic Damone Show, CBS-TV has a good means of luring many televiewers away from the Robert Montgomery dramas on NBC-TV and providing a ready-made audience for its own Studio One productions.

Production costs: Approximately $25,000. Sponsored by General Foods Corp. (Maxwell House Coffee) through Benton & Bowles, on CBS-TV, Mon., 9:30-10 p.m.

Star: Vic Damone.
Producer-director: Don Appel; music by Tuti Camaroto.

LISTENING POST

ABC Radio's initial broadcast of Listening Post, a new pre-convention political summary Sunday evening series that will be aired up to the time of the August conventions, used less of the immediacy that radio can offer and more of the incidental or obvious associated with the political scene as of July 1.

ABC and Newsweek correspondents pooled their efforts to sum up the candidates in the running for the Democratic nomination for President. An uninteresting portrayal, the recital at least served to emphasize there are many contenders—apparently all willing to serve on the Democratic ticket. Unfortunately, the participating correspondents had to stick fast to summary since the week preceding had been rather dull in both political camps.

Production costs: Approximately $2,000. Broadcast July 1 by ABC Radio, sustaining, 7:35-8 p.m. EDT, the first of a weekly series. Producer: Bryan Rath, ABC, Washington. Program introduced by Malcolm Mair, chairman of Newsweek's editorial board. Participants included Mr. Rath; Ernest K. Lindley, Robert H. Fleming (Chicago), Samuel Shaffer, Kenneth Crawford, all Newsweek; Richard Rendell, ABC, Washington; C. W. Oreci, Knoxville News Sentinel, and Herbert Trask, St. Louis Post-Dispatch.

THE CHARLIE FARRELL SHOW

"FARRELL, veteran film star, will play himself, owner of the exclusive Racquet Club in Palm Springs, in a comedy series which will explore the problems of the inhabitants of the resort." So reads the CBS-TV news release heralding this summer series. And as far as it goes it is an apt description. But it fails to mention that the story line, of last Monday's opener at any rate, is more silly than funny, even when judged by situation comedy standards of silliness—even, in fact, when judged by summer replacement situation comedy standards.

The high point of the show was the escape of three grown men, dressed only in hospital half-length gowns, from a hospital in a laundry hamper. If the other installments are of the same caliber, the series will be no threat to I Love Lucy, which it replaces for the summer.

Production costs: Approximately $10,000. Sponsored by Procter & Gamble Co. (Lilt) through Grey Adv. and General Foods through Young & Rubicam on alternate week basis on CBS-TV, Mon., 9-9:30 p.m.

Produced by Hal Roach Studios.


Creative producer: Gordon B. Hughes; studio producer: Hal Roach Jr.

"CYPRUS TODAY"

ALL THAT WAS physically missing in way of props during last Sunday's You Are There was the small sign reading "CBS-TV Studio 41." It mattered little. With or without that distinct Murrow-touch, the program was still a capsule See It Now.

If the 30 minutes allowed them wasn't sufficient time in which to spell out the full implications of the EOKA's "Eneasia" or "union with Greece" demand, it did serve CBS newsmen Cronkite and Smith's purposes to bring viewers a distant battleground into clearer focus. True, the editors glossed over the salient fact that the Cypriot muddle is more diplomatic in nature than nationalistic (skipping the entire House of Commons debate on the sitting of Archbishop Markarios, relying only on the views of Military Governor Sir John Harding as representative of the West), but at the same time, they crammed what little time there was with gripping scenes of bloodshed and rioting and with dispassionate commentaries on what's at stake on all three sides—Greece, Turkey and England.

In keeping with You Are There's traditional impartiality, newsmen Smith and Cronkite steered clear of controversy, pointed up only that it is "extremely hard" to take sides in this ironical struggle among three NATO partners, inasmuch as all factions stand on solid and moveable grounds, and furthermore that the U. S. owns copper mines that provide ¾ of Cypriot income. As a departure from the routine format ("... instead of taking you back in time, we will take you away in distance..."), "Cyprus Today" was indeed on time.

Production costs: Approximately $30,000. Sponsored by Prudential Life Insurance Co., Hartford, Conn., through Collins & Holden, N. Y., on CBS-TV, Mon., 6:30 p.m. EDT.


KAISER ALUMINUM HOUR

WITH THE advent of the Kaiser Aluminum Hour last Tuesday in the spot formerly occupied by Pontiac's Playwrights 56, tv got its fourth aluminum sponsor (the others being Aluminium Ltd., Reynolds and Alcoa) and rid itself of that pointless appendix, the third act. It's high time, too, and here's a salute to
pay 50% less... get 50% more!

In Philadelphia, when you buy twelve 10- or 20-second announcements per week anywhere on the WRCV-TV schedule, WRCV-TV's "12-50 PLAN" gives you an immediate 50% discount on all "B," "C" and "D" time announcements!

WRCV-TV's new "12-50 DIVIDEND PLAN" gives you an extra bonus of 50% — one station break in kind for every two purchased between 9 a.m. and 5:59 p.m., Sunday through Saturday!

This money-saving combination delivers over 5 million sales impressions per week... for as little as 13¢ per thousand! Get the details today, from...

WRCV-TV•3
SOLD BY THE SPOT SALES

TELEVISION'S LEADERSHIP STATION IN PHILADELPHIA
TED WALWORTH, JR., Sales Manager
ILLUMINATING FACTS

FACT NO. 1:
NBC Radio delivers 44% more week-night audience for its advertisers than the second radio network.
FACT NO. 2:

*NBC Radio leads the second radio network in week-night sponsored time by 64%*

*Don't keep your selling story in the dark. Join the enlightened advertisers on the NBC RADIO NETWORK a service of RCA*
SUPERMARKET!

$160 MILLION WORTH OF GOODS SOLD LAST YEAR IN METROPOLITAN MACON!

Worthington Miner for lobbying that bill through to safe passage.

Though at times "The Army Game" by Loring D. Mandel and Mayo Simon tended to resemble a cross between Calder Willingham's "End as a Man" and Jim Moster's "Medic" series, it turned out to be one of the most powerful studies of man's psychiatric disintegration to hit television. There is little rehashing of the story of the Oedipus-complexed draftee striving for a Section 8 discharge since, if it seemed far too involved for even the writers, how are we to explain it here? Sufficient to say, it was a far cut above the run-of-the-mill Freiian epics on tv that have driven one tv critic to refer to it as "couch 4" instead of channel 4. While annual sales of $330 million and profits of $40 million for the fiscal year ending May 1956 (to quote Fortune), Kaiser Aluminum & Chemical Corp. could well afford the best in its initial eff. This they did: at their disposal throughout the series will be Mr. Miner, Fielder Cook, George Roy Hill and Franklin Schaffner, banded together as "Unit Four." For "Army Game," they had a top notch cast comprising, among others, Paul Newman, Pat McVey and Edward Andrews. At this clip, Kaiser Hour promises to be the sleeper of the season.

Only one complaint: Some sponsors, notably, George Romney of American Motors Corp., last born actors, and should be utilized whenever possible in the institutional advertising portions of the program. Henry J. Kaiser is a born genius and industrialist. Let's leave it at that, fellows.

Production costs: Approximately $45,000.

Sponsored by Kaiser Aluminum & Chemical Corp. through Young & Rubicam on NBC-TV, alternate Tuesdays, 9:30-10:30 p.m. EDT.


Executive producer: Worthington Miner; producer-director: Franklin Schaffner; assoc. producer: Joseph Duckow; script editor: Marrian Searlqinger; casting: James Merrick; program supervisor: Joseph Cunell.

PRESS CONFERENCE

MARTHA ROUNTREE acted kind of flustered at the debut of her new news, and newsworthy, show last Wednesday night. And well she might. Already it has become controversial within the journalism field.

According to Miss Rountree's own announcement, only those government figures who have news breaks to announce will be invited as guests on her program. This has pricked the aplomb of newspaperdom—to the quick. Even the august Editor & Publisher showed its tender skin in anguished remonstrances about the awful idea of a government official saving a public announcement for a tv appearance.

Well, we can sympathize with our pen-and-pencil pals, but we don't know whether we'll go along wholeheartedly with their plaint. The first Press Conference was a dilly and we wonder only if Miss Rountree can keep it up. Her cast was top notch. Attorney General Herbert Brownell Jr. was quizzed by such Washington journalistic notables as Richard L. Wilson, Cowles; Lyle C. Wilson, UP; Raymond P. Brandt, St. Louis Post-Dispatch; Ruth S. Montgomery, New York Daily News; Paul Wooten, New Orleans Times-Picayune; Margarette Higgins, New York Herald Tribune; David P. Sentner, Hearst newspapers, among a host of others.

And news was made. Mr. Brownell announced officially the filing of the antitrust complaint against General Motors, though little was questioned about his thoughts on Supreme Court vs. state's rights, President Eisenhower's attitude toward renomination in the light of his operation, the attacks on Chief Justice Warren, the Donovan book, subversion in government, the Charles E. Wilson-Air Force fracas, civil rights, etc.

It was undoubtedly a straight, hard-hitting, unstaged news conference.

Miss Rountree even helped write headlines; she recapitulated the news at the close of the program—but not only stealing the newspaper boys' dispatches, but helping the desk men compose their heads.

Production Costs: Approximately $12,000.

Sponsored by Corn Refining Products, through John J. O'Leary Assoc. on NBC-TV, Wed., 8-8:30 p.m. EDT.

Executive producers: Martha Rountree and Oliver M. Prebrey; director: Victor Guidice.

JOE AND MABEL

BY OCCUPATIONAL nature, cab drivers seem ever ready, willing and able to comment on most any subject and offer uninhibited solutions to pressing problems—at the drop of a flag or click of a meter. Cab drivers have problems, too, and one of the oldest facing the male species since Adam and Eve—avoiding the clutches of an altar-minded female—is the format for CBS-TV's new Joe and Mabel series.

The initial program, June 26, dealt with Joe's efforts to keep his girl without letting her become his wife in too short a time. He is determined to remain single until he has $750 in the bank, put there by his own efforts, and for 30 minutes he resisted first a $500 reward for returning a bag of jewelry left in his cab and then a $500 fee for appearing on a tv show in order to prevent his $250 savings reaching the $750 mark so fast. Included in the cast of characters was ever-loving Mabel, obviously modeled on Adelaide of "Guys and Dolls," and an irate boss, wise-cracking mother and pestiferous little brother, all replicas of the same roles in a dozen other situation comedies.

Whether by intent or accident, CBS-TV has unveiled a program that conceivably could do for cabbies on tv what Jackie Gleason did for bus drivers and Phil Silvers for Army sergents. At least, the ingredients are there and the format promises possibilities, despite an overly-cute first script. As situation comedy, however, the show moves sprightly along, notwithstanding those "tired blood" commercials for Geritol.

Production costs: Approximately $32,000.

Sponsored by Pharmaceuticals Inc. (for Geritol) through Edward Kleiter Assoc. Inc., CBS-TV on Tues., 9-9:30 p.m. EDT.

Producer-director: Alex Gottlieb; director: Ezra Stone; music supervisor: Raoul Krauschaar. Program based on characters created by Irving Gaynor Neiman.

Cast: Larry Bryden as Joe; Nita Talbot as Mabel, and Louella Gear, Michael Mann, Norman Feld, Ralph Dunn, John Shelle, Shirl Conway and Dick Van Dyke.

TWO STATIONS—AND TWO ALONE GIVE YOU OVER-ALL COVERAGE

WMAZ and WMAZ-TV continue to dominate Middle Georgia's broadcast audiences. Your audience surveys document this... time and time again. And there's a reason for this, too...

GOOD BROADCASTING MAKES THE DIFFERENCE

Add it up: Imaginative local programming. Top network offerings. Middle Georgia's finest facilities. Skillful promotion. Results command the attention of all Middle Georgia.

THESE STATIONS MOVE MERCHANDISE:

Represented Nationally by:

AVERY-KNODEL, INC.
that’s why . . .
no one can catch up with WKY-TV

In 1920, WKY was Oklahoma’s first radio station.
WKY-TV was also Oklahoma’s first TV station (1949).

All these years, we’ve been building audience loyalty. You can’t duplicate this any more than you can turn back time.

Sure, we’re first in the ratings. But more important, we offer you a share in the lives of our audience.

So why just talk TO people? Talk WITH them.
Sell from inside the family circle.
**COMO KICK**

**EDITOR:**
I got quite a kick out of the item on page 35 of your June 11 issue titled "Six Advertisers Signed for Fall Como Program." I am curious to know if the information regarding the Seal Co. and their advertising agency was obtained from a release from NBC. The reference to Gold Seal Co. and their agency is quite incorrect. They are located in Bismarck, N. D., and we are their advertising agents and have been for the past ten years. They manufacture "Glass Wax" and "Snowy" bleach. Don't you think a correction would be in order?


**[EDITOR'S NOTE: Mr. Howard's surprise is right. NBC-TV reported Gold Seal's renewal of "The Perry Como Show through North Adv., Chicago, rather than Campbell-Mihan, Minneapolis, as it should be.]**

**Police Report**

**EDITOR:**
It has come to my attention that your report of the radio promotion involving Twin Cities stations [B-T, June 18] was misleading in several particulars. The point which concerns the Minneapolis Police Department is the claim that 20 policemen were needed to handle the crowds at the traffic bottleneck (Hennepin & Lyndale) where people were looking for the WDGY prize check.

The true facts are these: We feared that the clue naming that intersection would draw enough searches to paralyze traffic in that critical point, and so we watched the situation closely. At no time was the crowd big enough to impede traffic seriously; even during the rush hour when the clue was broadcast.

One park policeman was on duty nearby, and one squad car assigned to that part of town patrolled the area from time to time. Fortunately, the situation never became critical, and it was not necessary to detail extra officers, as the article indicated.

The Minneapolis Police Department is grateful to the responsible broadcasters who have used their facilities over the years to provide essential public services. These stations enjoy the respect and confidence of the people. They undoubtedly could jam up traffic if they chose to exert their influence in that way, but they have achieved the reputations they enjoy through service—rather than dis-service—to the listening public.

E. E. Walling, Supt. Police Department, Minneapolis, Minn.

**[EDITOR'S NOTE: B-T's report was based on information received from the stations conducting the treasure hunts, WDGY Minneapolis and KOWH Omaha.]**

**FM: Future Medium**

**EDITOR:**
... I have noticed with considerable interest the amount of space you've recently given different parties to express their views on fm. It seems to me that fm is the big hole in which to look through into a big part of radio's foreseeable future. Everyone in the industry knows there are close to a thousand am grants under consideration by the Commission right now. The am band is practically saturated. As soon as am allocations have reached the jumping off place, and it is bound to come, there'll be no place to go for the would-be radio station owner...

Fm was struggling along, I am told, and making little gain. Am gave it no assistance unless the am station had an fm transmitter sitting in it. Still the am transmitter, its big brother, gave it little encouragement. To make matters worse, up jumped "John Conquer All" television which was going to make radio obsolete, antiquated and chase it off the ether... Where was fm while all this was going on? Being used for old transcription discs, dust racks, old program logs, etc. Fm transmitters gradually shut down and were being advertised for a song. What now? I would like to think am stands for an "always medium." Fm will emerge from a place where it has stood for a "forgotten medium" to a new and rightful place as the "future medium."

How will this be accomplished? By some of the manufacturers waking up to the fact that they must now develop an inexpensive am-fm receiver. The manufacturer can produce an fm set with built-in antenna, in the same cabinet with an am. To say it can't be done is sheer fantasy...

Robert B. Holoman
WWCS Bremen, Ga.

**Outdoors Indoors**

**EDITOR:**
I want to thank you for your understanding story about myself and my television series Adventure Out of Doors [B-T, June 4]. It is refreshing to see a leading magazine reporting an enterprise that is relatively small in the industry.

It is my hope that your story may alert both stations and sponsors to the fact that there are small producers like myself who are trying to do a certain kind of job in and for tv. I have often said: "Adventure Out of Doors is no big spectacular, yet it will attract an enthusiastic audience which will welcome the outdoors indoors!"

I believe that the real future of my hunting, fishing and wildlife series is still ahead as color comes into its own because the outdoors is color itself. 

Jack Van Coevering
Van Coevering Productions Chicago

**Permission Granted**

**EDITOR:**
Beginning later this month, we plan to publish a bi-weekly newsletter for our clients and prospects among agencies and advertisers.

Our newsletter, Film Clips, will discuss current production at Keitz & Herndon and will include short quotations of new ideas and pertinent information on film production from the leading trade magazines.

May we have your permission to quote from Broadcasting * Telecasting? We will, of course, give a credit line to your publication for any quotation we use.

Larry F. Herndon Jr.
Pnr. and Sls. Mgr.
Keitz & Herndon, Dallas, Tex.

**Sales Aid**

**EDITOR:**
Many times I have noticed accounts which I couldn't ever seem to sell. All at once for some reason they would call and want spots. Invariably I would discover their company had sent them some spots and pointed out the value of radio.

If some organization could work on the large companies to each send out such a brochure, pointing to radio's advantages in both large and small markets, I believe it would give radio quite a spurt. A salesman can talk 'til he's blue in the face and not get anywhere, but these little booklets sent to some merchants are really...
It’s a matter of balance..

Strength, too. But the successful weight lifter starts in the center—not just at one end.

Likewise, astute advertisers seeking profits in our Upper Ohio Valley, look to WSTV-TV, with its tri-state coverage of over one million television sets...at Steubenville-Wheeling, humming hub of 11 bustling counties. By themselves, they’re chocka-block with nearly two billion spending money, half a billion retail sales.

But—SEVEN of these 11 bulge with 64% of the buying power, 61% of the television families. AND TELE-PULSE SHOWS WSTV-TV SMOTHERING COMPETITION IN THE WHOLE BIG SEVEN!

No way around it. WSTV-TV is the only sure means to capture this superabundant market. Get a firm grip on your share today—lift yourself a record-smashing load of sales! Get details, too, from Avery-Knodel about our big Pittsburgh plus!
We heartily recommend and endorse

Carolyn Sholdar Associates
30 Park Avenue, New York 16, N.Y.

KTVO
Channel 3
Ottumwa, Iowa

James J. Conroy, President

Open Mike

Effective. It will help the companies by having their outlets more advertising minded and it will certainly help radio.

John W. Ecklin, Gen. Mgr.
KLOV Loveland, Colo.

Good Works

Editor:

... Your Yearbooks are among the most useful reference books we have in our office.

Rev. Clayton T. Griswold, D.D.
Executive Director, Dept. of Radio & TV
Presbyterian Church in the U.S.A.
New York City.

Proposal

Editor:

Everyone is familiar with the difficulties that the movie industry is now having nationwide because of television. Everyone in the broadcasting industry knows that radio was having the same difficulty. However, I have never had any qualms about radio being able to pull out of it and that seems exactly to be what is happening at the present time.

I propose this, the movie industry making available to the am broadcasting industry an edited version of their sound track on all of their better movies free of charge to any station all over the country that wants them.

For example, they have the technical know-how in Hollywood and they could take the sound from say, "The Conqueror", edit the long visual scenes, dub in appropriate music and you have a top notch radio show of approximately one and one-half hours. Breaks could be inserted in these shows of 30 seconds and one minute. The movie industry could release these shows approximately 60 days before the showing of the film and you have a ready made audience champing at the bit to see the show.

KBNZ La Junta, Colo.

Testimonial

Editor:

You said some pretty nice things about my former boss, Robert W. Carpenter, in the July 2 issue of B&T, but you left out the most important thing to me.

Your "Our Respects" column could have included that Bob is one of the best guys to work for in all of New York. He's the least phoney, most down-to-earth human being I ever had the pleasure of working for. And in my seven years in New York radio I had some dandies.

John Buning
WTSP St. Petersburg, Fl.

Australian Invitation

Editor:

... The Melbourne Time Club extends a warm welcome to any American radio executives who may be coming to Australia for the 1956 Olympic Games.

We are a body of station sales managers, sales executives and representatives, engaged in the sale of radio time and programs. Our primary objective is the furtherance of good public relations between advertising agencies, their clients and ourselves.

It is our intention to extend honorary membership of the Time Club to our overseas visitors who are also engaged in commercial radio, so that mutual benefits may be obtained from these contacts.

We should be happy to hear from anyone proposing to visit these shores.

G. S. Fawcett, Hon. Sec.-Treas.
The Time Club
Melbourne, Australia
... but you can't hide it in San Antonio...

KTSA is now FIRST in Hooper in the afternoon and second by just 4.3% in the morning!

Hooperatings! In March, KTSA was last in San Antonio...
in less than 30 days of new NOEMAC know-how, KTSA
has jumped to first:

Just look what's happened in San Antonio:

<table>
<thead>
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<th>MORNING</th>
<th></th>
<th>AFTERNOON</th>
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<tr>
<td>Top Station</td>
<td>24.3%</td>
<td>KTXA</td>
<td>20.5%</td>
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<tr>
<td>KTSA</td>
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<td>19.3%</td>
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(C. E. Hooper, June 11-15; special report, Monday through Friday, 7 a.m.-6 p.m.)

Run or take a pogo stick to your nearest Paul Raymer man!

KLIF... DALLAS
KELP... EL PASO
KILT-TV... 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
WFMY-TV
holds the Greensboro
50-county **AREA** spellbound.

11 city weighted composite **TRENDEX** report — April, 1956

**DAYTIME** — sets in use, 18.1

<table>
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<th>AVERAGE RATING</th>
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<tr>
<td>WFMY-TV</td>
<td>12.6</td>
<td>69.6</td>
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<td>second station</td>
<td>2.5</td>
<td>13.8</td>
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<tr>
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<td>3.9</td>
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<td>fourth station</td>
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<td>7.7</td>
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<td>all others</td>
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**NIGHT-TIME** — sets in use, 47.0

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<td>3.1</td>
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<tr>
<td>fourth station</td>
<td>4.1</td>
<td>9.8</td>
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<tr>
<td>all others</td>
<td>2.4</td>
<td>6.0</td>
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</tbody>
</table>
Our Pied Piper of The Piedmont rates the warmest welcome in these 11 key communities—as well as all the others—making up the rich Greensboro market-place! The weighted composite Trendex Report for April shows WFMY-TV's average daytime rating at an impressive 12.6! That's five times better than the next-best station! And night-time? A whopping 27.8—over three times the latter's average rating!

IN FACT—according to the same Trendex—WFMY-TV produces a higher average daytime . . . and a higher average night-time . . . rating in these 11 cities than ALL of the region's nine other stations put together!

Here's resounding evidence of how WFMY-TV's mighty 100,000 watts on Channel 2 has a boarding-house reach extending across 50 North Carolina and Virginia counties. Glowing proof, too, that WFMY-TV's seven years of carefully-planned local originations and arresting CBS-TV programs make it the undisputed television favorite of the rich Piedmont.

And what an area this Piedmont is! Alive with growing industry . . . packed with nearly two-and-a-half billions of spending money . . . thronging with more than two million customers . . . and vibrant with selling opportunities!

There's only ONE station that can deliver ALL of it for you. WFMY-TV, of course! Fall in behind our Pied Piper's profitable footsteps and whistle yourself up a handsome share of its super-sales. Your Harrington, Righter and Parsons man knows the tune. Call him today!

wfmy-tv
Channel 2
GREENSBORO, N. C.
Represented by Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta
Now in Our Seventh Year
More FARM FAMILIES LISTEN TO... BELIEVE IN... AND ARE INFLUENCED BY KWTO RADIO THAN ANY OTHER RADIO STATION IN THE TWO BILLION DOLLAR OZARK MARKET! WHY?

Because only KWTO maintains a full-time Farm Service Director and Assistant... a modern experimental form... a policy of programming that works for and with farmers, County Agents, Home Economists, 4-H and Future Farmers and AG students to keep them constantly informed and entertained.

FOR PROOF OF KWTO LEADERSHIP AND COMPLETE INFORMATION, CALL, WRITE:

The Ozark's Farm Service Station
1121 S. Glenstone - Springfield, Mo.
"Home of the OZARK JUBILEE"
Represented Nationally By JOHN E. PEARSON CO.

BROADCASTING brims over with stories of young men who have parlayed ideas and sweat into business empires, but few surpass the achievements of Elroy McCaw in the decade following World War II.

Now identified with the ownership of three TV and six radio stations, Mr. McCaw was the 31-year-old owner of little KELO in Centralia, Wash., where he was called to active duty in 1942 as a second lieutenant in the Air Force. His service rise was meteoric. He soon became assistant executive officer to Air Force Chief Gen. Hap Arnold, and then executive officer to Brig. Gen. H. M. McClelland, in charge of Air Force Communications, with rank of lieutenant colonel.

During his military activity, Col. McCaw decided that, once out of uniform, he would embark upon radio station operation in other areas. He soon demonstrated his prowess as a negotiator and as an excellent judge of people. He had the knack of selecting the right people for the appropriate slots.

Today, Mr. McCaw owns KTVW (TV) Seattle-Tacoma in his own name; 100% of KORC Mineral Wells, Tex.; 75% of KTVR (TV) Denver; 75% of WINS New York; 50% of KELO Centralia, 50% of KYA San Francisco, 33 1/3% of KALE Richland and KYAK Yakima, both Wash., and 25% of KONA (TV) Honolulu. Mrs. McCaw owns KAPA Raymond, Wash.

As a high school student in Aberdeen, Wash., he dabbled in broadcasting circuits in his spare time. During his senior year he worked parttime at KXRO Aberdeen, then and now operated by Harry R. Spence. After graduation in 1929 he worked a year for Western Electric Co., installing switchboard equipment around the Northwest and receiving his first-class engineer's ticket.

Back in school at Grays Harbor Junior College, in the Aberdeen area, he again worked at KXRO as operator-announcer. From junior college he moved eastward to Washington State College, at Pullman, where he specialized in radio engineering and business administration. Again he worked in a radio station on the side, finally becoming manager of non-commercial KWSC on the campus. He graduated in 1943.

Having served at both commercial and non-commercial stations, Mr. McCaw showed a preference for the former. He and a cousin, Robert McCaw, started work on a plan to establish a regional network in the Northwest along the order of the Yankee Network in New England. It never got off the ground.

Not discouraged, Mr. McCaw applied for a broadcast license in Centralia, Wash., receiving the grant in 1937. At that point he had achieved a major goal—ownership and operation of his own station. He ran this project successfully until 1942, when he joined the Air Force.

In the Pacific, Mr. McCaw had a hunch that led, after the war, to a second broadcast project. With his friend, Jack Keating, whom he had met while in service, he applied for a broadcast license in Honolulu. KPOA went on the air in October 1946. Because of the long water haul from the mainland, the KPOA owners set up a recording service called Radio Central. They bought the State Dept. radio studios in the Fairmont Hotel, San Francisco, and ran the program recording operation, with transcriptions shipped by air to KPOA.

A few years later Mr. McCaw bought KYA San Francisco from Dorothy Schiff. This tied in naturally with the KPOA operation and the setup was headquartered in the Fairmont. About the same time Mr. McCaw joined with Hugh B. Terry, Ted Gamble and others in the purchase of KILN Denver. He later added KILA Hilo, Hawaii; KRSC Seattle, KYAK Yakima, KALE Richmond and KORC Mineral Wells, Tex. Mr. Keating was joint owner of KPOA, KYA and KILA.

When he contracted to buy WINS New York from the Crosley interests. Mr. McCaw sold his KIL and KPOA interests to stay within the FCC multiple-ownership regulations. The group had been built up from earnings of the stations.

KTVR, the former KFEL-TV Denver, is owned by Gotham Broadcasting Corp. (WINS) and Founders Corp., headed by John Shaheen. KONA (TV) was one of the early economic casualties in television, having started in 1952 as KGBM-TV. With the Honolulu Advertiser, Messrs. McCaw and Keating bought the station, changing the call letters to KONA. "I have considerable faith in the future of major-market independent television stations," Mr. McCaw said. KTVR and KTWW are independents.

His confidence in radio's future is voiced in this manner. "Radio's opportunity to serve the public is actually expanding and by and large radio has successfully adapted itself to the fleet of television."

John Elroy McCaw was born Sept. 15, 1911, in Colfax, Wash., in the eastern part of the state. His father was a civil engineer. After starting KELO in Centralia he married the former Marion Oliver, of that city. They have four children—Bruce 10, Craig 7, John 3 and Keith 2½.

In Seattle he is active in civic and business affairs. Affiliations include Seattle Golf & Country Club, Phi Sigma Kappa (college), Washington Athletic Club, Seattle Yacht Club and a state government reorganization movement. Industry activities include Radio Advertising Bureau board and two years as president of Washington State Broadcasters Assn.
Advertising in which radio television publication has the most impact on you?

This spring a research firm* asked 4,584 radio, tv and advertising executives to check which of seven trade papers delivered the most advertising impact. 57.1% chose B*T. Runner-up: 18.7%. None of the other five was mentioned by as much as 6%.

* Erdoes and Morgan; survey was "blind" with sponsorship undisclosed. 1,936 replies were received. Complete summary upon request to B*T.
FLINT TUNES TO 134 NEWSCASTS A WEEK on WKMF

...relaxin' at home or rollin' on the road...

...and with that many newscasts WKMF just can't help but boost the biggest IN-HOME and OUT-OF-HOME audience in Flint! When anyone in Flint thinks of news he naturally tunes to the station that gives him the news regularly, every hour on the hour. Cash in on this ready-made audience of habitual listeners with your sales story and see what we mean!

By Buying 2 or More of these Powerful Stations
WKMH WKMF WKHM WSAM
BUY ALL 4 STATIONS...SAVE 15%
BUY ANY 3 STATIONS...SAVE 10%
BUY ANY 2 STATIONS...SAVE 5%

WKMF FLINT, MICHIGAN

Fred A. Knorr, Pres.
Eldon Garner, Mgr. Director

KNORR BROADCASTING CORP.

film maker

MAKING FILMS for television is strictly business with Bernard L. Schubert, but business means exacting attention to the "sell-ability" of the film for station and sponsor, as much as the margin of profit for the producer.

For years well known for such radio packages as Adventures of the Falcon, Amazing Mr. Malone and Blind Date, Mr. Schubert plunged into tv at an early date and currently making another 39 episodes of Crossroads for Chevrolet sponsorship next season on ABC-TV. He also is marketing a new series for the fall titled Key Witness.

Mr. Schubert is co-producer and owner of Tupper, first carried on CBS-TV and now repeating on NBC-TV for General Foods. He also has syndicated Mr. & Mrs. North in 110 markets. His tv version of Adventures of the Falcon is syndicated by NBC Film Div. on 90 stations while Movie Quick Quiz, which he acquired from Walter Schwimmer and completely revised, is in more than 30 markets.

"The viewer doesn't care whether a show is on film or live as long as it's a good program," Mr. Schubert says, pointing out the quality control inherent in film programming.

Born Aug. 26, 1917, in New York, Mr. Schubert was saturated with show business from the start. His actress mother put him in the Professional Children's School and he also played summer stock.

He attended the U. of Pennsylvania for a year before jumping into the business world. In 1937 he joined the Phillips H. Lord organization in charge of exploiting and selling all property rights in various media like movies, magazines, books and games, but not radio. In 1939 he became sales manager, including radio, handling properties such as Gangbusters, Mr. District Attorney (Bristol-Myers sponsored this on NBC 12 years) and We, The People.

Two years later he went into business for himself, developing Counter Spy, Adventures of the Falcon, Amazing Mr. Malone, Mr. & Mrs. North, Abbott Mysteries, Quick as a Flash and Blind Date.

When tv got underway, Mr. Schubert put Blind Date on ABC-TV in 1949 and the next year produced what he claims is the original spectacular, a full-hour musical comedy series, on NBC-TV for Procter & Gamble.

A constant traveler, Mr. Schubert spends a good bit of his time monitoring local television wherever he may be in order to learn what stations are using and what they need. A "confirmed New Yorker," he maintains apartments in both New York and Hollywood.
The Notre Dame Stations

WNDU and WNDU-TV

South Bend and Elkhart

proudly

announce the appointment of

EDWARD PETRY & CO., INC.

as

their National Representative

effective

Monday, July 16th
You Can Cover MORE of ARKANSAS with KTHV

CHANNEL 11
LITTLE ROCK

KTHV HAS: Tallest antenna in the Central South—1756' above average terrain!

KTHV HAS: Basic CBS affiliation—Channel 11—316,000 watts!

KTHV HAS: Central South's finest and most complete television facilities—completely new building, four camera chains, two large studios, 20' revolving turn-table, fully-equipped kitchen, etc.!

Ask your Branham man for the new KTHV coverage story!

316,000 Watts .......... Channel 11

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

AFFILIATED WITH KTHS, LITTLE ROCK, AND KWKH, SHREVEPORT
RADIO SPOT SALES REPORTED RUNNING WELL AHEAD OF 1955

- National spot last May was 27.5% more than year before
- Station Representatives Assn. issues first regular report
- SRA says sales reflect resurgence of national spot radio

RADIO TIME sales of national spot in the first five months of this year ran more than 17% ahead of the corresponding Jan.-May period of last year.

The spurt in time sales was evident in each of the five months, with the highest percentage gain in May and the second highest peak in February, according to Station Representatives Assn.'s long-awaited and first report totaling time sales of national spot radio (BWT, May 14). As characterized by SRA, the compilation reflects the "resurgence" of national spot radio.

Release of the figures by SRA today (Monday) means that for the first time executives in the broadcast business, including media research, timebuying and selling, as well as advertisers, will have available on a regular basis monthly dollar figures charting the volume of national spot radio. These are net time sales after all frequency and promotional discounts but before deduction of commissions to agencies and representatives.

The data highlighted the following information:
- A total of $54,258,000 was registered in time sales of national spot in radio for the January-through-May period of 1956, or 17.8% more than the $46,071,000 for the corresponding months last year.
- Volume in May was $11,632,000, or an increase of 27.5% above the $9,124,000 recorded that month in 1955.
- National spot's "index" in radio for May was plotted at 117.7, using 1954—latest FCC figures available cover 1954—as the base year.
- Last year's dollar volume—$11,031,000—was a little more than $6 million below that of 1954, but this year's total as of last May has been running nearly 12% above.
- While the average increase for the five months was 17.8%, three of the months—January, February and May—had percentage jumps over that level.
- The highest total for the five-month period was recorded in March. This total—$11,699,000—topped any of the monthly totals during 1955.
- SRA's dollar volume figures are supplied by its membership—encompassing most of the radio stations in the U. S. They represent gross billing before agency commission but include discounts, thus approximating the information that is gathered by FCC and released by the government agency on an annual basis. However, the Commission's report usually is about one year behind—e.g., the 1955 figures probably will not be reported by FCC until December 1956.
- SRA's first report of dollar volume had a little more than one month's delay—May being the latest month compiled. In April, television Bureau of Advertising released the first of its quarterly reports on spot television time computed at gross one-time rates (BWT, April 16).
- Publishers Information Bureau for some time has issued a monthly gross billing compilation for network business on about a month's delay but last summer discontinued publication of similar totals for network radio. Both TVB's and PIB's computations are gross, at the one-time rate (before discounts) and before agency commission.
- The national spot radio "index" when translated means that as of May 1956 this year's sales were running 11.7% above the base year of 1954, the latest year for which FCC has released its figures. According to FCC, spot radio in 1954 totaled $120,168,000.
- Adam Young Jr., SRA's president, interpreted the just released figures as indicative that the association's long-time efforts to furnish agencies and advertisers with a current picture of spot radio had "borne fruit." Said Mr. Young:

  "It is reassuring to all to note the splendid recovery of spot radio after two years of decline. We appreciate the renewed faith that advertisers and agencies are showing in this growing medium. We are particularly indebted to regular reports from stations and representatives of agencies for their spot research and recommendations to clients."

Mr. Young thought it "not surprising that many advertisers have been enamored of the newest and very productive medium, television, to the partial neglect of the power and record of success of spot radio." This, he conceded, even when taking into account "the amazing current growth in the number of radio stations, up to 2,858 in 1,400 markets, and the high figures of radio sets sales, both home and auto [which] tended to be ignored in part." But, he emphasized, "the resurgence has been in effect now for eight months, so that radio is again moving toward its proper place in the media spectrum."

Lawrence Webb, SRA's managing director, reported that interest has been widespread in the advertising world since the association announced the project in May. He reported that many requests had been received for detailed figures of the use of spot radio by advertisers and brands, but explained that such data could only be compiled from station records, although "we hope that a way will be found to solve the problem of gathering and publishing these facts." Mr. Webb noted a demand, too, for a monthly index figure on spot tv similar to what now is being supplied for spot radio.

Information received from SRA members, which supplied both past and current figures, was turned over to Price-Waterhouse & Co., New York, a professional accounting firm, which then processed the raw data.

When it announced the project last May, SRA had predicted that publication of the dollar volume figures on national spot for the whole radio industry would "eliminate the confusion and guesswork which have been prevalent in advertising circles for too many years."

MONTHLY COMPARISON OF NATIONAL SPOT RADIO TIME SALES

<table>
<thead>
<tr>
<th></th>
<th>1956</th>
<th>1955</th>
<th>GAIN</th>
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<tbody>
<tr>
<td>JANUARY</td>
<td>$10,192,000</td>
<td>$8,556,000</td>
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</tr>
<tr>
<td>FEBRUARY</td>
<td>11,031,000</td>
<td>8,890,000</td>
<td>24.1%</td>
</tr>
<tr>
<td>MARCH</td>
<td>11,699,000</td>
<td>10,190,000</td>
<td>14.9%</td>
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<tr>
<td>APRIL</td>
<td>9,704,000</td>
<td>9,311,000</td>
<td>4.2%</td>
</tr>
<tr>
<td>MAY</td>
<td>11,632,000</td>
<td>9,124,000</td>
<td>27.5%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$54,258,000</td>
<td>$46,071,000</td>
<td>17.8%</td>
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</table>
COLOR TV DOOR TO OPEN WIDE BY 1958-59, TASKER PREDICTS

C&W vice president says a million or more color sets needed before advertisers will make extensive use of medium and soon after that figure is reached, may become one of the nation's top advertising tools. Predicts color will be major factor in two years.

COLOR TV within two years will become a major factor of importance in the advertising plans of agency clients. By 1958, it should reach the stage that black-and-white television entered six years ago, and soon after, may be one of the nation's top advertising mediums.

These observations go a long way toward answering the big question of when color will find the door wide open—and not just ajar—at the top level conference room of Mr. Advertiser and Mr. Media Selector.

The man who has come up with answers is one of the top researchers along New York's agency row: Gerald W. Tasker, a vice president and the director of research of Cunningham & Walsh. Mr. Tasker has been the guiding light for the past eight years of C & W's highly-publicized and widely-circulated Videotown Survey, an annual study of the effect of TV on living habits of a populace adjudged to be typical of the nation. The locale actually is New Brunswick, N. J.

In a special interview with B&T, Mr. Tasker presented a look to color TV's future, basing his observations on the continuous evidence available in past Videotown surveys and on a special study C & W conducted only last April, a couple of months before color set makers announced new reductions in color receiver prices.

As noted by Mr. Tasker, the Videotown study is not precisely a year-to-year affair, but actually a running study that is put to use from time to time as the occasion warrants. As in the case of color TV in April this need often triggers a special look-see at Videotown.

In essence, Mr. Tasker feels:

- The balance of this year "will see the end of the pioneering period" in color television.
- The next year (1957) "will probably be an interim period as 1948 (and into 1949) was for black-and-white sets. Sales of color sets will be booming, but saturation will be low—under a million sets."
- By 1958, "color television will assume importance as an advertising medium."

What happens, meanwhile? In this interim—the pre-mass circulation period—"advertisers are using color telecasts partly to develop techniques and partly for the prestige value derived from being first in this exciting new medium."

From the picture painted by Mr. Tasker, one visualizes color TV ownership as a rocket, accelerating in speed as it goes on upward, then finally bursting outward as it reaches the height of its climb. Somewhere along that arrowing route, advertisers will be ready, willing and able to pick up the tab on a basis similar to black-and-white sponsorship. The best estimate—sometime between 1958 and 1959. For then, he says, "there should be rapid development and from then on, momentum."

Mr. Tasker thinks in terms of a million or more color sets before advertisers can consider the medium to be important enough to consider and in terms of circulation, a total that can stand up to that of a weekly consumer magazine.

Although Mr. Tasker is well aware that "the consumer's investment in his black and white set" will be one of the "chief retarding factors" in color TV's progress toward saturation, the medium itself "will stimulate the replacement rate."

Says Mr. Tasker: "Set manufacturers are announcing vastly improved color TV sets at reduced prices. More programs and a greater variety of programs are being telecast in color. Chicago's WNBA (NBC-owned station) is telecasting in color on a full time, local basis. Dealers are becoming more enthusiastic, less fearful of the service problem."

Then, he reflects: "All of this mounting pressure is bound to break down the public's apathy and awake their latent interest in seeing a color TV set."

Cunningham & Walsh, he recalls, started to "take the pulse" of color TV in 1950 via the Videotown survey which for that year reported only 8% of the New Brunswick set owners were thinking about replacing their TV receivers by purchasing color.

A "false start" in color TV set off a special Videotown hunt in December 1950, Mr. Tasker observes. The "false start" is Mr. Tasker's term, which he uses now to describe the lack of color TV interest which occurred in spite of widely circulated news reports late that year of "the imminence of color TV."

In the December 1950 survey, 451 families were interviewed on "interest" in color. It was found that 80% knew "something" about the proposed methods of colorcasting but "practically no one had yet seen a color telecast."

Mr. Tasker says the survey found nearly everyone who had a TV set then felt the "fairly recent" investment in a monochrome receiver was "too big to justify replacing the set in the near future." Subjectively, set owners interviewed felt about color television as they would about color motion pictures—"they would never select a movie only because it had color."

People thought story-plot and star were far more important, although color added to their pleasure in seeing the movies—"it would do the same thing in the case of color telecasting was so much a thing of the future that interest in buying a color set was practically non-existent."

The ensuing years 1951-1953 were a period of lessening "publicity about the availability of color sets," sidetracking them even further into the future. Again, Videotown annual reports (Nos. 4, 5 and 6) reflected the pattern by showing "apathy on the part of consumers—color wasn't even mentioned as a possibility," according to Mr. Tasker.

A "slight revival of interest" was noted in Videotown report No. 7 in 1954 with about 8% of TV owners having seen at least one color telecast and 9% of those planning a receiver replacement asserting they would buy a color set if it became available. This degree of interest was about double that of 1950. By last year's study, a jump in figures was discernible. Then, more than twice (16%) the number of Videotowners had seen a color telecast "and most reported very favorably on it." A temporary damper, however, was the high price of color sets coming on the market. Wanted was a 20-inch screen at a $300 to $350 cost.

Videotown's first color milestone, however, was last fall when the World Series
Mr. Tasker's mind, the similar bar and grill use of black-and-white receivers in the early days of tv. But the agency researcher, after visiting all seven bars, found a difference: In April, the sets were being used as much or more for black-and-white telecasts than for color: five of the seven bars, in fact, had video "gates of Eden." The bartender told C & W's researchers that the clientele thumbed their tv thrst on favorite detective stories or sports events rather than on spectacles. One of the bartenders was ready to chuck the color receiver out. The fact that the World Series in color made such a hit in the bars bore out this desire to stick to familiar tavern programming—color or not.

Next Videotown report will be made by C & W this fall, probably in September. Researchers now are preparing to invade New Brunswick to feel the tv pulse of set owners, dealers and others. What does Mr. Tasker feel about the new report?

"All the evidence of price reductions, in-creased sales of color telecasts and the success of sales drives in various cities indicate that the happenings in Videotown are still typical of the country, and that ownership of color sets will increase rapidly."

He adds: "We expect to find a marked increase in interest in color in this year's survey!" And as Videotown goes, he feels, so goes the nation.

COLD REMEDIES MAP FALL CAMPAIGNS

Spot planning still in conference stage, although Grove Labs, Vick Chemical and Monticello Drug already are casting about for availabilities.

COLD REMEDY advertisers, traditionally heavy users of radio and television, last week were beginning to shape up plans for air schedule coinciding with the sniffle season next fall.

A B&W check of some of the major advertisers in this category showed that, in the main, spot planning was still in the conference stage, although at least three spotters—Grove Labs, Vick Chemical and Monticello Drug—were known to be casting about for spot availabilities.

Preliminary estimates suggest a continued increase in the heavy use of the air media by the "cold" accounts, with traditional emphasis on spots and network participations.

Client by client, current plans break down as follows:

Grove Labs (Four Way cold tablets), St. Louis, will spend approximately $1.2 million in a campaign launched early in October. Grove will increase its budget about 10% over last year's outlay. The '56 schedule will include one-mintues, chain breaks and ID's on about 150 television stations and early morning spots to be placed on nearly 200 radio stations.

Contract will run from 20 to 26 weeks. Agency is Harry B. Cohen, New York.

Anahist Co., Yonkers, N. Y., has not yet started to clear time, but it is understood that its agency, Ted Bates Inc., New York, has recommended a spot campaign this fall. Client approval of the recommendation is expected within the next 10 days. Last year Anahist employed a television spot announcement schedule in about 100 markets and participations in several radio network shows.

Musterole Co. (Musterole), Cleveland, through Erwin Wasey & Co., New York, normally starts its fall buying about this time of the year. However, the business was sold recently to A. Plough Co., Memphis, with consequent indecision whether the agency, or Plough's own agency, Lake, Shapero & Scott, Memphis, will handle the advertising. The issue is expected to be resolved shortly, with Musterole's fall spending plans known by the end of July.

Grove Labs (Bromo Quinine cold tablets), St. Louis, through Benton & Bowles, New York, is expected to boost its fall plans by next week.

National Brands Div. of Sterling Drug (Bayer aspirin), New York, will continue its present radio and television spot campaign in more than 100 markets on its regular 52-week contract.

Pharmaceutical Inc. (Geritol), through Ed Kleitman Assocs., New York, traditionally a late starter in its purchase of fall spots, once again will hold off action until late in August.

Seeck & Kade Inc. (Pertussin), New York, through McCann-Erickson, New York, similarly will reserve action on its fall plans until the end of August when M. Kade, president of the firm, returns from a European trip. Last year Pertussin used spot announcements in 100 radio and about a dozen television networks.

Luden's Inc. (Luden's cough drops), Reading, Pa., through J. M. Mathes, will start sponsorship of a quarter hour of Captain Kangaroo, Saturday mornings on CBS-TV.

Monticello Drug (666 cold remedy), Jackson ville, Fla., already is clearing availabilities through its agency, Charles B. Hoyt, in 200 southern radio stations, starting Oct. 1 and running through March 1957 [B&W, June 25].

Vick Chemical Co. (cough syrup, inhalator, throat lozenges), through Morse International, New York, is planning to use approximately 15 radio and 30 television markets for a 13-week fall schedule.

Vick Chemical Co. (Vick Vaporub), New York, through BBDO, New York, is expected to make its fall plans definite by next week. A plans meeting at the agency will be held early this week. Vick Chemical will attend interceptions on Mickey Mouse Club on ABC-TV.

Campbell-Mithun Seeking Free Plugs for New Show

CAMPBELL-MITHUN Inc., Minneapolis, is seeking free merchandising and promotion "as-sistance" in the form of spot announcements from the 119 tv stations scheduled by Pillsbury Mills to carry its Stars of the Grand Ole Opry film series starting about Sept. 1.

The promotional announcements have been requested by the agency to herald the start of the series, the possible personal appearances of the troupe in those markets and local contests next January or February. Solicitations for the plugs (minimums of 30 and 40), along with "any other assistance you can give us," have been mailed to all stations involved in the $500,000 gross sale negotiated by Pillsbury last May [B&W, May 28].

Arthur Lund, vice president and radio-tv di-rector of Campbell-Mithun, told B&W Thursday reaction to the requests has been "extremely good" and nearly complete. Most of the sta-tions are in smaller markets, he added. A similar project was conducted by Pillsbury last year, he said.
TV MATERIAL IS PRE-TESTED BY NEW AGENCY EQUIPMENT

- Three advertising firms set up individual methods:
- N. W. Ayer establishes its own ‘color laboratory’
- Kenyon & Eckhardt develops portable testing machine
- BBDO purchases a closed circuit video system

THREE top advertising agencies—N. W. Ayer & Son, Kenyon & Eckhardt and BBDO—are moving simultaneously although along somewhat different paths in the direction of pre-testing tv material before programs and/or commercials are placed on the air.

The three agencies reported last week on individual activity and latest arrangements. In general these are:
- N. W. Ayer (Philadelphia and New York)—establishment of a “color laboratory” to test color tv material and to train its people in using the medium.
- Kenyon & Eckhardt, New York—development of a new device, a portable tv commercial testing machine, as an economical and quick way to pre-test tv commercials before they go on the air.
- BBDO, New York—purchase of a closed circuit tv system for pre-studio testing and auditing.

Other radio-tv active agencies have been engaged in pre-testing. For example, J. Walter Thompson, New York, is a veteran in the pre-testing of commercials via its own facilities. Another agency, McCann-Erickson, is currently setting up its closed-circuit system for similar purposes.

PLAYING THE ERRORS IN RATINGS

By Jerome M. Sachs

RATINGS and the resultant cost-per-thousand are the tools of our trade. But, like any other product of a sampling study, ratings are figures with a statistical error that can be calculated. Ignoring these errors, which are implicit in all survey results, has led to some remarkably silly behavior. When a rating falls from a 40 to a 35 there is a great demand for improvement. The difference between 40 and 35 may be of significance to a client agency, network or station. But, the apparent difference may not be a real one . . . the difference may be a statistical error.

When a survey is taken and it is reported that 40% of all tv homes in a network viewed a given program, this does not mean precisely 40% . . . it means approximately 40%. The range of this “approximately”—the upper and lower limits—is the calculated statistical error. These limits are always expressed with an associated degree of reliability called the degree of confidence.

The degree of confidence is expressed as a percent. For instance, 99.7% confidence tells us that if we repeated this survey the results would be within the established limits 99.7 times out of 100. Likewise, 95% confidence means that we should expect to be correct 95 times out of 100 . . . 68% means 68 times out of 100.

In terms of odds, 99.7% confidence is like betting $369.40 to $1; 95% confidence is like betting 21 to 1 odds, 68% is a $2.15 to $1 favorite.

Now that we understand the meaning of statistical error and confidence limits, let’s see what a rating really means.

(It should be understood that the size of the sample in relation to the entire population does not affect its projectability. That is, a properly selected sample of 400 in New York with 4,439,880 tv homes has the same projectability as does a properly selected sample of 300 in Portland, Ore., with 313,070 tv homes.)

Let’s take these two cities, New York and Portland, and examine two extreme ratings in each market. In New York we will work with a 4.0 and a 4.0 on a sample base of 400 tv homes. In Portland we will work with the same 4.0 and 4.0 on a sample base of 300 tv homes.

The following tables show upper limits and lower limits for two sample sizes with varying degrees of confidence. Remember the upper limits are the highest extremity of the “approximately”; the lower limits are the lowest extremity of the “approximately.”

<p>| TABLE I |</p>
<table>
<thead>
<tr>
<th>City</th>
<th>Sample Size</th>
<th>Rating</th>
<th>Upper Limits</th>
<th>Lower Limits</th>
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<td>Portland</td>
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On the basis of these charts let’s examine even the more closely the meaning of approximately . . . let’s see what a 40.0 rating really means.

On a sample base of 400 a 40.0 rating is somewhere between:

99.7% Confidence: 47.4 to 42.5
95% Confidence: 45.0 to 43.5
68% Confidence: 44.0 to 42.0

It becomes apparent that as the degree of confidence is increased so is the range in which the rating might fall. Although 68% confidence gives us the narrowest limits it affords too little confidence . . . 99.7% is best but the limits are too great. We will therefore use 95% confidence limits, since this certainly gives a high enough degree of confidence and still keeps a relatively narrow range.

Translated into cost-per-thousand this means that in New York a Class “AAA” spot with a 40.0 rating that cost $20,000 has a cost-per-thousand of $1.15. With 95% confidence this $1.15 means somewhere between $1.03 and $1.32.

In Portland, Ore., a Class “AAA” spot with a 40.0 rating that cost $200 has a cost-per-thousand of $1.60. With 95% confidence his $1.60 means somewhere between $1.40 and $1.86.

Assuming that we could get 4.0 rating at one tenth the cost of
opment of color programming, audience for color telecasts, cost and budgeting, technical and engineering developments, uses of live production, film and slides, and problems of design, art work, makeup and wardrobe in preparing material. The following rates will be workshop sessions at SRT's studios. The agency said the lectures and question-and-answer periods would be recorded, then edited and compiled in a printed report for Ayer and its clients.

A coaxial cable will be installed between SRT's studios and the Ayer office in New York to permit closed-circuit testing of material. This feature makes up the third phase of the program.

In announcing Ayer's move, James E. Hanna, vice president in charge of the agency's radio-television department, cited the "growing importance of color as well as back-and-white TV in the advertising plans of the agency's clients. Said Mr. Hanna: "The investments which clients make in television are so great that we believe it is vital to pre-test many types of material quickly and carefully before putting it on the air. Color will bring new problems, and these cannot be solved properly at desks, drawing boards or around a conference table."

"These can only be solved by actual work before a color camera and studio and study of the results on a receiving set. In the past, such testing could only be done occasionally, by courtesy of the networks or stations needed to transmit color. The arrangement with SRT Television Studios puts testing on a regular, businesslike basis."

Simply described, K&E's new testing device—shaped like a large automatic coffee vending machine—contains a continuous recording mechanism which registers the viewer's reactions to a tv commercial before actual showing to the public. The reactions permit the tv producer to evaluate the commercial's efficiency.

As invented by K&E's senior vice president in charge of marketing services, G. Maxwell Ule, the machine, for which a patent has been applied, has a rear-view projector that throws a filmed commercial onto a screen at eye-level. The viewer records his reactions to the commercial at the moment he sees and hears it by an adjustable lever. If the viewer likes the commercial, he moves the lever to the right; if he dislikes it, the lever is moved to the left—the more intense the reaction, the farther he moves the lever.

According to K&E, the machine will be made available to clients and can be set up at super-markets, department stores and other "high traffic" areas for more typical test audiences. Reactions are recorded on a tape that can be analyzed.

The machine is on view—and will be through August—as a feature of a special Ford Motor Co. (a K&E client) testing exhibit at Grand Central Station in New York, a display of various electronic devices being put to use by the auto maker.

Mr. Ule told BT the machine "helps us overcome the language problem. Language is the biggest barrier in communications. People simply cannot express themselves audibly. They can't tell you outright whether they like something or not. Now they can tell us in a non-verbal way." Mr. Ule, who had been thinking of such a testing device over the past 10 years, developed it especially for K&E, explaining, it "reflects" the viewpoint of the audience "we are trying to build.... Build a better gadget, you the 40.0 rating we would assume the cost-per-thousands to be equal. But this is how it works out.

### TABLE IV

<table>
<thead>
<tr>
<th>Market</th>
<th>Rating</th>
<th>Cost</th>
<th>CPM</th>
<th>Upper Limit CPM</th>
<th>Lower Limit CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>40.0</td>
<td>$2,050</td>
<td>$1.15</td>
<td>$3.12</td>
<td>$0.03</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>40.0</td>
<td>$2,050</td>
<td>$1.60</td>
<td>$3.26</td>
<td>$1.40</td>
</tr>
</tbody>
</table>

Now which is the better buy... the 40.0 rating for $200 or the 40.0 rating for $200? Note that the 40.0 rating may vary by as much as 50%... Thus far we have discussed rating and the resultant cost-per-thousand in only two markets. But the cost-per-thousand varies market to market depending on the cost-per-spot in relation to the number of TV homes in the coverage area in relation to the ratings possible.

### Cost Per Spot

Thousands of TV Homes in Area x rating %

By virtue of stations not always scaling their prices in relation to the number of TV homes covered, the cost-per-thousand has a built-in bias. For instance, $200 could buy one "AAA" spot in Indianapolis with 597,130 TV homes. The same $200 buys one "AAA" spot in Portland with only 313,070 TV homes. Portland has an inherent cost-per-thousand of almost twice Indianapolis.

To illustrate this point we have selected 38 markets and have arranged them in descending order of TV homes. We took the highest one-time Class "AAA" rate in each market. To illustrate the rating possible we selected the rating of the #15th ranking show in each market, and then calculated the cost-per-thousand.

### TABLE V

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>No. of TV Homes</th>
<th>Highest #15th Class Rating</th>
<th>Cost Per Spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New York</td>
<td>4,439,880</td>
<td>1,192,000</td>
<td>1.0</td>
</tr>
<tr>
<td>2</td>
<td>Chicago</td>
<td>2,072,000</td>
<td>560,300</td>
<td>1.0</td>
</tr>
<tr>
<td>3</td>
<td>Los Angeles</td>
<td>1,962,400</td>
<td>500,000</td>
<td>1.0</td>
</tr>
<tr>
<td>4</td>
<td>Philadelphia</td>
<td>1,713,750</td>
<td>450,000</td>
<td>1.0</td>
</tr>
<tr>
<td>5</td>
<td>Boston</td>
<td>1,137,750</td>
<td>350,000</td>
<td>1.0</td>
</tr>
<tr>
<td>6</td>
<td>San Francisco</td>
<td>1,123,750</td>
<td>300,000</td>
<td>1.0</td>
</tr>
<tr>
<td>7</td>
<td>Pittsburgh</td>
<td>1,025,350</td>
<td>250,000</td>
<td>1.0</td>
</tr>
<tr>
<td>8</td>
<td>St. Louis</td>
<td>735,370</td>
<td>225,000</td>
<td>1.0</td>
</tr>
<tr>
<td>9</td>
<td>Milwaukee</td>
<td>635,000</td>
<td>200,000</td>
<td>1.0</td>
</tr>
<tr>
<td>10</td>
<td>Chicago</td>
<td>590,450</td>
<td>180,000</td>
<td>1.0</td>
</tr>
<tr>
<td>11</td>
<td>San Francisco</td>
<td>490,450</td>
<td>130,000</td>
<td>1.0</td>
</tr>
<tr>
<td>12</td>
<td>Los Angeles</td>
<td>450,450</td>
<td>110,000</td>
<td>1.0</td>
</tr>
<tr>
<td>13</td>
<td>Portland, Ore.</td>
<td>450,450</td>
<td>100,000</td>
<td>1.0</td>
</tr>
<tr>
<td>14</td>
<td>Dayton</td>
<td>470,350</td>
<td>100,000</td>
<td>1.0</td>
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<tr>
<td>15</td>
<td>Milwaukee</td>
<td>450,350</td>
<td>100,000</td>
<td>1.0</td>
</tr>
<tr>
<td>16</td>
<td>Columbus, Ohio</td>
<td>450,350</td>
<td>100,000</td>
<td>1.0</td>
</tr>
<tr>
<td>17</td>
<td>Chicago</td>
<td>430,350</td>
<td>90,000</td>
<td>1.0</td>
</tr>
<tr>
<td>18</td>
<td>Syracuse</td>
<td>370,350</td>
<td>100,000</td>
<td>1.0</td>
</tr>
<tr>
<td>19</td>
<td>Suffolk County</td>
<td>300,350</td>
<td>70,000</td>
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<tr>
<td>20</td>
<td>Providence</td>
<td>280,350</td>
<td>60,000</td>
<td>1.0</td>
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<tr>
<td>21</td>
<td>St. Louis</td>
<td>270,350</td>
<td>60,000</td>
<td>1.0</td>
</tr>
<tr>
<td>22</td>
<td>Milwaukee</td>
<td>270,350</td>
<td>60,000</td>
<td>1.0</td>
</tr>
<tr>
<td>23</td>
<td>Chicago</td>
<td>200,350</td>
<td>50,000</td>
<td>1.0</td>
</tr>
<tr>
<td>24</td>
<td>Los Angeles</td>
<td>150,350</td>
<td>40,000</td>
<td>1.0</td>
</tr>
<tr>
<td>25</td>
<td>New York</td>
<td>150,350</td>
<td>40,000</td>
<td>1.0</td>
</tr>
<tr>
<td>26</td>
<td>Portland, Ore.</td>
<td>130,350</td>
<td>40,000</td>
<td>1.0</td>
</tr>
<tr>
<td>27</td>
<td>Milwaukee</td>
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<td>1.0</td>
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<tr>
<td>28</td>
<td>Chicago</td>
<td>110,350</td>
<td>30,000</td>
<td>1.0</td>
</tr>
<tr>
<td>29</td>
<td>Milwaukee</td>
<td>110,350</td>
<td>30,000</td>
<td>1.0</td>
</tr>
<tr>
<td>30</td>
<td>Chicago</td>
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<td>90,350</td>
<td>10,000</td>
<td>1.0</td>
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<tr>
<td>33</td>
<td>Milwaukee</td>
<td>90,350</td>
<td>10,000</td>
<td>1.0</td>
</tr>
<tr>
<td>34</td>
<td>Milwaukee</td>
<td>80,350</td>
<td>5,000</td>
<td>1.0</td>
</tr>
<tr>
<td>35</td>
<td>Milwaukee</td>
<td>80,350</td>
<td>5,000</td>
<td>1.0</td>
</tr>
<tr>
<td>36</td>
<td>Milwaukee</td>
<td>70,350</td>
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<tr>
<td>37</td>
<td>Milwaukee</td>
<td>70,350</td>
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<tr>
<td>38</td>
<td>Milwaukee</td>
<td>60,350</td>
<td>2,500</td>
<td>1.0</td>
</tr>
</tbody>
</table>

Notice the range in the cost-per-thousand. Pittsburgh (#35) comes up with 83 cents cost-per-thousand. Salt Lake City (#35) shows a cost-per-thousand of $2.99. Notice, too, that the higher cost-per-thousands seems to appear in the smaller markets.

This is by no means the end of the story. We have built only with individual spot ratings and their costs-per-thousand. Other problems arise when ratings are added to yield total rating points per station or market. And, too there are the problems of audience duplication and frequency.

What we have hoped to do is:

1. Point out that ratings are a useful barometer of program popularity. But we must always keep in mind the plus and minus of our confidence intervals in mind.

2. Cost-per-thousands are an excellent index of spot efficiency. But we must beware of comparing cost-per-thousands with built-in-bias. Only cost-per-thousands within the same market are comparable.
get a better team, and consequently, better advertising.”

The machine, hand-manufactured for $2,500, has a patent pending in Mr. Ule’s name, and should a sufficient number of agencies express a collective interest in it, Mr. Ule said, “we may make it available to other shops, in time.” Present plans, however, call for its exclusive use by K&E and its clients. It is designed to handle one commercial on a continuous basis (“we’d be defeating the premise of individual attention on one given commercial if we’d run a string of spots,” Mr. Ule said) which will be changed after three days, and is adaptable for either black-and-white or color film.

K&E notes that once viewers’ reactions are analyzed by the agency’s research department, producers can then determine what segments of the commercial create interest and acceptance; learn what “creates positive and negative reactions,” and decide which to eliminate from the commercial.

Supplementary Questionnaire

Mr. Ule also suggested that even though the machine seems to provide accurate reflection of viewers’ reactions to a commercial, a supplementary questionnaire is desirable to get at the reasons in back of the reactions. To date, more than 1,000 persons have given their reactions to the machine in a three-months testing period at the Jersey Tire Co., appliance store in Plainfield, N. J., and at Quackenbush department store at Paterson, N. J.

In these tests, a questionnaire asked the viewer who had manipulated the machine’s lever, what the commercial showed and told about the product; whether he rated it “better, poorer or on an average” with other commercials and why; whether he remembered the brand name; what specific parts of the commercial he liked or disliked; whether he planned to buy the product as a result of the commercial, and what were his past buying habits concerning the particular product.

The new closed-circuit tv system acquired by BBDO was purchased from General Precision Lab, Pleasantville, New York.

According to Robert Foreman, BBDO’s vice president and director for radio and television, the equipment will provide for pre-studio testing and auditioning.

Mr. Foreman said BBDO will use the equipment for “preliminary checks” on art work, photographs and package designs to see how these items register on black-and-white tv. According to Mr. Foreman, the new system is “a logical part of the agency’s tv equipment.”

Models and actors will be auditioned to test them for their “tv looks” via the system, Mr. Foreman added.

Slater Promoted to V. P.

GEORGE A. SLATER, senior vice president, Muflay & Nichols, New York, has been appointed to the newly created post of executive vice president, it was announced last week. Mr. Slater will be responsible for account servicing and will share management responsibilities with John P. Kelley, president. Mr. Slater has been with the agency since 1938 and before that had been associated with Ralph J. Jones agency, Cincinnati.

Timely Article

THE CRASH between Trans-World-Airlines and United Airlines planes produced a concentrated three-day spot campaign by Reader’s Digest, calling attention to an article in the July issue of the magazine on traffic jams in the air. Walter Weintz, circulation director of Reader’s Digest, said that as soon as he heard details of the tragedy, he ordered a spot radio campaign on CBS Radio stations in New York, Washington, Los Angeles, San Francisco and Chicago, using 10 announcements last Monday and five on Tuesday and Wednesday. He added that Reader’s Digest earlier had produced a five-minute free film on the subject of traffic jams in the air, which “several hundred” tv stations have been using.

A PORTABLE tv commercial testing machine has been developed by Kenyon & Eckhardt. The machine contains a continuous recording mechanism which registers the viewer’s reaction to a tv commercial before it actually is shown to the public. Here Laura Riordan “talks back” to a commercial on the machine at a Ford Motor Co. exhibit in New York City, and G. H. England, Ford’s director of consumer research, watches the machine register her reaction.

S. F. BREWERY BUYS PRO GRID SLATES

SAN FRANCISCO BREWING Co. (Burgermeister beer) plans a one-half million dollar radio-tv professional football budget this fall, it was announced Thursday by President Henry E. Picard, with purchase on Don Lee Broadcasting System of all 18 games of the Los Angeles Rams and all 18 games of the San Francisco Forty Niners. Radio coverage also includes International Network, Arizona Broadcasting System and several stations in Alaska and Hawaii.

Burgermeister also has purchased CBS-TV’s professional football package in Los Angeles and San Diego, consisting mostly of Rams games. Burgermeister had sponsored both the Rams and Forty Niners last season on ABC-TV in more than one dozen western markets but the CBS-TV package this year precludes that coverage. Instead, Burgermeister is doubling its normal complement of spots in other tv markets in addition to football budget which includes heavy radio-tv spot promotion schedule. The radio schedule starts Aug. 11 with an exhibition game. Burgermeister places through BBDO, San Francisco.

Brewery Expands Potter Show To 15 More Western Markets

REGAL Pale Brewing Co., San Francisco, through Guild, Bascom & Bondfigli there, plans sponsorship of a weekly half-hour kinescope version of its full-hour Peter Potter Jake Box Jury on KRCA (TV) Los Angeles in 15 other western markets including Alaska and Hawaii effective July 20. Program package may be expanded to midwestern and eastern markets also, KRCA reported.

To avoid payment of 5% royalty to the AFM Music Performance Trust Fund, the kinescope portion will not use live music, but recordings put to tape for the show will be sent to individual stations in advance for synchronized playback with kinescope. Peter Potter, disc jockey on
Advertisers . . .
we recommend the following:

Sponsors who demand a big response from their commercials choose WMAR-TV, because Channel 2 consistently delivers the largest audience from 7:00 A.M. to midnight.

(ARB, June 1956 . . . 46.7% share of sets in use)

**Sports Results . . .** A rundown of major league baseball scores, accompanied by highlights of the games. There are also reports on other sports events with feature stories on prominent athletes, Monday through Friday from 6:50 to 6:55 P.M.

**Sports Feature . . .** Filmed interviews with sportsmen from a variety of fields, ranging from fishing to baseball, who explain the secrets of their success while offering suggestions for improvement. Monday through Friday from 7:10 to 7:15 P.M.

---

**RANGE RIDER**
Popular western series starring Jack Mahoney and Dick Jones who perform daring stunts en route to disposing of their enemies. Tuesday through Friday from 6:00 to 6:30 P.M.

**7 O’CLOCK FINAL**
David Stickle presents thorough, fact-filled summaries of major international, national, and Maryland news augmented by newfilm. Monday through Friday from 7:00 to 7:10 P.M.

**INNER SANCTUM**
Masterful portrayals by a host of accomplished television personalities make these psychological dramas top mystery thrillers. Monday through Friday from 11:20 to 11:50 P.M.

---

**WMAR-TV**

**CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND**

Telephone Mulberry 5-5670 * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

**BROADCASTING • TELECASTING**

July 9, 1956 • Page 37
WISC-TV Channel 3 VHF offers you a rich area market! It includes the cream of America's Dairyland, the home of the University of Wisconsin, Wisconsin's Capital City of Madison, a northern section of agricultural Illinois. It is an area of diversified industry—a leading medical center.

**COVERAGE FACTS**

<table>
<thead>
<tr>
<th>Fact</th>
<th>Number/Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Sets in Area</td>
<td>300,170 (1956)</td>
</tr>
<tr>
<td>Total Families</td>
<td>409,800 (1956)</td>
</tr>
<tr>
<td>Total Population</td>
<td>1,389,100 (1956)</td>
</tr>
<tr>
<td>Total Retail Sales</td>
<td>$1,681,147,000 (1955)</td>
</tr>
<tr>
<td>County Coverage</td>
<td>30 (Wisc., Ill., Iowa)</td>
</tr>
<tr>
<td>Power</td>
<td>100,000 Watts</td>
</tr>
<tr>
<td>Antenna Height</td>
<td>1826 Ft. A.S.L.</td>
</tr>
</tbody>
</table>

**WISC-TV**

CHANNEL 3 VHF

MADISON, WISCONSIN

Represented Nationally by
PETERS, GRIFFIN, WOODWARD, INC.
KLAC Los Angeles since inception of the KLAC “Big Five” programming format several years ago, will retain only his Saturday and Sunday featured spot on the radio station. Meanwhile, KLAC has named Bill Silbert, formerly on WWMG New York, as disc jockey to replace Mr. Parker weekdays. Mr. Silbert changes his air name to Bill Bradley. He has signed a five-year local radio contract with KLAC.

Last Biow Accounts Signed

The last of the former Biow Co. accounts found a new agency last week, when Julius Wile Sons & Co. (imported liqueurs) and Seeman Bros. Inc. (White Rose tea and other foods), both New York, appointed Anderson & Cairns, New York, as their agency.

Wile, Seeman and the Benrus watch accounts were all serviced over a period of 25 years by Jack Tarcher, now senior vice president and account supervisor of Lennen & Newell. After Mr. Tarcher dissolved his agency, the three accounts accompanied him to Cecil & Presbrey and Biow, now both defunct. C&P folded in November 1954, Biow last month. Mr. Tarcher resigned Wile and Seeman before joining Lennen & Newell this past spring because of “product conflict.” The two accounts will continue to be serviced by Ed Ridley, account executive at C&P and Biow on the two accounts and who had been with Mr. Tarcher for the past 15 years.

ARB Releases Ad Study

Advertising Research Foundation last week issued Vols. II and III of its Printed Advertising Ratings Method study, giving in Vol. II advertising ratings obtained by the aided recall, recognition and reader interest methods, and in Vol. III the advertisements studied with the ratings for each.

Vol. I, issued previously, presented information on the number and per cent of people claiming to have read the May 16, 1955, issue of Life magazine, used as the Guinea pig for the study. The three volumes, containing more than 600 pages and nearly 60,000 figures, represent more than $100,000 in research and comprise ARF’s biggest survey to date, involving more than 12,000 interviews. Non-subscribers can obtain sets of the three-volume report at $500 per set.

Series Reverts to Color

NBC-TV's Kraft Television Theatre, now in its ninth year and one of the first tv dramatic hour-long programs, initiated colorcasting with last Wednesday's show. Current plans call for the series to be continued live and in color through Sept. 5, although the network has indicated the color schedule may be extended into the 1956-57 season. Kraft Foods Co.'s agency, J. Walter Thompson, as well as NBC-TV, pointed out that at least on last Wednesday's show, and possibly on others, commercials would be in monochrome.

Sewing Products Drive Set

ABC-TV's Afternoon Film Festival has been chosen by Coats & Clark Sales Corp., New York, to promote its threads, zippers and needlework products this fall. Participations will spotlight Mr. Potter in shows in markets not covered by ABC, with the company hoping to reach 85% of the nation's tv homes. Kenyon & Eckhardt, New York, is Coats & Clark's agency.

ADVERTIST TV TESTIMONIAL—BEST FOR SELLING NEW CARS

Survey for NBC backs results determined in two earlier studies. Television leads all other media as top automobile salesman in every question asked, and dealers prefer that type of advertising.

ADDITIONAL ammunition is being fired this week in support of television as the most effective advertising medium for automobile sales among auto dealers and prospective buyers.

This latest testimonial for television is underlined in a survey conducted for NBC by AdVERTIST Research, New Brunswick, N. J. (Closed Circuit, July 2). In the main, it substantiates conclusions reached in recent studies conducted separately by ABC-TV and television Bureau of Adv. (B-T, July 2) on television as an advertising medium for automobile sales. Highlights of the survey, to be released by NBC today (Monday):

- Television has "a stronger impact on automobile dealers and prospects than any other medium."
- Dealers say tv is the most preferred national medium in getting people to visit showrooms; is the most effective medium in pre-selling the prospect and making the dealer's job easier; is the one type of advertising most strongly recommended above all other media, and is the one in which manufacturers should increase their budgets.
- New car prospects say that tv advertising "stands out most strongly in their minds," and that tv, above all other media, does the most in inducing them to look at a particular make of automobile.

Hugh Beville Jr., vice president in charge of planning and development for NBC, revealed that the survey was shown last week to leaders of the automobile industry in Detroit. Mr. Beville reported that the survey, designed to provide indications of the comparative effectiveness for automobile advertising of the major national advertising media, was conducted by Advertist under the supervision of Dr. Thomas E. Coffin, manager of research for NBC.

The field research, he said, was carried out by Advertist during June 2-5 in 10 major cities in the eastern half of the U. S., and included dealers and customers of all "Big Three" makes (General Motors, Ford and Chrysler) in proportion to their share of recent passenger car sales. Personal interviews were conducted with 128 dealers and 335 customers in dealers' showrooms, according to Mr. Beville. Cities covered were Atlanta, Baltimore, Boston, Chicago, Cleveland, Columbus, Minneapolis, Nashville, New York and St. Louis. On many questions, respondents gave multiple choices.

Highlights of the dealers' phase of the survey:

Television was listed by 59% of the dealers as the medium they believed most effective in getting people to visit their showrooms, followed by newspapers, 43%; magazines, 12%; all others, 15%; none, 6%. Television again was favored by dealers for pre-selling prospects, with a total of 59%: newspapers, 36%; magazines, 21%; all others, 9%; none, 12%. In another question, asking dealers which medium a certain auto manufacturer should put more of its money into, television again led by 59%; newspapers, 38%; magazines, 10%; all others, 4%; none, 12%.

Highlights of the consumer part of the survey:

Television scored highest of all media (71%) on a question which asked new-car prospects to remember the advertising itself and via which medium for a particular car make. Trailers were magazines, 42%; newspapers, 40%; all others, 29%; none, 4%.

Asked which kind of advertising stands out "most strongly in your mind," 61% of new-car prospects cited television; 22%, magazines; 17%, newspapers; 10%, all others; none, 3%. Queried as to which kind of advertising did the most to get the prospect interested in looking at a particular make, television led with 50%; newspapers, 16%; magazines, 13%; all others, 7%; none, 18% (see chart above).

Mr. Beville reported that other conclusions reached by the survey were that, although more of the automotive advertising budget goes into newspapers, the dealers personally notice tv advertising more than print advertising for their makes and 72% of the dealers interviewed felt that tv seems to cause more word-of-mouth comment among customers and prospects than any other medium.

July 9, 1956 * Page 39
GOING PLACES . . . AND . . . DOING THINGS

NBC RADIO's Monitor likes "going places . . . and . . . doing things." So does, it would appear, American Motors Corp.'s Rambler Cross-Country, a six-passenger station wagon which a week and a half ago bid fair to smash previously-held stock car economy runs when it raked up the 2,961.42 miles between Los Angeles and New York on 92.27 gallons of gas—less than five tankfuls at $2.61.7.

Expecting this to happen, it seemed only logical to American Motors and Geyer Adv. New York and Detroit officials that Monitor should report the running of this economy drive to the weekend listener as news and as a matter of interest to the weekender who is, after all, a hot sales prospect for the Nash Rambler.

Producer Al Capstaff of Monitor was approached with the idea of covering the economy run as an editorial feature. Geyer's radio-tv director Ray Mauer received, in turn, a total of 20 precious weekend minutes, splitting them on a 50-50 basis between June 23-24, each segment averaging four minutes. No sooner had Monitor sales staff caught word of the coverage than Geyer ended by buying $6,000 worth of commercial time adjacent to the editorial features. In addition, Geyer scheduled filmed reports of the run on its regular Wednesday night Disneyland on ABC-TV, for June 20 and June 27 showing.

Geyer dispatched Detroit tv director Ed Rodgers to Los Angeles to supervise filming of the June 19 departure, rushed negatives through a local film lab and set copywriter Jim DeFoe to produce a 90-second commercial for the next night's Disneyland. And, radio-tv production supervisor Lee Emmerich left New York for pre-determined locales through which the Rambler was scheduled to pass, aided American Motors P. R. people in coordinating local-radio-tv-press coverage and by the time Monitor went on the air, telephoned running commentaries to Mr. Mauer, who was standing by at NBC's Radio Central in New York, ready to edit tapes and place them on the air. Finally, film producer Jim Harkey rushed his camera crew to a place in downtown Manhattan, ready to flag in the Rambler at the finish line, the morning of June 25th.

"Our primary aim," said Mr. Mauer, "was to time the running in as close a fashion to a news event of the utmost importance. We were frankly surprised at the public's reaction to this thing. Why, in Columbus alone, they were lined up in the streets as if a visting general was passing by."

Mr. Mauer emphasized Geyer used no stunts. The Rambler's gas tank, continually serviced (through a separate promotional tie-in) by Tidewater Oil Co.'s Tydol Flying "A" stations in 13 states, was locked immediately upon filling by an official of the National Assn. of Stock Car Racing, and when it came time to halt overnight after a grueling 13 hours on the road, NASCAR impounded the car to prevent tinkering with the carburetor or gas gauge. No move was made in routing the run to avoid normal weekend traffic jams or large metropolitan area congestions in such cities as St. Louis and Indianapolis. A Nash official pointed out that the experiment was just that. "Neither we nor the Monitor people knew whether we'd make it past all the checkpoints," he said.

All commercials placed next to the Monitor news coverage were keyed to the actual running, causing such a local reaction that American Motors dealers along the way reported a sudden increase in showroom traffic. Said one dealer: "One person admitted to me was all set to buy a —— until she heard of the Rambler's gas consumption on Monitor. Imagine—32.09 miles per gallon on overdrive." Added Mr. Emmerich, reporting on that motor-happy city, "they loved us in Indianapolis!"

So successful was the reaction to the report via Monitor, Mr. Mauer reported last week, that American Motors bought more time segments on NBC the following weekend. It'll be sometime before AMC lets up on the broadcast accelerator. On the planning board now: an intensive, all-media campaign on the fact that the Rambler Cross-Country really went places . . . doing big things.

THE Rambler Cross-Country crosses the finish line in Manhattan after averaging 32.09 miles per gallon on its Los Angeles-New York economy run.

Pillsbury Orders 'Mickey'

PILLSBURY MILLS Inc., through Leo Burnett Co., Chicago, has placed an order for 26 matching quarter-hour segments of ABC-TV's Mickey Mouse Club this fall. Through the network's central division, Pillsbury will sponsor the 5:15-5:30 p.m. (EDT) segment on alternate Thursdays, probably starting Oct. 1, on behalf of its various baking mixes. Renewal orders by other sponsors for Mickey Mouse Club segments—reportedly Miles Labs and Minnesota Mining & Mfg. Co.—also are understood to be imminent.

Tootsies Sponsor Parade

FOR THE second year, The Sweets Co. of America (Tootsie Roll candy bars) will be a sponsor of Macy's Thanksgiving Day Parade from New York on NBC-TV (Nov. 22, 11 a.m.-12 noon EST). Ideal Toy Corp. had signed earlier as a sponsor of the parade.

AGENCY APPOINTMENTS


Fieldcrest Mills (textiles) N. Y., names J. Walter Thompson, N. Y., for its domestic division, effective Oct. 1.

Knapp-Monarch Co., St. Louis electric appliance manufacturer and recent purchaser of Nesco, to Frank Block Assoc., St. Louis.


SPOT NEW BUSINESS

American Pencil Co., N. Y., launching pre-Christmas spot tv drive for Venus Paradise coloring set in New York, Boston, Cincinnati, Chicago and Los Angeles, starting mid-September and ending close to Christmas. Agency: Doyle Dane Bernbach, N. Y.

Parents Magazine, N. Y., planning spot television campaign after Labor Day to promote sale of two Parents monthly publications—Humpty Dumphy for children 3 to 7 and Children's Digest for those 5 to 12. Number of markets still undetermined but David Altman Adv., N. Y., specialists in book advertising, understood looking for availability on children's and women's programs.

NETWORK NEW BUSINESS


ABC-TV reports new sponsors for Afternoon Film Festival (Mon.-Fri.) include Norwich Pharmacal (Ungente), through Benton & Bowles, N. Y., for undetermined length, 31 participations, beginning today (Mon.); Thomas J. Lipton Inc. (soup), via Young & Rubicam, N. Y., three participations per week for five weeks, beginning Oct. 3, Exquisite Form Brassiere Inc., through Grey Adv., three participations per week for 13 weeks, starting Sept. 10.
OF ALL THE MEDIA IN PHILADELPHIA

12 Radio Stations  3 Newspapers  4 TV Stations

KINGS BURGUNDY WINE...A NEW PRODUCT

USED ONLY WPEN

AND According To PULSE

32.8%

of the people in Philadelphia actually identified their commercial!

68.4%
correctly identified WPEN as the station

80.7%
correctly identified the sponsor by name

Sales Increased 1073%
From 22.5 cases to 264 cases bi-monthly

The Station Of Personalities

Represented nationally by Gill-Perna, Inc.
New York, Chicago, Los Angeles, San Francisco
from Texans in the state's Two for your help in making June TO THE RADIO-TELEVISION

Television

NORTH TEXAS AREA
KRBD-TV Dallas
WFAA-TV Dallas
WBAP-TV Ft. Worth
KFJZ-TV Ft. Worth
KTVL-TV

SOUTH TEXAS AREA
KFDM-TV Beaumont
KGUL-TV Galveston
KPRC-TV Houston
KUHT-TV Houston

MID-TEXAS AREA
KTBC-TV Austin
KCEN-TV Temple
KWTX-TV Waco

SAN ANTONIO AREA
KCOR-TV San Antonio
KENS-TV San Antonio
WOAI-TV San Antonio

COASTAL BEND AREA
KVDO-TV Corpus Christi
KRIS-TV Corpus Christi

Radio

NORTH TEXAS AREA
KBUD Athens
KALT Atlanta
KFYN Bonham
KCAR Clarksville
KCLE Cleburne
KAND Corsicana
KGKO Dallas
KIXL Dallas
KLIF Dallas
KRLD Dallas
KSKY Dallas
WFAA Dallas
WRR Dallas

SOUTH TEXAS AREA
KDFM Bay City
KJET Beaumont
KRIC Beaumont
KTRM Beaumont
KWHI Brenham
KORA Bryan
KDET Center

MID-TEXAS AREA
KNOW Austin
KTBC Austin
KTXN Austin
KVET Austin
KLEN Killeen
KCYL Lampasas
KMLW Marlin
THANK YOU

Billion Dollar Dairy Industry
Dairy Month Bigger than ever

INDUSTRIES OF TEXAS

KTEM Temple KCOR San Antonio
KWTX Waco KENS San Antonio
WACO Waco KEXX San Antonio
KMBL Junction KITE San Antonio
KTAE Taylor KIWW San Antonio

SAN ANTONIO AREA

KNAF Fredericksburg KONO San Antonio
KCTI Gonzales KTSA San Antonio
KENN Kenedy WOAI San Antonio
KERV Kerrville KCNY San Marcos
KGNB New Braunfels KWED Seguin
KBOP Pleasanton KVOU Uvalde

COASTAL BEND AREA

KBIK Alice
KIBL Beeville
KCCT Corpus Christi
KEYS Corpus Christi
KRIS Corpus Christi
KSIX Corpus Christi
KUNO Corpus Christi
KWBU Corpus Christi
KURV Edinburg
KBLP Falfurrias
KINE Kingsville
KANN Sinton

There's not enough room on these two pages... or in the entire magazine... to express the whole-hearted appreciation of the Dairy Industry for your help. The biggest June Dairy Month in history was an outstanding success because of your readiness to cooperate in reminding the listeners and viewers of Texas that the daily use of dairy products is the keystone of health, pleasure and economy.

We remain ever indebted to individual staff members who lent their skills and efforts to our cause. To the production, programming and talent personnel of the stations participating... and to the “front offices” who recognized the merchandising and promotional opportunities of June Dairy Month... we take pleasure and pride in saying “Thank You” for the 500,000 individuals employed by the Texas Dairy Industry.

That means one of every fifteen employed persons in the state, earning and spending 15% of its agricultural income, wants to shake your collective hand. For these members of the nation’s healthiest, growing-est industry... and for those of us who were entrusted with the pleasant chore of making June Dairy Month an event to be remembered... we repeat again, “THANKS A MILLION!”

Bill McDougall

Agricultural Relations, Ltd.

for The American Dairy Association of Texas,
representing the Texas Dairy Farmers in cooperation with
The Dairy Products Manufacturers and Retail Outlets serving Texas consumers

Evangelical Foundation Inc., Phila., through Walter F. Bennett & Co., Chicago, has launched new Bible Study Hour with Dr. Donald Grey Barnhouse, on NBC Radio (8:30-9 a.m. EDT).

Prudential Insurance Co. of America, Newark, N. J., through Calkins & Holden, N. Y., will sponsor Air Force on CBS-TV for one hour on Nov. 11 and for 26 half-hours thereafter on Sundays, 6:30-7 p.m. After that, Prudential will resume sponsorship of You Are There in same time slot.

American Chicle Co., N. Y., will sponsor half of hour-long Dark Jubilee which moves from Saturdays, 7:30-9 p.m. to Thursdays, 10-11 p.m. EDT on ABC-TV, effective Oct. 4. Second half of show will be co-operative. Agency: Ted Bates.

A&A PEOPLE


Jack Raffin, formerly vice president, Frank Block Assoc., St. Louis, and Steven Parrot, assistant account executive, Grant Adv., to Grey Adv., N. Y., as account executives; Marilyn Herbert, formerly tv copywriter, Dowd, Redfield & Johnstone, N. Y., to Grey as radio-tv writer; Karnig Thomasian, formerly art director, Munn, Mullay & Nichols, to Grey art department, and Edward Handman, copywriter, Daniel & Charles, to Grey in similar capacity.

J. G. MacDANIELS, manager of the Boston factory branch of Studebaker-Packard Corp., signs a 26-week contract for the midnight to 1 a.m. portion of the Jerry Howard Show on WEEI Boston, Monday through Saturday. Also present (1 to r): seated, Jerry Howard, dressed as the character he portrays, "Slim Pickin's"; A. R. Marzelli, eastern regional manager for the automobile company; standing, Robert N. Sullivan of the Daniel F. Sullivan Co., Boston advertising agency; James MacNally, Studebaker-Packard sales manager, and Thomas Y. Gorman, sales manager of WEEI.

Carl Nichols, copy supervisor on Sunshine Biscuit Co., Folger coffee, Silvercup bread and other accounts, Cunningham & Walsh, N. Y., appointed vice president. He has been with agency since 1946.

William A. Rockett, with Chambers & Witwel Inc., Boston, 10 years, named media director. Gene Kilham, formerly with WBZ-TV Boston and other stations, named radio-tv director of agency.

Robert R. Davidson, with General Foods Corp. since 1940 in various sales, marketing and advertising posts, named national sales manager of GF's Jell-O Division, succeeding Charles A. Kohl, recently named director of trade relations.

Herbert Fleig, account executive, WKRC-TV Cincinnati, resigned to open advertising agency at 617 Vine St., Cincinnati.

Paul Schlesinger from media supervisor to account executive and Rudolph N. Carlson appointed assistant merchandising manager at Tatham-Laird Inc., Chicago. Katherine Keating and Joan Woodside to agency as copywriters.

John H. Thomas, formerly advertising manager of Indian Head Mills Inc., N. Y., named advertising manager of Tussy Cosmetiques Div., Lehn & Fink Products Corp., N. Y.

Roger N. Peterson, formerly vice president of Peterson & Kempner, to J. M. Mathes Inc. as account executive.

Bernard Lundy promoted from advertising copywriter and house organ editor to advertising supervisor at Mystik Adhesive Products Co. (Mystik tape), Chicago.

Louis B. McFarland, formerly treasurer of Webster Groves Trust Co., St. Louis, to administrative staff of Warner & Todd Inc., St. Louis agency.

CAKE MIXES IN LOS ANGELES TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

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

<table>
<thead>
<tr>
<th>NATIONAL (NETWORK) INDEX</th>
<th>Hooper Index</th>
<th>Network</th>
<th>Total &quot;Commercial of Broadcast&quot; Shows</th>
<th>&quot;Commercial Units&quot;</th>
<th>Advertisers</th>
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<td>Rank Product &amp; Agency</td>
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Los Angeles Index (Network Plus Spot)

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In the above summary, the monitoring occurred the week ending May 11, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units" depending on its length. This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by Broadcasting & Telecasting. No reproduction permitted.

"Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 2-minute program, and in the same proportion for programs of other lengths. A "station half-hour" equals one-half "commercial unit.

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are those published by American Broadcast Bureau Inc. Ratings for radio are the ratings of C. E. Hooper. In the case of station half-hour, the average of the ratings for the preceding and following time periods is used whenever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.
The quiet grandeur of Southern architecture, Southern gardens, Southern charm still bespeaks itself in old traditions of which the Flag of the Confederacy remains an historical symbol.

In today's industrially-expanding South, sentiments may remain in the past, but betting money is on the future.

WRVA-TV is part of this active scene. New to 1956 Richmond, its guiding traditions of service, blueprinted in 1925, are a valued heritage from long-established, deeply-respected WRVA Radio.

To the television families in Richmond, these traditions are a powerful catalyst. They mean that WRVA-TV belongs to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.

WRVA-TV
Richmond, Va.
CBS Basic Channel 12
Donald Davis, member of Pepsi-Cola Co. account management group, and Victor Sack, assistant director of radio-TV production, The Blow Co., to Kenyon & Eckhardt, N. Y., respectively as account executive and commercial staff producer.

Conuel Murray, former news and communications staffer, KNBC San Francisco, to Herman Mueller & Assoc., S. F. agency, as publicity writer and account executive.

Robert Basindale and Thomas Cadden to commercial department of Tatham-Laird Inc., Chicago, as writers-producers. Mary Afflick, recently promoted from producer-writer to commercial group supervisor at agency, assigned to Wnder Co. (Ovaltine, Todd) and C. A. Swanson & Sons accounts.

Lee Ann Weimer promoted to public relations director of Grant Adv. Inc., Chicago. Pat Flaherty, formerly in Grant's Hollywood office, assigned public relations regional account executive for Floral Telegraph Delivery Assn. and Betty Renegar, formerly on publicity staff of Hotel Sherman, Chicago, will handle public relations for Grant Drake Hotel account, same city.

John T. Cunningham, assistant director of public relations, Anderson & Cairns, N. Y., to Morey, Humm & Warwick, N. Y., as public relations account executive. His replacement at A&C is Raymond Corder, editor of Upholstering Magazine.


McCadden Names Two V.P.'s; Plans $6 Million for Shows

PROMOTION of two executives of McCadden Productions to rank of vice president was announced last week by President George Burns with the disclosure that the tv film company will invest about six million dollars this next season in new and continued program product.

New vice presidents are Maurice Morton, director of business affairs, and Al Simon, executive in charge of production.

Program lineup includes Burns & Allen Show, Bob Cummings Show, People's Choice and Marie Wilson Show, all CBS-TV: Impact, NBC-TV; and Delightful Imposter, neither definitely scheduled.

$1 Million for New Shows Earmarked by Screen Gems

SCREEN GEMS Inc., New York, announced last week it has set aside $1 million for the development of new tv film programs. The decision was reached following a series of meetings among Screen Gems executives in Hollywood.

A quota of 20 new programs to be developed for the 1957-58 season was set at the meetings. Ralph Cohn, vice president and general manager of Screen Gems, described production on pilots for all new series will begin between September and December so that completed prints will be in the hands of the company's sales force no later than January 1957.

Greene, Lanterman Upped by ABC Film Syndication

PROMOTION of Joseph F. Greene and Norma Lanterman to the newly-created posts of assistant to the vice president in charge of sales and office manager of the central division of ABC Film Syndication, respectively, is being announced today (Monday) by Don L. Kearney, vice president in charge of sales for ABC Film Syndication.

Mr. Greene, formerly client service manager, will serve as assistant to Mr. Kearney, handling specifically the supervision of the contract department, sales of new business and sales analysis, both domestic and international. Miss Lanterman formerly was executive secretary in the Chicago sales office of ABC Film and will continue to work with headquarters in that city, reporting to Howard Anderson, sales manager of the central division.

TPA Elects Melzak V. P.

ELECTION of Vincent Melzak as vice president of Television Programs of America was announced last week by Milton A. Gordon, TPA president. Mr. Melzak will continue his present duties as head of TPA International. As vice president, he will work with Mr. Gordon on general administrative matters and with Michael M. Sillerman, executive vice president, in sales coordination and expansion.

FILM PEOPLE

John Kelly, station manager of KBRC-TV Ablene, Tex., and previously general manager of KTXL-TV San Angelo, Tex., appointed manager of Dallas office of Official Films Inc., N. Y.

Lou Kravitz, formerly vice president for sales and advertising, Fimlack Studios, Chicago, to Fred Niles Productions, Chicago, as account executive.

Tv Features Radio

RADIO will be featured on a television program—a half-hour show filmed in New York last week by The Christopher. The program, one of a new series of 15 tv shows being filmed for the 365 stations carrying the weekly Christopher program in the U. S., Canada and overseas, deals with "Radio's Great Power for Good," according to Father James Keller, director of Dr. Christopher. Participants were Mutual President John B. Poor, who discussed "The Far-Reaching Coverage of Radio"; CBS Radio President Arthur Hull Hayes, who spoke on "The Rewards of a Career in Radio," and Don Durgin, vice president in charge of the ABC Radio Network, on "How the Audience Helps Strengthen Radio."
it's BIGGER than you think!

Your sales message, wrapped in the WFLA-TV audience-building package of unduplicated NBC live programming, and delivered to the WFLA-TV billion dollar sales area, will produce sales that tip the scales high on the volume side!

The WFLA-TV market is big . . . bigger than you think! WFLA-TV blankets the Tampa—St. Petersburg Metropolitan market, — AMERICA'S 36TH RETAIL MARKET* — PLUS a rich 30-county area . . . Florida's SECOND MARKET. Here's what's in it for you!

**35% of Florida's POPULATION**
**34% of Florida's RETAIL SALES**
**35% of Florida's FOOD SALES**
**31% of Florida's DRUG SALES**

WFLA-TV gives you intensive coverage of this big, fast-growing year 'round market—the only Florida station that delivers unduplicated NBC live programming within its 100 mile radius . . . Your BLAIR-TV man can offer top-rated availabilities.


---

National Representative
BLAIR-TV

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PLAYBACK

QUOTES WORTH REPEATING


ADVERTISING, I sometimes think, is one of the most maligned and least understood professions in the country. Admen are supposed to know how to use words, but what they often use them to sell is everything under the sun except ourselves.

I have heard people who should know better, including some college professors, say the cost of advertising is an unjustified burden on the consumer—that it raises the prices Americans pay for the necessities and luxuries of life.

How ridiculous that is. Far from costing the consumer money, advertising saves him millions of dollars a year. We can hold the prices of our products down only through mass distribution. We can obtain mass distribution only by informing the maximum number of people of just what the products of American industry can do for them. That is the function of advertising.

LUXURY OF INTEGRITY

Sydney W. Head, director of broadcasting and film services, U. of Miami (Fla.), in his book Broadcasting in America (Houghton Mifflin Co. Boston):

OPERATION by the highest standards necessarily implies the freedom to make decisions. If acceptance or rejection of the next proffered account means the difference between survival and bankruptcy, the manager has no real freedom. He is governed by expediency; he cannot afford the luxury of integrity.

The range in degrees of freedom among stations is tremendous. The manager of a station on a favorable channel in a rich market without excessive competition can afford to set up stationlike long-term policies which look to the future as well as to the present, which work toward the building of his station as an institution with a distinctive personality, good taste, and integrity. In practical terms, such policies will result in rejection of all advertising of doubtful ethical value, discrimination in the selection of program material and talent, strict adherence to time limitations on commercial copy, scheduling of well-produced sustaining features in salable time-segments, refusal to make deals in violation of published rates, and so on.

Consider, by contrast, the situation of the manager of a station on an unfavorable channel in an over-competitive, limited market. He is not sure he can meet his payroll at the end of the week. What happens when he tells a salesman that the client he has just succeeded in selling is unacceptable to the station? Can he turn down a good prospect because the time desired by the advertiser happens to have been promised to the PTA? If a major sale is the only way to fill his under-the-table rebate, can he afford to make a high-minded speech about the sanctity of rate cards?

The wide range in what we have called "degrees of freedom" means that broadcasting is in many ways not at all the same thing in small stations and networks. Because of such variations the NARTB has never been able to secure agreement on standards of practice which meet even the already-established standards of some stations and networks. It simply is not realistic to expect every network to be able to meet the same standards as NBC, or an unaffiliated uhf television station in a small market to meet the same standards as a network key station in New York.

Here, then, is a basic socio-economic problem created by the system of advertising support and competitive operation. It does not mean, of course, that all small, underprivileged stations are by definition unethical. Many in radio have found a modus vivendi by narrowing their service down to meet the needs of special groups; by skillful and efficient management many such stations offer a highly satisfactory service within the limitations they have marked out for themselves. (No such solution has yet been found, however, for the small-scale television operation.)

TV NO MAGIC BOX

Sig Mickelson, CBS vice president in charge of news and public affairs, speaking of "The Electronic Revolution in Politics":

WHEN some future historian sits down to write the history of the 1956 political campaigns, I think it very probable that he will build his history around the revolution in campaign methods brought about by the new importance of electronic communications.

This is the first campaign year in which television has become the dominant medium in the thinking and planning of the national committees. The evidence is already piling up.

The President and his advisers are planning a "television campaign." Officials of both parties have advertised the fact that they are tailoring their conventions to the demands of television. In pleading for funds, both national chairmen stress the cost of purchasing television time. Candidates in the pre-convention primaries have moved into doubtful states with television advisers and formulas, some good, some bad, for presenting television programs. I wonder whether the enthusiasm with which television is being embraced as the 1956 campaign gets under way may not lead to disillusionment in the medium if that enthusiasm is not tempered with some hard political judgment.

The fact is, that unless used wisely, television may not be the magic box which, when used, leads the way to the politician's Utopia. Ineptitude and carelessness could destroy the magic charm.

It seems to me there are five principles which could very well govern the use of television in the year 1956 if television is to yield the spectacular results of which it is fully capable. They are:

Rule 1. The candidate or his spokesman should be himself. He should not hoke up the act with obvious histrionics.

Rule 2. Remember that it is the whole impression through the campaign that counts, not the one created on a single program.

Rule 3. Interest in a candidate cannot be created solely on the basis of the external trappings of showmanship which may surround a program. Interest, sympathy and understanding have to be created by the candidate himself or by the person speaking in his behalf.

Rule 4. Do not think of television purely as a "showbusiness medium." It is essentially a medium of communications as are newspapers, magazines, and radio and not just a vaudeville stage.

Rule 5. Recognize television's vast potential for the communication of ideas. Many politicians who would pay hard cash to buy time to make a speech on television would literally throw away even better time by failing to include television reporters and cameramen in their plans for coverage of an interesting news event or press conference. Those who get the most mileage from television will be those who learn this lesson early as did President Eisenhower when he admitted television newsfilm cameras to his press conference.

DON'T FORGET THE SHOW

Donald H. McGannon, president of Westinghouse Broadcasting Co., addressing the Catholic Broadcasters Assn. in Boston:

HUMAN NATURE poses a real challenge for the religious or educational broadcaster, because many people today would rather be entertained than taught or inspired. And television and radio are constantly striving to develop new ways to heighten entertainment values. In order to capture and hold the attention of an audience of respectable size—in fact, even to avoid having a disastrous decline in the average level of programs that follow—a religious or educational program must utilize a high degree of showmanship, without, of course, compromising the integrity of its message. Bishop Fulton Sheen's broadcasts are just one excellent proof that this can be done successfully.
BEELINE RADIO
delivers more for the money

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

More people live in this mountain-isolated Beeline area than in all of Colorado. They have over $31/2 billion in spendable income.

(Sales Management’s 1956 Copyrighted Survey)
Two Radio Stations Sign Laurence News Features

WHBI Newark, N. J., and KVMA Magnolia, Ark., are the latest stations to engage a corps of foreign correspondents by tape through Laurence News Features, New York.

In the Laurence service, exclusive stories and interviews are taped by newsmen in key capitals of the world, personalized with client-station's call letters and city, and rushed to the radio station by air express.

Thesaurus Series Issued

A NEW, five-minute transcribed radio series, Great American Women, featuring actor Basil Rathbone, is being sent to RCA Thesaurus station subscribers by the program library service.

The series of 65 programs, narrations about such famous women as Amelia Earhart, Pocahontas, and Grandma Moses, can be used either as individual shows or as part of regular women's programs.

PROGRAM SERVICE PEOPLE


Dick Norman, film director, KPTV (TV) Portland, Ore., to director of Pictures Inc., Anchorage, Alaska, theatrical director. Mr. Norman is president of Region 17, National Assn. of Television Film Directors.


PROGRAM SERVICE SHORTS

Community Club Services, Boston sales promotion firm, has appointed S. W. Caldwell Ltd., Toronto, to represent CCS in Canada.

Cambridge School of Radio & Television Broadcasting, New York, has opened new Cambridge Television Center, making available to advertising agencies, production firms, networks and independent stations complete rehearsal facilities, studios for filming commercials, closed circuit tv system for sales meetings, audio and video recording studio, film editing shops and meeting halls. New center is located at 1481 Broadway (Times Square).

Aaron Rothenberg & Assoc., Beverly Hills, Calif., appointed by MCA-TV to create exploitation merchandise for sponsors of Adventures of Kit Carson TV film series.

World Broadcasting System has added new set of safety jingles by composer Frank Luther to service features, bringing to total of 48 number of safety songs and jingles available from World.

RCA Thesaurus, N.Y., has signed WACE Chicago, Mass., WHNA Grand Haven, Mich., KNDY Marysville, Kau., and KMRM Morris, Minn., as subscribers.

Castle Newell Productions, specializing in creation and production of radio-tv musical backgrounds and musical commercials, has been re-established at 2501 East Chevy Chase Drive, Glendale, Calif. Mr. Newell has announced. For several years he has been supervising music instruction in L.A. public schools.

BUICK's spring fashion commercial is vocalized at Olmsted's by (1 to r) Clyde Sechler, Jeff Clark, Ralph Cummings and Gordon Goodman. At controls: Richard Olmsted.

THE PLUSH SIDE OF THE RECORD

EIGHT hundred thousand dollars laid out for a new, bigger, luxury-type studio layout, with plans already set for further expansion. That's Olmsted Sound Studios' tangible tribute to the strength of the aural medium.

Olmsted, at 1 East 54th St., New York, is a radio recording firm whose principal business is producing and/or recording commercials for advertisers and agencies. It would be correct—but misleading—to report that its volume today is 1,000% higher than a year ago, for Olmsted was just getting started a year ago. It is apparent, however, that business is good—and good business at a commercial recording studio reflects good business in radio.

Headed by Henry C. Olmsted as president and his son Richard as executive vice president and chief engineer, Olmsted Sound Studios opened for business in January 1955. By December the firm had to spread out, taking an additional floor and thereby doubling its facilities. The $800,000 redecorating job which transformed the space into plush studios and offices and efficient as well as shiny control rooms has just been completed. Now Olmsted is getting ready to take over still more space.

In insisting on swank decor for the studios and offices, Executive Vice President Olmsted goes on the theory that agency people—who are among the chief users of the facilities—will be more comfortable, and therefore able to work better, in surroundings akin to those they have in their own homes. Thus he's tried to make the place "home-like" from thick-carpeted floor to easy chairs to wall prints and fixtures—even to a small, emergency bar to which clients may repair after long, unseating sessions on a 60-second loop.

The length of the Olmsted client list itself is a clue to the amount of radio activity that is going on generally. It includes most of the top agencies, a number of jingles firms, at least two radio stations, and the U. S. government, among others. Both ABC and CBS Radio also are clients.

Among current agency clients are BBDO; McCann-Erickson; William Esty Co.; N. W. Ayer & Son; Campbell-Ewald; Leo Burnett Co.; Mercy, Humm & Warwick; Sullivan, Stauffer, Colwell & Bayles; Anderson & Cairns; Doherty, Clifford, Steers & Shenfield; Kenyon & Eckhardt; Kudner; Cunningham & Walsh; Calkins & Holden; Grant, and Buchanan & Co.

In addition to commercials for use on U. S. stations, Olmsted is developing foreign-commercials business. Goodall Fabrics, for example, taped a commercial in Haitian Creole to sell Palm Beach suits to Haitians. Griffin Polish, International Salt, and Quaker Oats are among those that reach Puerto Rico, Cuba, the Dominican Republic, Peru, Panama and Venezuela in several Spanish dialects recorded by Olmsted.

The firm also does a sizable amount of non-broadcast business. Westinghouse Electric Corp., for instance, recorded a "Watch Westinghouse" song there and had Olmsted play it at the 1956 stockholders' meeting, then print up a recording for mailing to each of more than 100,000 stockholders.

From time to time Olmsted's is called upon to record the sound track on a film—and for one independent tv producer, who was peddling a pilot film to agencies, the firm made individual recordings for different agency executives, outlining its merits for the clients of each.
LET'S GET DOWN TO BRASS TACKS!

THERE ARE 5 BIG MARKETS
IN GEORGIA . . .

AND ONLY THE GEORGIA BIG 5 COVERS THEM ALL!

YOU GET ALL 5 IN ONE BUY
Now with one buy, involving only one bill, you can get dominant coverage of Georgia's five major markets—Atlanta, Augusta, Macon, Columbus and Savannah. The five long-established stations that make up the Georgia Big 5 deliver 83 per cent—yes, 83 per cent of all Georgia radio homes!

REACH MORE RADIO HOMES
AT LESS COST PER MINUTE
The Georgia Big 5 gives you larger radio circulation throughout the state than any other station can deliver—and at lower cost, too. It's your BIG buy—your BEST buy in the nearly $3 billion (and growing fast!) Georgia market.

LOCAL IMPACT PLUS
NETWORK ECONOMIES
Get the local advantages of intense listener loyalty and strong dealer influence . . . AND the practical advantages of a network with the five leading stations of the Georgia Big 5. Point of sale merchandising support including sales aids, trade calls, trade mailings and tune-in announcements provides added sales power for your spot. Add to this the sales-producing local impact of hometown programming. Result: sales success.

Let your Avery-Knodel man show you why
YOUR BIG GEORGIA BUY IS . . .

Represented Nationally by
AVERY-KNODEL, Inc.

WGST Atlanta 3,000W ABC
WGAC Augusta 5,000W ABC
WRBL Columbus 5,000W CBS
WMAZ Macon 10,000W CBS
WTOC Savannah 5,000W CBS

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INDUSTRY EXPRESSES DOUBTS ABOUT FCC ALLOCATION PLAN

Some comment that Commission acted to relieve pressure from Capitol Hill. Attitude of new Comr. Craven is speculated with consensus that he's more in favor of uhf. Petitions for changes resume.

WITH a full week's contemplation of the import of the FCC's report and order on tv allocations under their belts, broadcasters—and those who advise them—had two questions on their lips last week. They were:

• What will Craven do?
• What will FCC do?

The FCC two weeks ago held that the best solution for the lis of tv was the eventual—but unscheduled—move of tv to the uhf, in all or a major part of the country. This was predicated on the development of uhf to equality to vhf in coverage, equipment costs and design. The FCC also issued proposed rule-making notices in 13 specific cities, proposing either complete or partial deintermixture [B+T, July 2].

The major observation on the FCC's action was one of strong doubt that it meant what it said: namely, strongly about moving tv to an all-uhf service.

The word "phony" was used by more than one source. Other comments were more pithy:

"The Hartford lawyer, observing the pressures from Capitol Hill, the Commission was forced to do something to get the Hill off its back,

"The FCC is trying to理性化 their programs, and network affiliations.

"The FCC is bailing out those entrepreneurs who are in trouble. That's free enterprise?"

"Another year of jazzy around!"

Many comments—all from reputable, informed sources who for obvious reasons asked for anonymity—were phrased to indicate that the word "phony" was in the author's mind. The Commission's document was forced by politics—by the pressures from Capitol Hill.

The Commission was forced to do something to get the Hill off its back, one Washington lawyer observed.

There were some thoughts expressed that in perhaps a year or so maybe three or four of the 13 cities might be truly deintermixed. The others will never go through, was this reaction.

One Washington attorney who numbers several successful uhf operators among his clients was particularly bitter at the Commission's boost in maximum uhf power to five million watts. This, he said, is not just "wasteful," but most, arguable, he said.

Yet, if one uhf station in a market increases its power to the maximum, all uhf stations in that market must follow. There is the huge initial capital cost, he pointed out, to say nothing of the terrific maintenance financial load.

Questions Coverage Tables

A consulting engineer raised his eyebrows at what he called the "extension" of Grade B service implied in the new FCC coverage tables. That might be true 20% of the time in ideal terrain, he declared.

Several comments were made about inconsistencies. The Hartford situation was used as an example by one observer. Ch. 2, he pointed out, had been first assigned to New London, Conn. After the Sixth Report in 1952 it was moved to Hartford. Now, he shrugged, it is moved to Providence. Why? he asked.

Other inconsistencies, he said, was it pointed out, involved Norfolk, Va.; Pittsburgh, Pa.; Sacramento, Calif.; Corpus Christi, Tex.; Spartanburg, S. C.; and Raleigh, N. C. In these the FCC took no action, but in similar circumstances (Albany, New Orleans, etc.), notices of proposed rule-making were not issued.

From several sources disappointment was expressed that the Commission had not provided "benevolent ins基辅—low-powered, low-antenna height vhs in "order to provide three equivalent services" as one put it.

All comments were not pessimistic. There were some favorable reactions. Even if only a few of the 13 "pilot" cities are really and truly deintermixed, it will mean that uhf will get a chance and operating service. This means manufacturers will have to continue making uhf sets and "Madison Ave." will know that uhf hasn't died. That was one advocate's viewpoint.

If there was any doubt of the Commission's sincerity, another observed, its actions in prohibiting construction in Peoria and Springfield should have dispelled. He referred to the June 27 grants of ch. 8 to WIRL Peoria, Ill., and ch. 2 to WMAY-TV Inc., Springfield, Ill.

The Commission forbade construction until the proposals are revised.

In a prepared statement, George A. Mayoral, WJMR-TV New Orleans, declared: "The FCC's proposed decision looking toward the eventual shift of all television broadcasting to the uhf band gives the impression that the only thing the FCC could have made in view of all the problems involved . . . This is a national solution to a national problem . . ."

The attitude of new Comr. T. A. M. Craven was the subject of much speculation. It was pointed out that five of the 13 deintermixture notices were made on four to three votes. These were El Paso, Tex.; Hartford, Conn.; Madison, Wis.; Norfolk, Va.; Albany, N. Y.

It was the consensus, however, that Comr. Craven's basic, long time attitude was more favorable to uhf, than otherwise. It was recalled that as early as 1945 he had recommended that commercial television operate in the uhf band. It was also recalled that in the current allocations proceedings, Mr. Craven, in his own name, had suggested an allocations plan which would have deintermixed all the major cities in Zone I except in 10 instances.

On the other hand, it was felt in some circles, Comr. Craven would have been much more favorable if the grants made after long and expensive hearings. "He's been on the outside," one source observed, "and he knows what a hearing means.

Meanwhile, petitions for changes in the allocations structure began coming into the FCC after a lapse of some months. In the last 10 days six rule-making petitions have been filed. They include: (1) to Cov. Bay, Ore., from Yreka, Calif.; (2) substituting ch. 8 for ch. 55 in Mt. Airy, N. C.; (3) allocating ch. 3 to Ainsworth, Neb.; (4) moving ch. 5 from Raleigh to Rock Hill, S. C., and adding a reserved uhf channel to Raleigh; (5) changing the educational reservation from ch. 1 to chs. 6 or 10 in Corpus Christi, Tex., or deleting chs. 6 and 10 from Corpus Christi; (6) delete educational reservation from ch. 7 in Jacksonville, Fla., or remove ch. 12 and add ch. 46 to Jacksonville.

There are more than 50 such petitions awaiting action at the FCC. The complete list:

Fl. Smith, Fayetteville, Ark.—Delete ch. 5 from Ft. Smith and assign to Fayetteville.

Bakersfield, Calif.—Add 17 or 19 and 39 to Bakersfield.

Bishop, Calif.—Allocate either ch. 3, 8, 17, 19 or 25 to Bishop.

Fresno, Madera, Calif.—Change Fresno educational reservation from ch. 18 to 53 or swap ch. 53 for ch. 30 at Madera.

Pueblo, Alamosa, Colo.—Delete ch. 3 from Pueblo and assign to Alamosa, Colo.

Jacksonville, Fla.—Delete educational reservation in Jacksonville, changing educational ch. 7 to commercial, or delete ch. 12 and add ch. 46.

New Port Richey, Bunell, Fla.—Add ch. 10 to New Port Richey.

Carter, Ill.—Allocate ch. 13 to Carter.

Harrisburg, Ill., Bowling Green, Ky.—Replace ch. 22 Harrisburg with ch. 13, deleting latter from Bowling Green.

Purila, Galesburg, Ill.—Substitute ch. 25 for ch. 43 at Peoria, and substitute ch. 77 for ch. 40 at Galesburg.

Springfield, Lincoln, Ill.—Allocate ch. 39 to Springfield, and substitute ch. 49 for ch. 53 at Lincoln, Ill.

Indiana, Anderson, Ind.—Allocate ch. 26 to Anderson, deleting ch. 61 from that city; delete ch. 26 from Indianapolis and add ch. 77 there.

Evansville, Ind., Owensboro, Ky., Festus, Mo., Shelbyville, Tenn.—Delete ch. 62 from Evansville and add ch. 14; delete ch. 14 from Owensboro, add ch. 62; delete ch. 14 from Festus, add ch. 62 to Shelbyville, add ch. 56.

Ft. Wayne, Angola, Ind.—Assign ch. 15 to Ft. Wayne, substituting ch. 77 for ch. 15 at Angola, Ind.

Des Moines, Iowa—Shift educational reservation from ch. 11 to uhf.

Houma, La.—Delete ch. 30 from Houma, add ch. 11. (2) Add ch. 11 to Houma.

Nashua, Mass.—Assign ch. 6 to Nashua.

Marquette, Calumet, Mich.—Add ch. 13 to Marquette; substitute ch. 5 for ch. 13 at Calumet, Mich.

Clarksdale, Miss., Indiana, Cleveland, Ruleville, Greenwood, Miss.—(1) Move ch. 6 to Clarksdale to Indiana, and assign ch. 44 to Clarksdale. (2) Delete ch. 6 from Clarksdale and add to Cleveland or Ruleville or in an area between Cleveland, Ruleville, Greenwood and Indiana.

Greenwood, Miss.—Move ch. 6 to Greenwood.

Helena, Bozeman, Mont.—Delete ch. 12 from deleted and reserve to Bozeman.

Glendive, Mont.—Allocate ch. 5 to Glendive, Mission and Kalispell, Mont., Sandpoint, Idaho—Add ch. 8 to Missoula; substitute ch. 25 for 3 at Sandpoint, and substitute ch. 9 for 8 at Kalispell.

Ainsworth, Neb.—Add ch. 3 to Ainsworth.

*Proposed rule-making issued by the FCC, but no final decision yet issued.
May 12 was an unusual day in Michigan. At 2:30 p.m. that Saturday WJR broadcast a tornado alert—and it wasn’t lifted until 3 a.m. Sunday. In seven hours 27 twisters had smashed their lethal paths across the state.

It was dark, it thundered, flashed lightning, and ruined sheets—and it was downright scary.

From 6 p.m. to 3 a.m. WJR broadcast complete reports, every half-hour. Three newscasters (and one newscaster’s wife), every engineer and every announcer helped gather information, answered phones, and got the news on the air.

Their job was simple: from hundreds of panicky reports they sifted accurate information. It was checked and double checked with the station’s direct weather bureau wire and with police chiefs in stricken areas. When they were certain it was accurate, they told the listeners about it. They were careful, they were calm, and they included safety precautions.

“I am sure,” wrote one woman later, “that WJR’s prompt reporting of sound information, and its calm despite the danger, saved many people from near-panic.”

An Ohioan nearby listened to WJR from 6 p.m. to 3 a.m., circling all twister areas on a map. “We are deeply grateful to the news staff and all others for their constant vigil,” he wrote. “We depended entirely on their faithful service.”

People in the WJR area have learned that WJR newscasts are dependable, factual and more comprehensive. That’s why the recent study by Alfred Politz Research, Inc. shows that 42% of all radio listeners tune to WJR for news.
Lincoln, Neb.—Change Lincoln educational reservation from ch. 18 to 12.

Nadine, N. M., Monahans, Tex.—Add ch. 9 to Nadine, substituting ch. 35 for ch. 9 at Monahans.

*Roswell, Artesia, N. M.—Remove ch. 10 from Roswell, and assign to Artesia.

Fairfield, N. Y.—Allocate ch. 2 to Fairfield.

Mt. Airy, N. C.—Substitute ch. 8 for ch. 55 at Mt. Airy.

Raleigh, Rocky Mount, N. C.—Delete ch. 5 from Raleigh and substitute a reserved educational uhf channel. Add ch. 5 to Rocky Mount.

Washington-Salem, N. C.—Allocate ch. 8 to Winston-Salem.

Youngstown, Ohio-Pittsburgh, New Castle, Pa.-Clarksburg, W. Va.—Substitute ch. 33 for ch. 73 at Youngstown, ch. 22 for 47 at Pittsburgh, ch. 79 for 22 at Clarksburg, and/or move ch. 45 from New Castle to Youngstown.

Elk City-Woodward, Okla.—Delete ch. 8 from Woodward, adding it to Elk City; add ch. 35 to Woodward.

Cocoa Bay, Ore., Yreka, Calif.—Add ch. 11 to Cocoa Bay, substituting ch. 19 for ch. 11 at Yreka.

Prineville, Ore.—Allocate ch. 11 to Prineville.

Harrisburg, Lancaster, Williamsport, Pa.—Switch ch. 71 at Harrisburg for ch. 21 at Lancaster and substitute ch. 26 for 36 at Williamsport.

*Shinglehouse, and Meadville, Pa. Clymer N. Y.—Add ch. 26 to Shinglehouse; add ch. 37 at Meadville.

Williamsport, Pa.—Allocate ch. 26 to Williamsport.

York, Lancaster, Pa.—(1) Switch ch. 49 at York for ch. 21 at Lancaster. (2) Delete ch. 43 from York and add to Lancaster; delete ch. 21 from Lancaster and add to York.

Charleston, Sandy Run, S. C.—Allocate ch. 5 to Sandy Run, deleting ch. 5 from Charleston and substituting ch. 4.

Reliance, Pierre, S. D.—Delete ch. 6 from Pierre, S. D., and assign it to Reliance.

St. Joseph, Lexington, Tenn.—Allocate ch. 11 to St. Joseph, deleting educational ch. 11 from Lexington, Tenn., and substituting educational ch. 49.

*College Station, Tex.—Change educational ch. 3 to commercial, reserving either chs. 48 or ch. 54 for educational use.

Corpus Christi, Tex.—Change educational reservation at Corpus Christi from ch. 16 to ch. 6 or 10, or delete chs. 6 or 10 and add to other cities in nearby area.

Lubbock, Tex.—Change Lubbock educational reservation from ch. 20 to 5.

Lufkin—Nacogdoches, Tex.—Change Lufkin ch. 9 to Lufkin-Nacogdoches as hyphenated community, permit KXRE-TV Lufkin to be identified with both cities.

Nacogdoches and Tyler, Tex., Lake Charles, La.—Delete ch. 19 from Tyler, add it to Nacogdoches. Add ch. 61 to Tyler. Add ch. 66 to Lake Charles and delete educational ch. 19.

*Clarkston, Wash.—Allocate chs. 34 and 40 to Clarkston.

*Moses Lake, Walla Walla, Wash.—Substitute ch. 11 at Moses Lake for ch. 8 at Walla Walla, Wash., and add ch. 8 to Moses Lake.

Wenatchee, Wash., Coeur d’Alene, Idaho—Add ch. 12 to Wenatchee; substitute ch. 29 for ch. 12 at Coeur d’Alene.

*Weston, W. Va.—Change educational ch. 5 at Weston to commercial.

*Proposed rule-making issued by the FCC, but no final decision yet issued.

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KTVQ (TV) Bid for Ch. 11

Again Turned Down by FCC

SECOND REQUEST by ch. 25 KTVQ (TV) Oklahoma City to use educational ch. 11 at Tulsa on a temporary basis was denied last week by the FCC. KTVQ, dark since last December, went off the air under court order following heavy uhf losses.

The Oklahoma City station earlier had asked for and was denied FCC permission to utilize ch. 11 at Tulsa until the grantee, educational KOED-TV, was ready to go on the air. The request was opposed by the Joint Committee on Educational TV and Oklahoma Educational TV Authority (OETA), KOED-TV permittee.

The second KTVQ request [B&T, May 14] was predicated on an understanding by KTVQ that OETA no longer was opposed to temporary use of its Tulsa channel. KTVQ proposed to use the tower and transmitter of deleted ch. 19 KMPT (TV) Oklahoma City and operate for the duration of the KTVQ construction permit or—whichever is first—whenever KOED-TV was ready to commence operation.

T. A. M. CRAVEN took the oath of office as an FCC commissioner for the second time last week when he assumed office on July 2 replacing Edward M. Webster. Commr. Craven, a U. S. Navy Reserve commander, served once before, from 1937 to 1944. Mr. Craven (r) is being sworn in by FCC Chairman George C. McCon- naughey. The ceremony took place before a roomful of friends at the FCC. After the oath, Commr. Craven paid tribute to former Commr. Webster, who was in the audience, and Mr. Webster replied in kind.

A graduate of U. S. Naval Academy (1912), Commr. Craven served in World War I as a specialist in radio communications. He was on the staff of the Federal Radio Commission in charge of nonbroad- cast engineering matters, 1928-30; in private radio practice to 1935, when he became FCC chief engineer. After his first term as a commissioner, he again entered private engineering practice. He became the senior member of Washington consulting engineers Craven, Lohnes & Culver in 1949. He is a fellow of the Institute of Radio Engineers and a past president of the Assn. of Federal Communications Con- sulting Engineers.

Lawmakers’ Recording Studio Split Into Separate Units

THE President has signed into law a bill (HR 11,473—now Public Law 624) which splits the Joint Senate-House Recording Facility into the House Recording Studio and Senate Recording Studio, respectively. The complete split must be made by Sept. 30.

The two studios will perform for representa- tives and senators, respectively, the same duties performed before by the joint facility; namely, taping and filming reports and speeches by congressmen to be transmitted via radio or television to constituents over radio and tv stations in their home states. These services are performed normally at a lower cost to congressmen than equivalent commercial services.

The division of the joint facility into two separate studios was decided upon after the results of two reports by the General Accounting Office were made public [B&T, June 4, May 7].

The reports said that Robert J. Coar, coordinator of the joint facility and his wife, Helen, studio director, were engaged in a similar business in nearby Virginia; that government equipment was missing; that employees of the facility received income from outside sources, and that an unlisted telephone was maintained on the premises. Mrs. Coar, a House employee, was fired, but no action was taken in the case of Mr. Coar, a Senate employee.

The Coars came under both criticism and praise in House debate on HR 11,473. It was understood that Mr. Coar will head the Senate Recording Studio when it is set up.

The two new studios will divide the equip- ment and other assets of the joint facility, both to be administered from separate revolving funds established in the Treasury for House and Senate contingent funds, respectively. The new law prohibits personnel from engaging in outside work similar to that performed at the respective studios.

The House studio will be supervised by the House Clerk under the direction of a three- man committee of congressmen appointed by the House Speaker. The Senate unit will be supervised by the Senate Sergeant-at-Arms under direction of the Senate Rules & Administra- tion Committee.

Senate Bill Would Ban Misleading Names, Art

THE SENATE last week passed a bill (S 2891) which would prohibit the use by certain business concerns of the letters "U.S." in their firm or corporate names or of pictures in their advertising which falsely convey the impression that such a firm is a government agency or that its obligations are guaranteed by the govern- ment.

Already prohibited to the same firms are the terms "national," "federal," "United States," "reserve" and "Dependent." Pictures prohibited under the bill are those of the Capitol Building or any other public building of the United States.

Types of firms prohibited from using these words or pictures, "except as permitted by the laws relating to United States loan companies and brokers, factoring, insurance, indemnity, savings or trust firms."

It was noted in floor discussion that the Senate does not intend that the bill be made applicable to companies which already are "lawfully using such name or title" if and when the bill becomes law. The measure was sent to the House.
Network Investigation Will End July 17-18

THE Senate Commerce Committee wraps up hearings July 17-18 for this congressional session in its investigation of tv networks and allocation problems, Kenneth A. Cox, special radio-tv counsel, said last week.

The FCC will occupy July 17 and possibly part of the following day, with most of the Commission testimony to be on its proposed allocations plan [BT, July 2]. Also scheduled on July 18 are Mrs. Elizabeth Smart, legislative representative for the National Women's Chris-
tian Union, who will testify in support of a bill by Sen. John W. Bricker (R-Ohio) for government regulation of the net-
works, and John H. Battison, general manager of KAVE-FM, who will offer testimony on the costs of AT&T interconnec-
tion and the problems of small market tv station operation.

One other witness is being considered but was not confirmed last week.

The WCTU's planned testimony in favor of the Bricker bill (S 825) is expected to be a roundabout method of trying to prohibit liquor advertising on radio and tv. Hearings were held in February by the Seneca and House Com-
merce Committees on bills (S 923, HR 4627) to prohibit liquor advertising in any medium [BT, Feb. 28], but the bills have not been reported from the respective committees.

Industry Comments Oppose Proposed Tall Tower Rules

GENERAL OPPOSITION to the proposed "tall tower" rules which would require applicants for towers above 500 ft. above ground to use existing structures or antenna farms—or to justify why they can't do so—was expressed by several dozen comments filed with the FCC on or before July 2. That date had been the deadline for comments on the proposed rule but last Tuesday the Commission continued the deadline to Sept. 3 at the request of WSLA-
TV, WTV, WHA, WDRB, WRGB.

Main objections fell into the following categories:

- No criteria telling where antenna farms should be located or whether an applicant had made a reasonable effort to locate on an antenna farm or existing structure.
- Unreasonable burden on the applicant to force him to justify why he cannot locate on an antenna farm.
- Abdication of the FCC's legal duty to judge applications in the interest of public service and a delegation to the Air Coordinating Committee (whose Airspace Panels indicate whether a tower is a potential air hazard or not) of this function by permitting it to designate antenna farms.

Among other questions raised were: (1) whether it was clear where the new rules would not affect existing stations or antenna farms which might desire to raise the height of their existing antennas, and (2) whether stations would be forced to share their towers with other broadcasters.

There were also suggestions that the FCC postpone finalizing these rules until the Joint Industry-Government Tall Structures Committee settled the standards for antenna farms.

FRTC called attention to estimates that indicated the cost of a tower supporting two antennas was 50% more than for a single radiator; for three antennas, 100% more, etc. A. Earl Culum Jr., Dallas consulting engineer, termed the proposed rules "dangerously re-
strictive" to broadcasters.

Comments were also filed by WAGL-TV Lancaster and WLEV-TV Bethlehem, both Pa.; NBC; CBS; WDBO-TV Orlando, Fla.; WTVH (TV) Peoria, Ill.; Meredith stations; KRON-TV San Francisco; Storer Broadcasting Co.; WIBC Indianapolis, Ind.; WCYL York, S. C.; Frank G. Kear, Kear & Kennedy, con-
sulting engineers, Washington, D. C.

Also KFRE-TV Fresno, Calif.; KTFV (TV) Salt Lake City, Utah; KGLO-TV Mason City, Iowa; WAFB-TV Baton Rouge, La.; WKJG-
TV Fort Wayne, Ind.; WKNA-TV Charleston, W. Va.; WTVJ-TV Detroit, Mich.; WCAU-TV Philadelphia, Pa.; WDSU-TV New Orleans, La.; WGRX-TV, N. Y., and KRO Tele-
radio Pictures Inc.

The proposed tall tower rules were issued last March [BT, April 2] and followed a year-
long joint aviation-broadcast-government study of tall towers and their apparent threat to air-
planes.

Calif. Radio Operator Seeks First Tv Translator Grants

FIRST two applications for the newly author-
ized tv translator operation were filed with the FCC last week, both by James R. Oliver, oper-
ator of KIBS Bishop, Calif. The new service, using uhf channels 70-83 to rebroadcast tv si-
gnals to remote areas, became effective last Monday (July 2), 30 days following the FCC's announcement of the promulgation of new rules [BT, May 28].

Mr. Oliver asked for two 10-w tv translator op-
erations at a location east of Bishop, both to use an effective radiated power of 83 w. One would be on ch. 70 and would rebroadcast the programs of KBNX (TV) Los Angeles; the other, on ch. 72 would rebroadcast the ch. 4 signal of KRCV-TV Los Angeles. Bishop is about 225 miles from Los Angeles.

Mr. Oliver said that 500 people in the Bishop area had pledged him their financial support in his desire to bring service to the area. Besides $7,594 already pledged, the people also have pledged voluntary support of $5 per month to near the cost of operation. The application said. Mr. Oliver said that as he did not wish to make more than costs of operation, voluntary support will be reduced when possible.

Total construction and first year operation costs for both translators were set at $22,650.

D. G. Time Bill Signed

A BILL (S 3295) to extend Daylight Saving Time in the District of Columbia from the last Sunday in September to the last Sunday in October—conferring to the time schedules in most major eastern cities—was signed into law by the President last week after congressional approval. The law (PL 624) was advo-
cated by Washington area radio-tv stations which otherwise would have trouble making their network schedules conform to viewing hours.

Fraid Bill Sent to President

THE House last week passed a Senate-approved bill (S 3674) to prohibit fraud by wire, radio or tv in foreign as well as interstate commerce. Object of amending the law to include foreign commerce in prohibitions was to prevent use of radio-tv and wire communications by fraud-
ulent stock and other promoters operating from Canada, Mexico, etc. The bill now goes to the White House for action by the President.

Commission Makes Grants For Seven Daytime Outlets

CONSTRUCTION permits for seven new day-
time ams were awarded by the FCC last week. Grants went to:

Little Rock, Ark.—Ebony Radio, 1440 kc, 1 kw. Sole owner John M. McLeod is 50% owner of WNLA Indianola, Miss., 50% of WOKJ Jackson, Miss., and general manager of WKDL Clarksdale, Miss.

Madisonville, Ky.—Hopkins County Broad-
casters, 1310 kc, 500 w. Principals are Evers Mick (55%), chief engineer at WFWM-AM-PM Madisonville, Ky., and Conway M. Smith (45%), chief engineer at WMTA Central City, Ky.

Jonesville, La.—Old South Broadcasting Co., 1480 kc, 500 w. Old South is owner of WNAT Natchez, Miss.

Holdrege, Neb.—W. W. Broadcasting Co., 1380 kc, 500 w. Owners are William C. and Betty Rae Whitlock. Mr. Whitlock is former 24% owner of KAWL York, Neb.

Oneida, N. Y.—John Jacob Geiger, 1600 kc, 1 kw. Mr. Geiger is program director of WSPN Haynesboro, N. Y.

Salt Lake City, Utah—Dale R. Curtis, 1570 kc, 500 w. Mr. Curtis holds business interests. (Upon consideration of protests to March 8 grant to Mr. Curtis for 1470 kc, 1 kw, FCC cancelled application for time.) On May 31 application was amended to specify present facilities, hearing cancelled, protests dismissed and application was returned to processing lines.

Chelan, Wash.—Lake Chelan Broadcasting Corp., 1220 kc, 1 kw. Lake Chelan owns KNNW Wenatchee, Wash.

Commission Cold on Bids For Now-Occupied Channels

TWO applications seeking tv channels already occupied have been returned to the applicants by the FCC. The Commission last week re-
turned applications filed last May for ch. 21 Louisville, Ky., and ch. 4 Reno, Nev. [BT, May 21]. Sarkes-Tartian Inc. (WITV (TV) Bloom-
ington, Ind.) had sought the Louisville channel now occupied by WLOX (TV). The latter ceased operation in 1954.

Ettlinger Broadcasting Corp. had sought the Reno facility, now held by KKKJ (TV), con-
tingent upon vacation of grant by permittee Robert C. Fisher. An application is pending before the FCC for transfer of KKKJ to Tower Telecasting Co. (principally KRAM Las Vegas interests).

The Commission has not yet acted on an ap-
plication by Salem Tv Co. (C. H. Fisher) seek-
ning Salem, Ore., ch. 3, now occupied by KSLM-
TV [AT DEADLINE, June 25].

WWLP (TV) Satellite Granted

GRANT of Greenfield, Mass., ch. 58, to Spring-
field Television Corp., licensee of WWLP (TV) Springfield, as a satellite of WWLP was made by the FCC last week. Greenfield is about 35 miles from Springfield, in the western part of the state. The grants calls for 18.2 kw visual and an antenna 500 ft. above average terrain. Construction cost is estimated at $50,360 and first year operating cost at $90,800. Principal station ABC-NBC affiliated WWLP are Roger L. Putnam (24.55%), William L. Putnam (5.35%), George Vadnis (21%), James F. Fitzgerald (8.8%), Joseph DeLiso (5.24%) and WSPR Inc. (Springfield) (8.14%).
AWARE Asks Court to Dismiss Faulk's $500,000 Libel Suit

ANSWER was filed last Thursday in New York State Supreme Court by AWARE Inc., and Vincent Hartnett, asking dismissal of a $500,000 libel suit instituted against them by WCBS New York humorist John Henry Faulk [B&T, June 25]. Mr. Faulk had charged them with concealment of the radio announcer from the air on the "false" ground of pro-communist associations.

Laurence A. Johnson, former Syracuse super-market operator, who also had been named by Mr. Faulk as a party to the suit, is reportedly to be in Europe and did not answer the complaint.

The answer, submitted by New York attorney Godfrey F. Schmidt on behalf of AWARE and Mr. Hartnett, entered a virtual general denial of the allegations set forth in Mr. Faulk's complaint, and said, "information contained in AWARE bulletin about Mr. Faulk's alleged activities was published "without malice toward the plaintiff and is accordingly privileged."

The answer asserted that the defendants have "a right, duty and interest in multiplying and furthering anticomunism, in winning people back from communism to the cause of freedom and in having them clear their own names by sincere repudiation of communism and communist fronts." It said that "the matter complained of was published in the performance of such duty . . . without malice."

Accompanying the AWARE-Hartnett verified answer was a notice to take testimony from Mr. Faulk in New York Supreme Court on July 16.

Hearing Examiner Backs FCC On Pittsburgh Ch. 11 Grant

AN FCC hearing examiner last week upheld the Commission's July 1955 grant of ch. 11 at Pittsburgh to WWWS Inc. (WJAS [TV]), comprised of merged applicants Pittsburgh Post-Gazette (WWWS) and WJAS that city.

In his initial decision, Examiner Hugh B. Hutchison also recommended that the FCC approve a modification of the WIC construction permit making possible a studio location change, increased power and other equipment changes.

The second hearing came about when WENS (TV) Pittsburgh (ch. 16), which had tried unsuccessfully to become an applicant for the ch. 11 facility after the first hearing, last October, obtained an appellate court order staying the grant until the FCC ruled on a WENS petition for rehearing. WENS had questioned the financial qualifications of WWWS Inc., whether ownership changes had taken place in the grantee since the merger, overlap and other matters. The FCC ordered a rehearing of the grant and made WENS a party to the proceeding [B&T, Dec. 5, 1955].

Examiner Hutchison found that the merger agreement resulted in no transfer of control of WWWS Inc. and that the relationship of the merged applicants did not result in a violation of FCC policy. He found that there would be substantial daytime and some nighttime overlap between WWWS and WHJB Greensburg, owned by WJAS interests, which would warrant "careful examination and study" should an application be filed for transfer of negative control of WWWS Inc. to WJAS interests. However, the examiner noted that the latter stated that WHJB would be sold if overlap considerations would bar the acquisition of 30% stock interest in WWWS Inc.

Mr. Hutchison found that even without the sums that would be available to WWWS Inc. under the agreement with WJAS, WWWS Inc. remained financially qualified to construct and operate the proposed station. He found that WWWS Inc., would have available $1,950,000 to meet a total estimated construction cost of $1,909,348.

The examiner also dismissed allegations that the grantee had engaged in premature construction of the proposed tv station and that a change of main studio location had taken place contrary to FCC rules.

Senate Committee Hearings Held on Federal Pay Raise

A SUBCOMMITTEE of the Senate Post Office & Civil Service Committee last Thursday heard a number of witnesses, many top government officials, urge action on measures to increase salaries of heads of government agencies and executive departments, including the FCC. FCC members did not offer testimony.

The subcommittee, headed by Sen. Olin D. Johnston (D-S. C.), chairman of the parent committee, is considering a House-passed bill (HR 7619) which would raise FCC salaries from the present $15,000 to $19,000 and a Senate measure (S 2628) which would raise the figure to $20,000.

Not all the witnesses were heard and Sen. Johnston said another session will be held this week. The bill affects some 600 top echelon government officials.

FCC Stamps Approval On WGTH, KLRA Sales

THE $240,000 sale of WGTH Hartford, Conn., and the $162,500 sale of KLRA Little Rock, Ark., were among ownership changes approved by the FCC last week.

ABC-MBS-affiliated WGTH was sold by RKO Teleradio Pictures to H. Scott Kilgore's Tele-Broadcasters of Connecticut Inc. Tele-Broadcasters Inc. stations are WARE Ware, Mass., WXWL Concord, N. H., WKXV Knoxville, Tenn., and KUDL Kansas City, Mo. WGTH, on the air since 1935, operates on 1410 kc, with 5 kw.

KLRA was sold by Arkansas Gazette to Washington (D. C.) country music impresario Connie B. Gay, owner of WCTR Ashland, Ky. KLRA is affiliated with ABC and has been on the air since 1927. It operates on 1010 kc, with 1 kw daytime, 5 kw night.

TV Set Radiation Danger Said 'Greatly Exaggerated'

STORY by syndicated columnist Drew Pearson that the tv industry has hushed up the fact that tv sets give off harmful radiation was an overstatement of the truth, an industry check indicates. Mr. Pearson wrote on June 27 that "black-and-white picture tubes 'produce a soft X-ray radiation through the face plate.'" "Soft rays," Mr. Pearson explained, "are the worst kind."

An FCC engineer, questioned about Mr. Pearson's article, said that all electronic devices, including tv sets, generate radiation, but that the amount given off is infinitesimal and presents no real danger to the viewer.

At Radio Electronics Television Manufacturers Assn., a spokesman said that Mr. Pearson's article was "greatly exaggerated," that the problem of radiation was recognized a long time ago and that manufacturers have incorporated ample safeguards against any possible dangers. To his knowledge, the spokesman added, no case of harmful effects from tv set radiation has ever been reported.

GOVERNMENT

• KCRA-TV works hard in all media to put plenty of promotion back of your client in the big Sacramento TV market.

39,788 lines of program advertising — nearly 17 full pages — were placed by KCRA-TV in 14 newspapers from May 8 to June 8.

10,396,200 Outdoor Poster Impressions

Constant promotion in TV viewer magazines

1,385,000 Bus Traveling Display Impressions

KCRA-TV CHANNEL 3 SACRAMENTO, CALIFORNIA 100,000 Watts Maximum Power BASIC AFFILIATE represented by Edward Petry & Co.

Page 56 • July 9, 1956
it's all new... designed to serve you!

San Antonio's most SEEN & HEARD stations

What requirements must a station have to serve you? KENS, now located in its new, modern, fully equipped building, can give you any television and radio service being offered anywhere — two gigantic studios with complete facilities, network quality montages, "supers", split screens, vertical and horizontal wipes (in fact, anything being done in television today) offering the finest services available to KENS and KENS-TV advertisers.
Paperwork delays in filing for broadcast properties recounted by Smith. Financial history and future of C-C also discussed.

CROWELL-COLLIER Publishing Co. expects to be operating its 10 radio-tv stations before the end of the year, according to President and Editor-in-Chief Paul C. Smith, although the firm filed with the FCC only for KFWB Los Angeles, its latest acquisition [BT, June 4].

The delay in filing for the other nine stations, Mr. Smith said, can be attributed to "unfinished paperwork."

This disclosure was made during a special three-hour meeting June 29 with newsmen at which Mr. Smith announced the suspension in publication of The American Magazine as part of the publishing house's streamlining efforts [AT DEADLINE, July 1]. The other stations are KULA-AM-TV Honolulu, WOOD-AM-TV Grand Rapids, WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis and WDFD Flint, all of which Crowell-Collier purchased within a week's time this spring from Television Corp. of America and Consolidated Television & Radio Broadcasters Inc. for $16 million in stock transfers [BT, April 30 et seq.]

The "paperwork" alluded to by Mr. Smith involves, among other things, remaining stock transfers, the "straightening out of KULA's books," full stockholder approval and FCC-required citizenship check of Crowell-Collier's 8,000 shareholders. However, Mr. Smith declared, "we are racing against time" to meet the August recess-date of the Commission in order to take approved title to the stations in the autumn.

At the same time, Mr. Smith explained that while he and Elroy McCaw, owner of WINS New York, had held meetings several times, "we couldn't get together on price," and that at the present time, there was "nothing doing" in regard to Crowell-Collier's reported eyeing of WINS as its possible seventh (and last) radio station buy. He also declined to say whether he had met with Thomas F. O'Neil, president of General Teleradio and MBS, to discuss the future status of WDFD Flint, an NBC affiliate in which Mr. O'Neil is said to be interested.

Mr. Smith took occasion during the meeting to spell out Crowell-Collier's past and present financial position, spending considerable time on the "assets-and-liabilities picture" of the firm. While the company expects to lose $2 million next year on its operation, the total losses of the magazine division this year may be reduced $1.25 million, due in part to the suspension of American and the conversion of its subscription lists to the other two magazines. Increased advertising rates of 12% and 22% for the Woman's Home Companion and Collier's, respectively, effective next January, and the added revenue of the 10 am-tv stations, account for C-C hopes to make $4 million net profits next year, Mr. Smith said, and a $5 million net profit in 1958, "assuming our losses on the magazines are held down." As to the possibility that he will start a new magazine next year, in lieu of American, Mr. Smith had "no comment."

At the time he assumed Crowell-Collier's presidency in January 1954, Mr. Smith declared (in reference to the firm's $40 million assets and $1 million debt): "I'm up to my ears in assets."

Today, with the publishing house's recent acquisition of six radio and four tv stations (combined assets: $20 million), total Crowell-Collier assets (including its diversified interests and properties) stand at $70 million. Meanwhile, its debts have risen to over $19 million, of which approximately $8 million may be charged to its two wholly-owned subsidiaries, P. F. Collier & Son (books) and American Communications Enterprises Inc. (broadcasting). However, this liability might be reduced in 1965 by $3 million, should investors desire to redeem their debentures in Crowell-Collier common stock (see below).

In his June 29 news conference, Mr. Smith charted the rise of Crowell-Collier's liabilities as follows:

Shortly after becoming president of C-C, Mr. Smith realized that the company's $2 million cash deficit would not allow him to meet January's payroll. He therefore took the firm's highly-profitable book division, set it up as a wholly-owned subsidiary, and on the basis of its then $7 million (now $11 million) assets, borrowed $3.5 million from Manhattan's Bankers Trust and Chemical Corn Exchange banks, thus giving him sufficient working capital to last through 1954.

The following year, in order to assume full

CROWELL-COLLIER SLOWED BUT READY TO GO
MORE REACH CAN HELP A LOT...

and your sales message will soon have still MORE REACH in Florida because of the NEW 5,000-WATT TRANSMITTER (Gates BC 5 E) being installed by WJAX 5,000 watts—930 kilocycles—NBC JACKSONVILLE

Represented by JOHN BLAIR & COMPANY
In Cincinnati—
Rex Dale Spends More Time with More Greater Cincinnati Housewives, than any other man

On
“Make Believe Ball Room”
10 a.m.-12 Noon; 2-4 p.m.

Rex entertains them while he tells them about your product or service – and they listen – and act.
These Advertisers KNOW:

Mission Orange
Roman Meal Bread
Doan's Pills
Interstate Bakeries
Cin'ti Gas & Elec.
Pepsicola
Pabst Bedding
Instant Fels
Clapp's Baby Food
Kahn's Meats
Fletcher's Castoria
L & M Filters
Wish-Bone Salad Dressing

Certo Sure Jell
Imperial Margarine
Seven-Up
Wisk
Ohio Homes
Philco
Kroger Co.
Milk Dealers
Canada Dry
Kool Aid
Coppertone
Dial Soap
M G M

Your BEST BUY IN CINCINNATI
REX DALE'S "MAKE BELIEVE BALL ROOM"

50,000 WATTS OF SALES POWER
BUY WCKY ... INVESTIGATE TODAY

NEW YORK
Tom Welstead
Tom Welstead
'Stored Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1137

CINCINNATI
C. H. 'Tap' Tappmiller
WCKY Cincinnati
Phone: Cherry 1-4555

CHICAGO
A M Radio Sales
Jerry Ollman
430 N. Michigan Ave.
Office: Mohawk 4-4355

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Office: Crystalfield 3-2716

LOS ANGELES
WCKY Sales
Bob Bickel
5039 Sunset Blvd.
Phone: Hollywood 3-0095

-FOUR HOURS A DAY • SEVEN DAYS A WEEK
control of the company which would permit him to, among other things, institute a vigorous new "expansion-reorganization-re fos ing program," Mr. Smith had to end the control of Crowell-Collier by the late Joseph Knapp's Publications Corp. He thus approached New York investment broker Edward L. Elliott who in turn introduced him to a 26-man investor group "headed" by Chicago financier J. Patrick Lannan. In July 1955, through the Elliott-Lannan group, C-C floated a $4 million securities issue, of which $3 million were to be in new Crowell-Collier debentures, convertible (after 10 years) into 600,000 C-C common stock at $5 a share. The company also boosted stock from 1.7 million to 3 million shares (to cover the convertible debentures), and took option on half of the 400,000 shares then held by the Knapp estate which represented 26% of outstanding C-C shares. With stock boosted to 3 million and 200,000 Knapp shares bought, Crowell-Collier whittled down the Knapp estate's control to 6.5%.

This past spring, C-C's debt increased another $4.25 million when American Communications Enterprises Inc. agreed to take over $3.5 million in Consolidated Television & Radio Broadcasters obligations, including $2.7 million owed by the Bittners to Pittsburgh's Mellon Bank plus several large promissory notes.

On the basis of his strengthened bargaining position today, Mr. Smith now intends to borrow another $4 million cash from a group of banks and investors "on Wall and a few other streets," to complete his station purchases and then some on the hypoed Crowell-Collier stock.

WSAI Promotion Gets Credit For Naming 5 to All-Stars

THROUGH the efforts of WSAI Cincinnati, the strongest team ever to start an All-Star game will represent the National League at Washington's Griffith Stadium tomorrow (Tuesday).

In a complete reversal of form that saw all eight of last year's senior circuit starters fail to make the 1956 team, WSAI was responsible for electing five Cincinnati Reds to the first team. "Counting all votes for all players at all positions, we collected 946,083 votes," reported Sherwood Gordon, owner and manager of the station. This compares to some 2,800,000 votes cast for National League players throughout the country.

"Although we anticipated a good response from loyal Cincinnati rooters who follow the Redlegs on WSAI, we were completely unprepared for the deluge of votes that flooded the station," Mr. Gordon said.

WSAI plugged the all-star voting every day on its Baseball Cavalcade preceding play-by-play broadcasts of the Reds' games and by Weate Hoyt on the 44-station Burger beer network for the game broadcasts. Spot announcements throughout the day also were used, plus printed ballots in the station's advertisements in the Cincinnati Enquirer. The station distributed 105,000 ballots during four days at the ball park. "We hammered constantly," according to Mr. Gordon.

The first batch of WSAI ballots sent to the commissioners office attracted the attention of Baseball Commissioner Ford Frick because of the large number. Mr. Frick sent Dave Grote, service director of the National League, to WSAI to inspect the balloting procedure. "Grote found everything in order. In fact, our cast was conservative. We were throwing away some [ballots] because we couldn't read them," Mr. Gordon explained.

SIGNING for an all-color campaign on WWJ-TV Detroit is Adam G. Dunn, president of Cook & Dunn Paint Corp., New- ark, N. J. Also present are Mrs. Elizabeth Bowers, the paint company's advertising manager, and Otis P. Williams, account executive for Peters, Griffin, Woodward, which represents WWJ-TV.

All-Color Campaign Set By Paint Firm on WWJ-TV

CREDIT was claimed last week for what was called "the nation's first exclusively all-color television spot campaign." The purchase was made by Cook & Dunn Paint Corp., Newark, N. J., on behalf of its paints, through Halsted & Van Vechten Inc., Red Bank, N. J., and placed on WWJ-TV Detroit, starting next month for five weeks. The contract may be extended.

The sale was disclosed by Peters, Griffin, Woodward, Inc., WWJ-TV's representative. Otis P. Williams, account executive with the representation firm, said the campaign was purchased solely for color promotion regardless of the station's black-and-white tv circulation. The drive is "planned and executed with only color tv in mind," according to Mr. Williams. A special paint dealer promotion in Detroit will tie in with the spot series. Commented Adam G. Dunn, president of the paint firm, "We have pioneered in paint colors through the years, and we feel that color tv is the ideal way to launch our special color sales drive in Detroit."

The campaign in the station calls for five color spots weekly, three one-minutes and two IDs. The minutes will be slotted in three color programs: Nature Truth, Adventure Ho and Hobbies In Action. The ID's will appear during NBC Matinee Theatre. The promotion is being handled by Robert Kuhn, the agency's account executive, and Elizabeth Bowers, advertising manager of the paint firm, under the direction of Mr. Dunn.

Conrad Succeeds Kahle

FRAN CONRAD has been promoted to general manager of KNTV (TV) San Jose, Calif., in addition to his duties as national sales manager, it was announced last week by President A. T. Gilliland Sr., upon resignation of General Manager Douglas D. Kahle. Mr. Conrad formerly was consultant to KSBW-TV Salinas and director of radio for the ABC Western Div. Mr. Kahle, who resigned July 1 because of the press of personal business, plans to continue his home in San Jose for the present. He is also owner of KWIN Ashland, Ore.
Of all the awards won by WCCO Radio in its 31 years of broadcasting (and there’ve been dozens ranging from Peabody to what-have-you), none means so much to the advertiser as the latest from our listeners. It’s a 56.1 per cent share of audience, which stands as a national record.

That’s the greatest share captured by any station in any of the 27 major markets currently measured by the A. C. Nielsen Company!

More People Listen to WCCO Radio Than All Other Minneapolis-St. Paul Stations Combined!

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>WCCO Radio</td>
<td>56.1%</td>
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<tr>
<td>Station B</td>
<td>9.3%</td>
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<tr>
<td>Station C</td>
<td>8.2%</td>
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<tr>
<td>Station D</td>
<td>8.2%</td>
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<tr>
<td>Station E</td>
<td>7.5%</td>
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<tr>
<td>Six other stations</td>
<td>10.7%</td>
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Nielsen, March 1956, total station audience, total day, seven-day week.

WCCO Radio
The Northwest's 50,000 Watt Giant
Minneapolis - St. Paul
Represented by CBS Radio Spot Sales
KVVO-TV DEVELOPS COLOR USINGUNTINTED SLIDES

Station now transmitting black and white IDs and promotions in two colors by using its Bicolorimeter unit, built at an approximate cost of $5,600.

THE engineering staff of KVVO-TV Tulsa, under Chief Engineer John M. Bushnell, has developed a system whereby two colors can be added to black and white slides without affecting the black and white quality.

Named the Bicolorimeter, it has proved most successful on slides that do not have more than 20% shaded gray scale and was built at a cost of $5,600. Mr. Bushnell said that color combinations can be altered on order but the basic combinations now in use are red highlight with cyan background, green highlight with magenta background, blue highlight with yellow background, and reverse highlight and background combinations.

The Bicolorimeter contains 24½ inches of rack space and is constructed of two generators (one sub-carrier), a clipper-keyer-subcarrier adder and a luminace adder.

Mr. Bushnell pointed out that any station can set up its own unit. He said that slides which yield the most satisfactory color picture avoid shaded gray transition, which causes the color change to take place in areas of no detail and makes the color switch clearly visible on black and white sets. Also to be avoided are pictures of objects or persons, unless their is little shading.

IDs and program promotion slides are now being broadcast in color by KVVO-TV with the new system.

"Actually, this bicolor channel is a byproduct of the original goal . . . to provide a continuous color signal for use by service organizations installing color receivers. This has been achieved and we have been telecasting a color stripe, a narrow band of yellow-green at the left hand edge of the picture, since early in June. This is transmitted at all times, except during color shows, and allows a color receiver to be checked for color reception from ch. 2 (KVVO-TV) at any time," explained Mr. Bushnell.

NEW $200,000 STUDIOS FOR KVTV (TV) AND WNAX

A COMBINATION of modern decor and the very latest in electronics communication equipment have gone into the new $200,000 studios of KVTV (TV) and its sister station WNAX (Yankton, S. D.) in Sioux City, Iowa. Basically, the studios are designed for on-the-air work to be handled on the first floor level with administrative and executive offices on the second floor. Functional interdepartmental arrangements provide time and step saving efficiency for both production and administrative personnel.

More than 2,500 sq. ft. of studio space, soundproofed with 15-inch thick walls, provides settings that range from a city living room to a mountain resort, a fully-equipped kitchen to a barnyard.

The 18-ft. ceiling of the studios is studded with 126 light outlets which can be used singly or all at once.

Projection of movies, films, slides and photos originate in a special room apart from the studios, and space has been provided for color equipment to be installed at a future date.

Top (1) is a view of control room and (r) client's viewing room. Elaborate lighting equipment (below) is shown in one of the studios.
...in order to make a color camera versatile we use a [GPL] Vari-Focal Lens...

Color or black-and-white—the GPL Vari-Focal Lens doubles the versatility and usefulness of any camera with which it is used.

As WDSU-TV and many other stations have found, with a Vari-Focal Lens you can handle an entire show with one camera. In fact you can perform most work ordinarily requiring two chains, for the GPL Vari-Focal Lens can zoom continuously from a long shot to an extreme close-up without disturbing pick-up continuity or camera orientation. Speed of full zoom is variable from 2 to 30 seconds.

The Vari-Focal Lens is completely color-corrected, and fits all monochrome and color image-orthicon cameras.

Equally useful in studio and field, the GPL Vari-Focal Lens has a focal range nearly twice that of any other lens in the industry. It can make a 10:1 change in focal length in two 5:1 steps—from 3” to 15” and 6” to 30”. Once the camera is focused, the object remains sharp, including corners, as the focal length is varied.

Silently motor-driven, the lens can be operated from camera or control room. A new feature, manual focus control, is now available. With this control, located at the cameraman’s fingertips, changes in focal plane can be made by simple turns of the knob.

And, of course, the GPL Vari-Focal Lens has same standard of resolution as high-quality camera lenses of fixed focal length. Its field is flat over the entire range.

No wonder the GPL Vari-Focal Lens is used by progressive stations all over the country. They know that there is no more effective way to multiply the usefulness of their camera equipment.

All three of the big TV networks have multiple installations

Find out for yourself just how versatile a TV camera can be—write or phone us for full information or a demonstration of the GPL Vari-Focal Lens.
ON THE DOTTED LINE

LUBY CHEVROLET, Miami, has signed to sponsor 13 Saturday night movies on WCKT (TV) that city as the station prepares to go on the air. Completing the deal are (l to r) Sam Luby, owner of the sponsoring Chevrolet agency; Lee Spence, Luby general manager; Ed Bultman, WCKT account executive, and Bob Fidlar, the station’s sales manager.

THE Puritan Laundry & Dry Cleaning Co., Omaha, Neb., has renewed Circle 3 Ranch on KMTV (TV) that city for 13 weeks. Puritan officials say that business has shown a “considerable increase” since the firm started sponsoring the Sunday morning 8-9 a.m. program 14 weeks ago. Present for the renewal signing are (l to r) Jim Lipsey, Universal Advertising Agency, Omaha, Puritan agency Puritan President William P. Garvey, and Arden Swisher, KMTV general sales manager.

SCUDDER FOOD PRODUCTS Inc., Los Angeles, has signed to sponsor the Kit Carson series on KABC-TV there. Present for the contract signing are (l to r): seated, Ralph Pansek, Scudder advertising manager; Bill Williams, star of the TV series; standing, Lee Siteman, Mottl & Siteman advertising agency; Paul Kennedy, KABC-TV account executive; Colburn Hull, Scudder sales manager; Ed Baltz, Mottl & Siteman, and Selig J. Seligman, KABC-TV general manager.

THE Becktel Corp., San Francisco engineering and construction firm, is sponsoring five half hours of music each week on KNBC-FM San Francisco to advertise for engineers, draftsmen and other technical personnel. M. E. Cyester, Becktel personnel manager, signs for the sponsorship as KNBC-FM account executive Wayne R. Anderson looks on.

A 52-WEEK CONTRACT for the I Search for Adventure series on KCCC-TV Sacramento is signed by Keith Anderson, owner of Handy Andy TV & Appliances in that city. With him is Jerry Cronan, KCCC-TV account executive.

THE Bechtel Corp., San Francisco engineering and construction firm, is sponsoring five half hours of music each week on KNBC-FM San Francisco to advertise for engineers, draftsmen and other technical personnel. M. E. Cyester, Becktel personnel manager, signs for the sponsorship as KNBC-FM account executive Wayne R. Anderson looks on.

SAM RABIN, president, Biggie Furniture store, San Francisco, signs for the Biggie Jamboree, a one-hour live western show on ABC-owned KGO-TV that city. Taking part in the signing (l to r): James H. Connolly, ABC vice president and KGO-TV general manager; Ad Fried of the San Francisco agency bearing his name, representing Biggie, and Heinz Block, Biggie general manager.

SUZANNE R. WELLS, president of Management Associates of Connecticut, agency for Slenderella, signs a 52-week renewal contract for Women’s News Desk, featuring Ruth Ashton, on the Columbia Pacific Radio Network. Also present at the signing are (l) Fulton Wilkins, eastern sales representative for KNX Los Angeles and the network, and Gordon F. Hayes, general manager of CBS Radio Spot Sales.
Uninterrupted Music Basis For WOR Evening Program

WOR New York is set to introduce today (Monday) a concept of evening programming under which music will be presented uninterrupted Monday through Saturday from 9:05 p.m. to 1 a.m. EDT, with commercial announcements only on the hour and half-hour, and on Sunday from 11:30 to 5 p.m. EDT. Mutual affiliates are being offered a portion of the program.

The programming, called Music From Studio X, will originate in a new studio incorporating the latest in high-fidelity facilities and acoustical materials, according to Robert J. Leder, WOR's vice president and general manager. He said a special high-fidelity line, direct from Studio X to the WOR transmitter in Carteret, N.J., has been established.

Mr. Leder reported that the programming is being made available to Mutual affiliates and that about 100 stations already have indicated they will carry it from 10 p.m. to 12 midnight. WOR already has sold announcements amounting to $1,000 a week to Harvey Radio Co., New York, for a six-week test campaign, according to Mr. Leder. MBS affiliates carrying the program may sell it on a local basis.

Lyell Bremsrer Appointed Manager of KFAB Omaha

LYELL BREMSER has been appointed general manager of KFAB Omaha, replacing Harry Burke, whose resignation was announced last week [B&T, July 2].

Mr. Bremsrer, who has been with the station 17 years in various capacities, was program director at the time of his new appointment.

George Haskell, formerly public service director for the station, has been made assistant to the manager, and Ken Headrick has been named program director.

One Language

DESEGREGATION of race and foreign language programming within 60 days has been announced by KDAY Santa Monica, Calif., as the result of surveys showing a high integration of all national and racial elements in the greater Los Angeles market over the past several years. KDAY will cancel its time-brokerage shows in Japanese, Hungarian, Greek, Scandinavian, German, Lithuanian and Armenian as well as Spanish-language and specifically Negro shows. New emphasis will be on general audience appeal, although the station will retain Negro disc jockey Joe Adams and Latin Chico Sesma, who have all audience popularity, KDAY General Manager George Baron said.

WBNS-TV

channel 10 • columbus, ohio

For greater coverage . . . it's WBNS-TV . . . number 1 Station in the Columbus market . . . a market offering great effective buying income from "plus" population segments such as Lockbourne Air Force Base, Strategic Air Command, and many progressive industries and neighboring farm communities.

Statistics on Lockbourne Air Force Base show:
a. Millions of dollars spent in Columbus each year for Base construction, food, supplies and sundries.
b. Personnel of 6,436 . . . with a high percentage living off the base, in homes of their own.
c. Monthly payroll averaging approximately 2 million dollars.

Due to its high percentage of tune-in . . . WBNS-TV's commercials vitally affect the purchasing selections of this group, as well as the total WBNS-TV coverage area.

Lockbourne Air Force Base is important to Columbus . . . and WBNS-TV is important to you in reaching this "Plus" market.

Photograph courtesy of Lockbourne Air Force Base, Strategic Air Command, depicting a RB-47 Jet Bomber being refueled by tanker aircraft, both Lockbourne-based . . . a familiar sight in mid-Ohio skies.

Number 2 in "Columbus Market" Series.
Munkhof New WFRV-TV G.M., Will Head Expansion Plans

SOREN H. MUNKHOF, tv consultant and former general manager of WREX-TV Rockford, Ill., has been named vice president and general manager of WFRV-TV Green Bay, Wis., according to Clayton Hess, chairman of WREX-TV president. Mr. Munkhof will have the added responsibility of planning a new $500,000 office and studio building and an overall station expansion program.

Mr. Munkhof has a long background in the communications industry, including newspaper, advertising agency and 20 years in broadcasting. He also has headed the staff of WOW-TV and designed and supervised the construction of its studios, plus studios for WREX-TV and two Milwaukee stations. He replaces Don C. Wirth, who continues as manager of WNAV Neenah, Wis., WFRV-TV’s am affiliate.

WFRV-TV expansion plans call for the erection of a studio building in downtown Green Bay and a new transmitter building southeast of DePere, Wis., both planned for a fall completion, plus an overall staff increase. The downtown building will have all facilities on one floor and features a 42x65 ft. studio.

Stations Get Quick Details On Grand Canyon Disaster

RADIO and tv stations across the country were quick to relay details of the double air disaster in Grand Canyon Saturday, June 30. Reporting early to B-T on coverage were KRUX Phoenix, Ariz., and WWDC Washington.

KRUX within minutes of the first report aired recorded telephone interviews with Civil Aeronautics Authority control in Los Angeles, and with government park rangers in northern Arizona. The KRUX news plane provided first definite location of the downed United airliner, the station says. The air team and mobile unit originated 31 on-the-scene reports in a 24-hour period, with several carried on the United Press wire.

WWDC Washington got quick coverage from Ross E. Beville, engineering vice president, who was vacationing in Grand Canyon at the time. He fed the story by beeper phone back to WWDC and reported observations from a ranger station using a powerful telescope there. His feeds were used Saturday, Sunday and Monday.

Authors Book on Trains

JACK R. WAGNER, program manager at KNBC San Francisco, is author of a newly-published book based on a long-time hobby—the study of picturesque small railroads in California and Nevada. The 266-page volume, entitled Short Line Junction, tells the story of seven small, independent railroads and features nearly 250 historic photographs. It is published by Academy Literary Guild.

Civil Question

A QUESTION put by Ralph Hess, president and general manager of WFAI Fayetteville, N. C., to Col. T. G. Kershaw, commander of the 446th Troop Carrier Wing, Pope Air Force Base, Fort Bragg, N. C., has resurfaced in today’s “Exercise Broadcaster” program set for July 17-18.

Mr. Hess’ question, one that Col. Kershaw says “isn’t extended very often” in his line of business was “What can we, as radio men, do toward better public understanding of the military within our communities?” The Air Force reply was an invitation to North Carolina broadcasters to have a firsthand look at an airborne operation, to stay on Pope Air Force Base overnight, ride along with troopers in C-119 Flying Boxcars to observe parachutists and heavy equipment drops. The Air Force is providing six short feature tapes made in advance and which WFAI will dub for individual broadcasters.

Petry Names E. E. Eshleman Eastern Radio Sales Manager

AS another step in the expansion plans of the radio division of Edward Petry & Co., station representatives, William B. Maillfer, vice president and radio general manager, last week announced the promotion of E. E. (Jim) Eshleman Jr. to the post of eastern radio sales manager. The Petry organization recently moved to larger quarters in New York and announced several appointments in radio sales and promotion [B-T, July 2].

Mr. Eshleman has been a salesman in Petry’s television division for the past two years. Previously, he had been in various sales capacities with WGAI Lancaster, Pa., and with the Steinman Stations.

KDAY Santa Monica Adds

AL SCHAEFFER, sales manager of KDAY Santa Monica, Calif., Thursday announced appointment of a new sales staff including Bill Beals, assistant sales manager, who formerly was with KABC Los Angeles.

Other new KDAY account executives are Evans Jim Powell, previously with KGIL San Fernando, Calif., and KVOA Tucson; Larry Grannis, formerly with KGFI Los Angeles, and Bob Hinds, Foster & Kleiser, Los Angeles outdoor agency. Louise Sanders, formerly with the Southern California Broadcasters Assn., has been named to handle sales service and sales promotion. KDAY has established temporary sales office at 8301 Sunset Blvd., Hollywood, adjacent to the site of the station’s new studio building now under construction. Temporary phone is Hollywood 9-5409.
If you are 250 watts today, your future may hold 500 or 1000 watts. Gates is looking to that future too! Broadcasting's newest 250 watt transmitter, the "Hi-Watter" BC-150L, is actually a modified 1000 watt transmitter—all ready to go up in power to 500 or 1000 watts. Conversion takes 2 hours' time. Even chassis are drilled for the larger components, wiring is in place—everything is in readiness.

Best of all, there is no premium cost when increasing power. Example: Take the 250 watt cost, add higher power conversion parts and total is the regular selling price of the higher powered model. Only extra cost is tubes you have already expended.

Why not own the only 250 watt transmitter that is built like a kilowatter because basically it is a kilowatter? You will be pleased with the low cost and your investment is secure for tomorrow too.

—May we mail you a descriptive brochure or better yet, a Gates sales engineer will gladly call to tell you more.

GATES BC-250 HI-WATTER, features all frequency 540-1600 Kc. tuning as supplied—Conelrad at no extra cost; center line 4” metering; twin drive low distortion audio system; full Tee network output coupling for low spurious radiation; complete relay system for easy adaption to remote control; variable coil tank and output tuning (no variable condensers). May be increased in power to 500 or 1000 watts in 2 hours' time. Price, $2995.00 with tubes and crystal. Conversion material for 500 watts, $1048.00 including tubes. Conversion material for 1000 watts, $1398.00 including tubes.
Three Broadcasters Bid For Detroit Baseball Co.

THREE broadcast interests have submitted bids for purchase of Detroit Baseball Co., operating the Detroit Tigers team and Briggs Stadium. George B. Storer, with Charles O. Finley and other interests, submitted a bid. Mr. Storer operates the Storer Broadcasting Co. station group.

John E. Fetzer, WKZO-AM-TV Kalamazoo, Mich., and other stations, teamed with Fred Knorr, WJIM-AM-TV Dearborn-Detroit, in a syndicate understood to have backing of other Michigan interests. Harold Gross, WJAM-AM-TV Lansing, Mich., was the third broadcast bidder.

Eight bids were submitted, with figures estimated between $4 and $5.5 million. The top three bids, it is understood, will be submitted to Ford Frick, baseball commissioner, and William Harridge, American League president, for approval. Announcement of the successful bidder is to be made by July 31.

Richard T. Allen to Head New Department at Pearson

A NEW business development and sales promotion department has been established at the John E. Pearson Co. and John E. Pearson TV, New York, station representatives, to be devoted directly to advertising clients and their agencies.

One of the first projects that the new department will undertake is a complete study of the Negro market, a breakdown on its buying power in major cities, with such details as population, where centered and what and how much is purchased. The study will be made in conjunction with Samuel Fitzsimmons of New York, a special consultant. It will be directed entirely at the client level, working with and through media directors of the advertisers and their agencies.

Heading the new JEPCO department is Richard Thomas Allen, formerly with the station relations department of Radio Advertising Bureau.

The activity of the new division in sales promotion is expected to be of assistance to all of JEPCO's salesmen and its stations as well as to advertisers and agencies.

Quaal Counsels Discretion In WGN-TV Festival Speech

WARD QUAL, soon to take over the managerial reins of WGN and WGN-TV Chicago, appeared at the WGN-TV Fifth Annual Film Festival and Talent Parade Thursday and in a speech took account of attacks on radio-tv which have become "a national pastime."

The speaker, who leaves his job as executive vice president and general manager of Crosley Broadcasting Co. to join WGN Inc. August 1, noted that "we are today the subject of the closest scrutiny in numerous quarters." Acknowledging that some charges have merit, others, he said, are "not only wholly without foundation; they are, in my opinion, most insincere." "Unless we perform on the highest plane," he counselled, "we are inviting government control of programming and government establishment of rates."

The one-day festival, attended by nearly 300 agency, film and industry representatives, featured previews of fall attractions by film producers and distributors and a presentation of live talent.

Richard T. Allen

MR. ALLEN

Coverage by Sketch

COVERAGE of a major murder trial by television—despite a Canon 35 ban on cameras—was accomplished by KOLN-TV Lincoln, Neb., through the use of an artist's sketches.

Robert Regler, the station's staff artist, made more than 100 sketches of courtroom personalities, scenes and action of the Darrel Parker murder trial. The sketches were used in regular newscasts during the three weeks the trial was in session.
"I read Ad Age — front to back — every week"

says R. M. GRAY
Advertising Manager
Esso Standard Oil Company

"I read Advertising Age regularly, every week. My copy reaches home on Monday, and I usually read it after dinner Monday nights, front page to back page, thoroughly. In addition to news of the business, its features are valuable, too."

Mr. Gray’s 22 years with Esso Standard covers extensive experience in planning and handling advertising campaigns, sales campaigns, creative work, buying space and time in all media. His background prior to joining Esso was in advertising agency work, which included market research, writing and contact work on many merchandise lines.

The outside organizations in which he has officiated reads like a “Who’s Who” of American business organizations — Advertising Federation of America; Assn. of Natl. Advertisers (radio-tv committee); Advertising Club of N. Y.; The Advertising Council — just to name a few. He has been an active member of many petroleum industry committees, and currently acts as advisor to the Oil Heat promotion group.

Front page to back page — regularly every week — only in Ad Age will you find the concentrated attention of most sales, advertising and marketing executives who are important to you. Keeping up with marketing news, trends and developments through the unique weekly coverage of AA ranks high with most men who have voices in important market decisions — not only to those who activate, but to those who influence these decisions.

Esso Standard, for example, has long ranked among major broadcast advertisers. With a total advertising budget running between $10-12 million for 1956, its expenditures for tv spots alone for the first quarter of 1956 are estimated at $531,500.* With its new “Golden Esso Extra” gasoline being introduced in Esso’s 18-state area, with broadcast being used to help promote Esso’s safety campaign and carry Esso’s new public relations messages, the outlook is for an even greater prominence in broadcast media.

Every year, 104 issues of Ad Age get “front to back” readership among important executives at Esso Standard. Further, 8,944 paid subscription copies a year — 172 every week — get AA’s brand of readership at McCann-Erickson, the agency handling Esso’s advertising.

Add to this AA’s similar penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 based on 32,500 paid subscriptions, and you’ll recognize in Advertising Age, a most influential medium for swinging broadcast decisions your way in 1956.

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* N. C. Boreough Estimate for Television Bureau of Advertising
REPORT ON MULTIPLEXING FROM A MAN WHO RUNS ONE

THIS is a personal report from one of the few
fm operations in the country operating on a
100 percent multiplex basis. It was written by
Tom Wallace Jr., chief engineer of KTKT-FM
Tucson, Ariz., who sells out in dollars and
cents, not in watts, for they say the new broadcast
technique has meant to his station.

In March of 1955 the FCC approved the
use of sub-carriers on fm stations and opened
the multiplexing door for all fm broadcasters.
The new ruling was met with mixed emotions
— from wild optimism to intense indifference.

It met strong opposition from the so-called
"deep-seated" or simplex operators who were using
their main fm carriers to distribute music and
supplying their customers with fm receivers
which would respond to a "beep" supersonic
tone thereby muting the receivers during com-
mercial radio commercials. But the rationale
stating station identification. The obvious reason for the
fight from the simplex operators was the porti-
on of the rule-making that gave them only
one year to start multiplex limiting or to their
back up simplex operation. Since a number of
them were also "storecasting" and using
several tones to control the various receivers
selectively, the technical problems of conver-
sion to multiplexing appeared insurmountable.

The demonstrations put on at the NARTB
convention in Washington the following May
[1955] did nothing to pacify these fears. The
two manufacturers of the equipment were
quoting delivery dates and taking orders that
the field was a good place to invest $10-$15,000.
Things looked pretty grim and the fms went home
still trying to figure out a way to make fm pay.

In March of 1956 (eight months overdue)
the first equipment was delivered to KTKT in
Tucson and the installation was made. After
six weeks of adjusting and making changes,
the first commercial receiver installation was
made. Now after three months of operation
with receivers that have been revised three
times, we can say that multiplexing is here to
stay and we are making money. Here's how:

Where to Sell

In the first place the simplest and fastest
way to start making multiplexing pay is to sell
a music service to local businesses. No one
will argue the feasibility of selling music.
Muzak has been doing very well at it for
some years now with phone lines. The value is the mer-
chant and to the employer as both a customer
and employee relations aid has been proven
beyond a doubt and Muzak, we think, would
be the first to admit that multiplexing is both
more economical and more satisfactory than
phone lines . . . if it works properly! Well, it
does.

We have placed receivers all over this valley
both near and far. We have receivers downtown,
along a few main streets, and right under the transmitting antenna. We can honestly
truthfully say that we have not had our problems.
But we can say that the problems we have had have been insurmountable or for that
matter, we are following the manufacturer's recommended installation technique
and normal sound engineering practices in both
transmitting and receiving we have yet to
fail to make a satisfactory installation.

We have found the businessmen of Tucson
both interested and enthusiastic about a music
service that can be delivered at the low cost
made possible by multiplexing. And we are
convinced that low cost is the key that opens
the door to large volume and that large volume
is the secret to making money with multiplex-
ling as it has been in every other form of this
business of ours. Our sales have been limited
only by the amount of time our sales force
has had to make contacts. We are setting up
a separate sales force for the multiplex end of
our business.

If you want figures, here they are. We charge
a base rate of $14.90 per month plus 30 cents
per speaker per month if the customer owns
his own sound system. If the customer wishes
lease speakers and amplifiers from us we
charge $14.90 plus $2.50 per speaker including
amplifier. If the customer wishes to buy his
sound installation we will give him a competi-
tive bid on such an installation.

Our average customer pays us $17.50
per month for music service. Very few, so
far, have wanted to lease equipment. Most of
them have already had a sound system of one sort or another. We have sold
about 25% of them a sound system to go with
their music. We take the responsibility
of maintaining the mus-
ic receiver and any side
sound equipment that
we charge him for.$10-25 to
install a receiver, which is a
little more than our cost.

Now about costs. We deprecate our
receivers (which cost us $94.50 each) over
a period of three years. This breaks
down to $2.63 per month, plus interest if you
finance the purchase, so it roughly $3.15
per month at 6% whether it's your money
or someone else's.

Our transmission equipment cost us roughly
$5,000, including new exciters-modulator, sub-
carrier generator-monitor, and associated
gear such as tape machine, rack space, engineering
time, etc. We expect to have about 100 install-
atations by the end of the summer so let's base
the monthly cost of this fixed expense on that
figure. If you also deprecate this gear at
three years (it really should be five) and add
interest of 6%, it comes to $1.63 per account
per month.

We set aside $2.50 per month for music
rights. Since the customer never owns the
receiver the maintenance problems are sim-
plified because we merely replace the defective
receiver with a good one and then fix it at
our shop. This eliminates the expense of hav-
ing a trained, skilled man make the service
calls. We set aside $1 per month per receiver
for maintenance. If this seems low to you,
don't let it fool you. With the receivers we
are using we have not had enough trouble to
reach this figure. Further experience may
prove otherwise, but we think the chances of
that are remote.

We are paying a sales commission of 15%,
which comes to roughly $0.225 per month per
account.

Since we operate practically automatically
with the 8-hour tape machine and on an fm
station that was going to be on the air anyway,
we don't charge any of the existing operating
suppliers or overhead to multiplex. Yet
we pay for our taped music at the rate of
$7.50 per month plus $1 per account, so we'll
call that item $1.75 per month per account
based on 100 receivers.

This comes to $12.28 per month per account
and leaves us a gross profit of about $5 per
month per account. This may not seem like
much and if 100 accounts is all you think you
will ever have, these are not enough to keep
a fast-growing market of nearly 200,000 to
serve and feel like 1,500 accounts is not too
much to expect in the years to come.

The receivers and transmitting gear should
last well beyond the three years we have
figured them for. A fair estimate would be
between five and 10 years. Most of the people
who read this article have radios at home that
are still working after 10 years of service.
And those radios were not nearly as well made
as the receivers we are using.

Now, let's examine what else we can do
with our multiplexing equipment to make an
honest dollar. We now have a 2-channel mul-
tiplexer and a mixer and we are very anxious
to lease it if we wish. (Yes, they are available now.)
We can use the extra channels for the following:

Storecasting: This is a solid and established
business. In some small communities and
mercials directed at the shopper while
she is shopping is becoming very attractive to
the national advertiser. If a store doesn't carry
the merchandise that you are selling in a par-
similar manner, then you can outfit the
receiver in that store or series of stores while
that commercial is on. There are too
many storecasting plans to discuss in this
article but the most common way seems to be
to charge the merchant or drug store a nominal
fee for the use of the receiver and then share
the advertising dollar with it. The theory
being that if a store is paying for the service
and at the same time receiving a share in the
benefits of the advertising dollar it is not
likely to turn the receiver off.

Another Approach

Another offshoot of storecasting that hasn't
been tried yet but, looks awfully good, is
liquor store casting. Hard liquor manufactur-
ers have a lot of advertising money and are
tied hand and foot in the ways that they
cannot spend it. Some states simply can't
give premiums or gifts or bonuses. They can-
not use radio or tv and they are limited severely
in the amount of point-of-sale that they can use,
both by law and by the simple space
limitations in the average liquor store.

The liquor people we have talked to have
accepted the idea very enthusiastically. And
we have asked the Arizona State Board of
control if there were any problems. They
won't, they say, if the liquor stores pay
something for the service. Well, that's easy.
How about a dollar a month? Since the FCC
has classified multiplexing as a non-broadcast
service, it is applicable to liquor

And then there are others, such as controlling
traffic signals with multiplex to solve some of
the rush hour traffic headaches in almost any
city of over 50,000. How about sending tele-
messages or even facsimiles? How's your imagination?

The sky's the limit, I think, because what multiplexing amounts to is a tremendous expansion of the
RF spectrum, a signed blank check to the fm
broadcasters who have the imagination and
the wherewithal to use it for something that
will benefit both themselves and the communi-
ties they serve.
It was 1-2-3

IDECO towers...

With station after station it has been the same story of SATISFACTION in Ideco. Satisfaction with the service during planning, erection and inspection of every Ideco tower. Satisfaction with perfect tower performance resulting from Ideco's sound engineering and exacting fabrication. Satisfaction from the long service life and low maintenance cost recorded by Ideco towers.

That's a reputation of dependability you can trust! So, for your next tower, call on Ideco... your complete satisfaction is assured. Write Ideco, or contact your nearest RCA Broadcast Equipment representative.

GROWTH OF A STATION

JOB DATA:
Station WISH began operation in 1941 with two 470-ft. Ideco radio towers. Ideco converted one of these towers for a TV antenna in 1954. In May 1955, Ideco completed the new 1,000-ft. tower from which WISH-TV now operates.

COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short... for TV, Microwave, AM, FM... IDECO Tower "Know-How" keeps you on the air

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Mort Silverman Executive V.P. at Southland Broadcasting Co.

MORT SILVERMAN, for the past six years general manager of WMRY New Orleans, has been named executive vice president and general manager of Southland Broadcasting Co. In charge of the company's two properties, WMRY and KCJJ, Shreveport, La., Mr. Silverman will concentrate on national and regional sales for both stations and will headquarter in New Orleans.

John Revisore, commercial manager of WMRY, has been promoted to station manager, and Mike Verges replaces him as commercial manager. Bob Shipley, former AP and INS newsmen, has been appointed station manager for KCJJ.

KXYZ to Have New Quarters

KXYZ Houston, Tex., owned by oilman Glenn McCarthy, will have a modern new home within the next two years if Mr. McCarthy's latest building plans conform to schedule. The Texan, builder of the Shamrock Hotel in 1949, has announced plans to build a 17-story apartment hotel on West Holcombe Blvd. at an estimated cost of $5 million. With KXYZ housed in its lower portion, the entire building will contain 500 office and hotel rooms, stores, night club and swimming pool two stories above ground. Nunn, Nunn & Ulbretch are architects. KXYZ quarters now are in the Gulf Building.

WBNT Wellsboro, Pa., Backs Drive to Add Plant to Town

WHEN Wellsboro, Pa. (population 4,200), was faced with the challenge of raising at least $180,000 by July 1 to provide facilities for an industrial firm that considered Wellsboro as a favorable site, the city got to work. So did WBNT Wellsboro.

The radio station broadcast a town meeting that went into the problem; kicked off the appeal for funds with spots filling all open availabilities on its schedule; broadcast two quarter-hour breaks featuring members of the local Chamber of Commerce's industrial committee, which had been searching for a new industry the past four years, and utilized daily newscasts and station breaks, reminding Wellsboro residents to "remember, give to grow," the station-adopted slogan for the campaign.

Last Monday (July 2), the funds were in, running as of that date at the $200,000 level. The money was raised in only 10 days, reports Robert L. Kahle, station manager. Already announced: Dresser Mfg. Div. (compression fittings) of Dresser Industries will break ground July 23 for its new $3 million plant with machinery to move in on Oct. 31. The plant will employ 250 to 300 persons with a $1 million annual payroll.

WIRE TAKES THEM DANCING

IN INDIANAPOLIS any confession that "Arthur Murray Taught Me Dancing in a Hurry," like the catchy song of years ago, may have special significance. Quite probably, the eager student got the initial lead from WIRE and disc jockey Bernie Herman.

The pattern evolved by the Indianapolis Arthur Murray Dance Studio has proved successful for itself and a glowing testimonial for radio, despite some earlier sponsor misgivings. The proof lies in the rising number of interviews and studio employees hired to accommodate dance pupils.

Robert C. Ovemnyer, account executive at Caldwell, Larkia & Sidener-Van Ripper Inc., which handles the local account, reports that "radio has yielded comparable returns beyond the measurement of mere inquiries to build greater acceptance for the local studio."

Its earlier use of spot announcements seemed inadequate to do a twin-fold job: establish more personal liaison with the public and build up this acceptance. So the studio, in June 1955, decided to test programming, stressing selective use of music as an alternative to the audio-visual treatment of television.

The Indianapolis Arthur Murray Studio bought a nightly half-hour segment of WIRE's three-hour (10:30 p.m.-1:30 a.m.) record show, "Nite Beat," for a modest $100 per week, intending to capitalize on summer late evening listening habits. With the help of newspaper advertising, the studio doubled its inquiries in June over May. The following months, using only WIRE participations, they jumped another 15% by September.

Broadcast commitments were backed up by telephone surveys, indicating the studio had succeeded in creating a favorable acceptance (with the help, of course, of the network TV "Arthur Murray Dance Party"). Turning then to the middle-aged group, Arthur Murray bought an additional quarter-hour of "Dance Time" with Mr. Herman (5:15-6:30 p.m.) and last November, renewed "Nite Beat." Arthur Murray recently proposed "Nite Beat" for still another 13 weeks. Jim Willingham is WIRE account executive for the show.

According to Larry Cowick, studio manager, Arthur Murray was closing 80% of its inquiries and had increased its staff from 12 to 30 employees. It gained 400 new pupils during the last three months of 1955 (the most successful year of its 17 years) and this past January interviews exceeded the entire second quarter of 1955. Since last June, when it started using radio, the studio has doubled its staff 100% (it added 30 in January alone—from 40 to 70).

Today, with virtually all its advertising budget on WIRE (about $1,000-$1,500 monthly)—the Indianapolis Arthur Murray Studio retains both programs. Its record of inquiries and employment continues to augur well for the medium.
Estabrook Buys WERI
APPLICATION was filed last week seeking FCC approval of the sale of WERI Westerly, R. I., to former NBC-TV producer Edwin B. Estabrook Jr., for $69,000. WERI, 1230 kc, 230 w, is owned 100% by William F. Malo Jr. and family and has been on the air since 1949. In selling, Mr. Malo indicated that he would like to enter broadcasting in a large market. Mr. Estabrook was with NBC-TV until a year ago and he is currently director of radio-tv for Product Services Inc., New York advertising agency.

UBC Opens Chicago Office
OPENING of Chicago offices at 75 E. Wacker Dr. has been announced by Richard Eaton, president of United Broadcasting Co. stations, with Seymour Thomas as midwestern manager. Chicago telephone number is Randolph 6-3464.

John P. Wiley, director of sales promotion, WRCV-TV Philadelphia, appointed director of advertising and promotion. Gene E. Stont, WRCV-TV, named director of publicity, WRCV-AM-TV.

Jack S. Petrlik, chief engineer, WJMR-TV New Orleans, appointed chief engineer, KETV (TV) Omaha.

Dick Zavon, client service director, WLWC (TV) Columbus, Ohio, named manager of audience promotion, Crosley Broadcasting Co. (WLW-WLWT (TV) Cincinnati, WLW (TV) Dayton and WLWC (TV) Columbus, all Ohio, WLWA (TV) Atlanta). Jack Kavanagh, former account executive, Byer & Bowman Adv. Agency, Columbus, succeeds Mr. Zavon as client service director at WLWC.

By the Shores of WTCN
A MINNESOTA lake has been named "WTCN Lake" after WTCN-AM-TV Minneapolis-St. Paul by the state Conservation Commission in appreciation "for the fine service rendered in teaching conservation on its programs." Minnesota Outdoors, the station's weekly show, has been stressing conservation, hunting, fishing, skiing and archery for nine years on both radio and tv.

Ask the BRANHAM BOYS . . .

The best buy in the 79th market

CHATTANOOGA

WDEF Radio

CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

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<td><strong>LEADING</strong> in 22½ morning quarter hours.</td>
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<td><strong>LEADING</strong> in 45½ afternoon quarter hours.</td>
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<td><strong>LEADING</strong> in 51 nighttime quarter hours.</td>
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**GREATER COVERAGE**
KTBS-TV Channel 3, Shreveport, Louisiana, covers 44 counties in Louisiana, east Texas and south Arkansas. Population 1,351,700; set count 249,895.

**MORE VIEWERS PER DOLLAR**
55% of the viewing audience from sign-on time to 12 noon. 82% of the weekday afternoon audience. 72% of the nighttime NBC audience in the Shreveport area.

**MAXIMUM POWER**

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<td>NBC and ABC</td>
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O. D. GARRETT, manager of Kerr's Department Store, Oklahoma City, signs for sponsorship of a local Window insert on NBC-TV's Home. The five minute women's fashion segment will be telecast in color every weekday (9:25-9:30 a.m. CST) on WKY-TV that city. Also present for the contract signing (l to r): Grace Votruba, Kerr's advertising manager; Ray Ackerman, Knox-Ackerman Adv., Oklahoma City; W. J. Willis, WKY-TV account executive, and DeLois Faulkner, WKY-TV fashion consultant and host of the new show.


Perry Peerce named public relations and promotion director, WFCO-AM-FM-TV Cincinnati, succeeding Dave Wilson, to WLIW-AM WLWT (TV) Cincinnati.

Chuck Renwick, WSAM Saginaw, Mich., to WKNX there as program director and afternoon show host, succeeding Paul Carey, to WJR Detroit.

Ray Hubbard, KPIX (TV) San Francisco, appointed assistant program director of WBZ-TV Boston; Gordon Scott, named operations director of WBZ-TV program department; Iran Berlow to production supervisor, and Chester Collier, to head station's new public affairs department.

Warren Thomas, WKRC-TV Cincinnati air personality, to station sales staff as account executive. Herbert Flaig, account executive, resigned to open Cincinnati advertising agency. Paul Jones, Cincinnati radio-television personality, to WKRC-TV announcing staff.

Bob Shaff, program director, KBTV (TV) Denver, resigned. Shirley Hanbeide, traffic manager, named assistant program director. Sue Bard, program secretary, to assist Miss Hanbeide.

Tom Dwyer, formerly with WNOW-TV York, Pa., to sales department, WOKO Albany, N. Y.

George Vickery, public service director, WTVJ (TV) Miami, Fla., named to additional post of publicity director.

John Schweiker, sales promotion department, WHO-AM-TV Des Moines, Iowa, transferred to account executive. Robert O. Link from radio continuity to sales promotion. Darwin Wolf and Hobbard Cleveland to sales staff.

Sidney D. Hall, Albert Tooten Packings Ltd., Lake Geneva, Wis., to sales department of WFRV-TV Green Bay, Wis.

Sherman Horn, in radio since 1929, to KCBS San Bernardino, Calif., as account executive. Pat Bilby to KCBS as night disc jockey.

LaMar Smith, executive producer, WOI-TV Ames, Iowa, to KUTV (TV) Salt Lake City as production manager.

Robert French, public relations specialist, to sales department of WCOL Columbus, Ohio.

Mildred Bailey, broadcaster on WCOP Boston, resigned to devote full time to her new food promotion business, Happy Homemakers Inc., Boston.

Ed Smith, McCann-Erickson, N. Y., to WHLI Hempstead, N. Y., as staff announcer.


Larry Cott, formerly news editor, KFRC San Francisco, to news writing staff of KGO-AM-FM-TV San Francisco.

Gus Grebe, sportscaster, to KWIZ Santa Ana, Calif.


Cecil Woodland, general manager, WEJL Scranton, Pa., named chairman of manufacturing division, 1956 Lackawanna, Pa., United Fund drive.

William Weber, retail sales account executive, KMOX St. Louis, father of boy, William Gregor.

Donald K. Ross, program director, KGJ Hollywood, father of girl June 27.


Rod Smith, station auditor and office manager, father of boy, Bradley Kendel, June 27.

Beverly Johnson, office manager, KHOL-TV Kearney, Neb., married to Dale Carlson June 24.

Don Roberts, member of sales staff of WCOL Columbus, and Jodelle Penzone, receptionist at station, married July 7.

Dick Aker, program director, KVOV Lafayette, La., father of boy, Gregory Lee, June 23. Mrs. Aker was Opal Davis, former engineer at Texas stations.

**Pole to Pole**
WHEN rioting broke out in Poznan, Poland, WTMJ-AM-TV Milwaukee went to great lengths to reassure homeowners that none of a group of Milwaukee and Wisconsin residents touring Poland at the time were involved. The stations' news department put through its longest telephone call so far, to Warsaw, Poland, recording a conversation with Miss Laura Pilarski, a Milwaukee Journal reporter. She is visiting Poland with what is said to be the first organized party to tour the country since it fell under Communist domination during World War II. Miss Pilarski told newsmen Ed Winkel that none of the Wisconsin delegation had been in Poznan at the time of the riots and gave details on the uprising which unofficial reports said claimed some 200 lives. The conversation was aired on WMJ-TV and WMJ-TV several times July 2.
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ALFORD ANTENNA STANDARD ELECTRONICS AMPLIFIERS HIGH BAND ECONOMY

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**PROFESSIONAL SERVICES**

**PROFESSIONAL SERVICE PEOPLE**

Joe Wolhandler, eastern publicity director of Rogers & Cowan for past five years, elected vice president of public relations firm.

Doris A. Weininger, director of continuity, WNYC-AM-FM New York, to head of radio-television department, Milton Riback Assoc., N. Y. public relations firm.


Jane peci Lait, publicity director, Hutchinson Adv. and Cathedral Films, both Hollywood, named west coast publicity representative, American Heart Assn.

**PROFESSIONAL SERVICE SHORTS**

Phil Dean Assoc., N.Y., radio-television public relations-promotion company, moved to larger offices at 420 Madison Ave. Telephone is Plaza 3-7492.

Biderman, Tolk & Assoc., N.Y. public relations-promotion firm, moved to 515 Madison Ave. Telephone: Plaza 3-7919.

Hal Leyshon & Assoc., public relations counsel for American Federation of Musicians and other accounts, moved to new offices in Chanin Bldg., 122 E. 42d St., New York 17. Telephone: Murray Hill 7-0272.

Gene Schoor Assoc., N.Y., public relations firm, moved to 36 W. 57th St.

**PERSONNEL RELATIONS**

**SAG Seeks Strengthening Of Parent Talent Group**

SCREEN ACTORS GUILD Thursday asked the Associated Actors & Artists of America, AFL-CIO international parent of all actors' unions, to call a special meeting for the purpose of strengthening and revitalizing the international union. As one objective, SAG listed the "setting up of machinery of the four A's for the impartial settlement of jurisdictional problems between actors' unions." SAG currently has been in dispute with American Federation of Television & Radio Artists.

The guild's letter to the four A's was signed by John L. Dales, national executive secretary, and copies were sent to each of the other 4A branches—Actors Equity, AFTRA, American Guild of Musical Artists, American Guild of Variety Artists and Screen Extras Guild.

The Guild's action followed by 10 days its issuance of a special report to the guild membership, signed by President Walter Pidgeon for the board of directors, in which the guild detailed its reasons for rejecting an AFTRA proposal for a merger with SAG [B&T, July 2]. The guild pledged it would work toward "a stronger and more vigorous international federation of (actors') unions" and a simplified membership card plan for the entire entertainment industry.

**Writers Guild to Select Best Radio, TV Scripts**

PLANS for book publication of the best tele-vision and radio scripts of 1955-56, as selected by writers who work in these mediums, were outlined at meetings of the Eastern and Western TV-Radio Branch boards of the Writers Guild of America. Entry blanks for the contest are in the process of being mailed to members for return by July 30.

Competition has been divided into eight categories for television writers and four for radio writers. Each member may enter one script in only one of the categories, whether for tv or radio. The categories are as follows:

- Television: (1) half-hour anthology drama, (2) half-hour episodic drama, (3) half-hour situation comedy, (4) half-hour comedy-variety, (5) one-hour or more drama, (6) one-hour or more comedy, (7) documentary, (8) children's program (not the adventure-type which would come under drama, but puppet shows, fairy-tales, actual children, etc.). Radio: (1) drama, (2) comedy, (3) serial episodes, (4) documentary.

Each member who submits a script must also serve as a preliminary judge in a category other than the one in which he is seeking an award. Preliminary screening will be done by committees of the entrants, and final judging will be by a board drawn again from writers, plus experts from associated crafts. All names of the book will be removed in the judging process, and key numbers substituted to assure anonymity until final selection.

Presentation of the awards will be made at special functions to be held east and west, early this fall. Royalties of the book will be shared by writers whose scripts are included and the Guild.

**AFTRA Readies Charges**

AMERICAN Federation of Television & Radio Artists announced last week that the national union is preparing charges against 15 members of the New York local who refused to tell a Congressional committee last summer whether or not they ever had been Communist Party members. The union's announcement was made to "clarify" a newspaper report which failed to mention that the action originated with national AFTRA, according to Donald F. Conaway, national executive secretary. AFTRA has instituted a rule under which charges can be preferred against a member who refuses to answer questions on whether he is or ever has been a communist.

**IATSE Reports DuMont Pact**

SIGNING of a new contract between DuMont Broadcasting Corp. and the International Alliance of Theatrical Stage Employees was announced last week by IATSE. The pact covers engineers and other technicians employed at DuMont's WABD (TV) New York and WTTG (TV) Washington, and, according to IATSE, provides for "substantial wage increases."
NBC, MAJORS SIGN $16 MILLION PACT

New contract runs through 1961 and covers World Series and All-Star games.

NBC has purchased television and radio rights for the World Series and All-Star games for the years 1957-61 inclusive for $3,250,000 a year, it was announced last week by Commissioner of Baseball Ford C. Frick. The baseball events, as in past years, will be sponsored by the Gillette Safety Razor Co., Boston through Maxon Inc., New York.

The new agreement will become effective with the All-Star game in July 1957 and will replace the six-year contract which expires with the World Series of this year. In 1951 Mutual acquired the rights to the game and assigned the tv rights to NBC-TV. Mutual reportedly paid $1 million a year for the tv-radio rights.

"In view of the cordial relationship that has existed among the three parties in the past," Mr. Frick said, "the new arrangement is an especially happy one. When it became known that the present contract was about to expire, considerable interest was shown by others in the sponsorship of the game; however the most satisfactory offer from every standpoint was made by the current sponsors.

"We are deeply gratified that, as a result of this agreement, the pension fund for baseball players is now protected and guaranteed for another five years. It is anticipated that it will now be possible to offer even more liberal benefits under the Player Pension Plan, which is already one of the most generous in existence."

FORD FRICK (c), commissioner of baseball, meets with NBC President Robert W. Sarnoff (l) and Boone Gross, president of Gillette Safety Razor Co., to discuss the purchase of World Series and All-Star rights by NBC for Gillette sponsorship.

Sarnoff Memo Inspires New NBC Thursday Show

A MEMORANDUM submitted last year to President Eisenhower by Brig. Gen. David Sarnoff, RCA board chairman, detailing a "Program for a Political Offensive Against World Communism" is the basis of a new 13-week series which NBC Radio will air this summer. The series, Can Freedom Win?, conceived by radio producer Hardy Burt who approached Gen. Sarnoff on the series idea after having read the memorandum, will be heard Thursdays, 9:05-9:30 p.m. EDT, starting this week.

The program's production cost will be borne by the Richardson Foundation, a non-profit group dedicated to further study in international affairs and citizenship education and headed by S. Smith Richardson, board chairman of the Vick Chemical Co., New York. Regular panelists include Mr. Burt, Reader's Digest Senior Editor Eugene Lyons and Dr. Robert Strausz-Hupe, director of the Foreign Policy Research Institute, U. of Pennsylvania. In addition to the panel, a weekly guest will be chosen from the ranks of labor, education, government or the military.

Gen. Sarnoff's memorandum called for a public education program to familiarize all Americans with what is wrong with communism and to receive the recommendations of the country's leading authorities as to what should be U. S. policy in relation to the Soviet empire.

KBS Adds 10 Affiliates

ADDITION of 10 new affiliates was announced Monday by Keystone Broadcasting System. The new stations bring total affiliates to 897, according to Blanche Stein, KBS program relations director. They are KNOG Nogales, Ariz.; WSNY Sandusky, Ga.; KTOP Topeka, Kan.; KLET Lebanon, Mo.; KVBC O'Neill, Neb.; WMSN Raleigh, N. C.; WSRW Hillboro, Ohio; WBCR Christiansburg, Va.; KILA Hilo, T. H., and WIVI Christiansted, Virgin Islands.

WELD New ABC Affiliate

ADDITION of WELD Fisher, W. Va., as an ABC Radio affiliate, effective Aug. 1, was announced jointly last week by Richard F. Lewis Jr., owner of the station, and Edward J. DeGray national director of station relations for ABC Radio. Kimberley Johnson is station manager of WELD.

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Shriner Fall CBS-TV Show Now Slated for 30 Minutes

CBS-TV, which recently signed comedian Herb Shriner to a new full-hour program for the 1956-57 season following the expiration of his contract with Mark Goodson and Bill Todman, has trimmed the program to 30 minutes and rescheduled it in the Tuesday, 9:30-10 p.m. EDT timeslot. The program was originally set for 8:30-9:30 p.m. Tuesdays, but was trimmed when the network found itself unable to "clear a full hour due to lack of time availabilities."

Mr. Shriner, however, was assured by the network of a full-hour show during the 1957-58 season.

As originally planned, Pharmaceuticals Inc., through Edward Kletter Assoc., New York, was to sponsor the second half of the Shriner program. It retained the 9-9:30 p.m. timeslot of the past season (alternating sponsorship of Meet Millie and Guy Lombardo Jubilee, both now off the air) by purchasing CBS-TV's Joe and Mabel film show, The Brothers (starring Gale Gordon and Bob Sweeny) at that time. Kick-off dates for the shows have not been announced.

The half-hour program has been bought by the W. A. Sheaffer Pen Co., Ft. Madison, Iowa, through Russel M. Seeds Co., Chicago, which plans to feature a film show, The Brothers (starring Gale Gordon and Bob Sweeny) at that time. Kick-off dates for the shows have not been announced. Sheaffer this past season shared sponsorship (with Maytag) of the 8:30-9 p.m. Navy Log series.

Messrs. Goodson and Todman produce Two for the Money, which starred Mr. Shriner last season.

ABC-TV Affiliates Board To Meet With Network Brass

THE Board of Governors of the ABC-TV Affiliates Assn. will meet at Pocenoo Manor Inn, Pocenoo Manor, Pa., July 16-17, to be followed by a meeting July 18 with ABC President Robert E. Kintner and other network executives, Fred S. Houwink, chairman of the affiliates and general manager of WMAL-TV Washington, announced last week.

This will be the first meeting of the board since its organization May 24 in Kansas City (B&T, May 28). The affiliates requested a season with ABC executives at the Kansas City meeting and the July 18 affair will fulfill that request. Mr. Houwink said that the affiliates would give the network their viewpoints in helping ABC-TV attain a stronger national position.

Other affiliate officers include Harry LeBrun, general manager of WLWA (TV) Atlanta, vice chairman; Joseph F. Haldy, executive vice president of KCRG-TV Cedar Rapids, Iowa, secretary, and Joseph Drilling, vice president of KJEO-TV Fresno, Calif., treasurer.

KNX-CPRN Promotes Sieck

CARLETON SIECK, account executive for KNX Los Angeles and the Columbia Pacific Radio Network, has been named assistant general sales manager, it was announced Thursday by KNX-CPRN Sales Manager Donald M. Ross. With KNX since 1931, Mr. Sieck fills the vacancy created two months ago when Fulton Wilkins was switched to New York as eastern sales representative for KNX-CPRN. Mr. Ross also announced the promotion of William Weller from national sales representative to account executive, succeeding Mr. Sieck.

New Sunday King?

IS STEVE ALLEN the man who has "knocked off" Ed Sullivan? Trendex figures reported last week: Mr. Allen's NBC-TV show in the Sunday 8-9 p.m. EDT time period scored a 20.2 rating as contrasted to 14.8 for Mr. Sullivan's program at the same time. CBS-TV, Mr. Allen, according to Trendex, had 55.3% share of audience and Mr. Sullivan 39.7%. This was NBC's best showing in that slot since the May 30, 1954, Don Ameche and Lewis telecast which outdrew the Ed Sullivan Show with a 62.3% share. Mr. Allen's score was 31% times as large as that of the last telecast (June 10) of the Comedy Hour. In the past season, NBC beat Mr. Sullivan only three times, twice with Martin & Lewis appearances and the third time with a spectacular.

Clinic Will Tackle Problems Of CBS-TV Football Coverage

ALL-DAY clinic will be held in New York this Wednesday under the auspices of the CBS Football Dept. to tackle the problems involved in CBS-TV's coverage this fall of 63 professional games on a regional basis. In attendance will be CBS staffers, representatives of the sponsors and their agencies, Paul Hornung, Joe Namath, Mike Ditka, Ditka, and Elmer Lower, director of special projects for CBS.

The schedule of games is virtually at an SRO basis, according to Mr. MacPhail, with 15 sponsors already having signed. He pointed out that one of the complications is that at certain times, CBS-TV will be covering six games simultaneously from points across the country.

All CBS Radio Affiliates Back Raise in Network Pay

EVERY AFFILIATE of CBS Radio has approved the network's increase of the rate in payments for the coming year over the current year, it was announced last week by Arthur Hull Hayes, president of CBS Radio (B&T, June 11, et al.).

Approval was received in the form of signed amendments sent to the stations from the network, according to Mr. Hayes. The new agreement, which calls for payment rates to the stations of 6¼% above the current rate of compensation, will go into effect on Aug. 25. New one-year contract amendment will specify 15% rather than 20% as amount of reduction borne by the affiliates in comparison to pre-1951 compensation rates.

First 'Playhouse 90' Set

THE LIVE tv adaptation of Pat Frank's recently-published suspense novel, Forbidden Area, was set last week for the Oct. 11 premiere show of CBS-TV's Playhouse 90 series. Ty playwright Rod Serling will do the adaptation for the 90-minute weekly dramatic series, scheduled for Thursday, 9:30-10 p.m. EDT. At the same time, Hubbell Robinson Jr., CBS-TV executive vice president in charge of programming, said that rights to John P. Marquand's most recent novel, Gove the Best, will be purchased.
"WITHOUT ADVENTURE, CIVILIZATION IS IN FULL DECAY"...

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Republic Steel's planned, new Central Research Lab will explore, among other things, methods for new, cheaper ways of producing steel.
SMALL CHANCE SEEN FOR SENATE ACTION ON ANY POLITICAL BROADCASTING BILLS

Final session of 84th Congress nearing adjournment without taking definite action on many proposals which would regulate radio-tv election year broadcasting. Stanton submits CBS views.

CHANCES for action on any of the several bills on political broadcasting grew slimmer last week as the 84th Congress entered the stretch.

Meanwhile, CBS President Frank Stanton has forwarded comments to the Senate Commerce Committee giving CBS views on the bills in the Senate on political broadcasting. Dr. Stanton’s comments were made at the request of Committee Chairman Warren G. Magnuson (D-Wash.) during the CBS president’s testimony before the Senate group last month [B&T, June 18].

Sen. Magnuson has said several times that his committee will hold hearings on the political broadcasting measures before the end of this session of Congress, but no dates have been set, and with Congress anticipating adjournment by the end of this month the possibility of congressional action this year grows less certain.

One measure in the Senate (S 3308)—described as the “equal time elections bill” and introduced by Senate Majority Leader Lyndon B. Johnson (D-Tex.) and Minority Leader William F. Knowland (R-Calif.) with total cosponsorship by 82 senators—had brighter prospects earlier in the session. But last week spokesmen for the Senate Majority Policy Committee, which clears such legislation for Senate action, said that although the measure is being studied, its chances of passage grow less as the session nears an end. Besides election reforms, this bill carries an amendment to Sec. 315 of the Communications Act. It was introduced at the height of the controversy over lobbying activities concerning the natural gas bill vetoed by the President.

Dr. Stanton, in his comments on the Senate bills (there are corresponding bills in the House to all the Senate proposals), reiterated his support of S 2306—introduced in both the House and Senate at CBS suggestion. The bill would make inapplicable the “equal time” provisions of Sec. 315 in cases where a station or network presents political candidates on news, debate and similar type programs of which format and production are controlled by the broadcaster—as distinguished from set campaign speeches and rallies and paid political spot announcements.

The CBS president again scored any proposal to require broadcasters to give free time to political candidates. But he said that if S 2306 or equivalent legislation is passed, CBS will donate one hour to the two major party presidential candidates this fall to use in debate or other discussion of the campaign issues.

Here are summaries of the various Senate political broadcasting bills, with Dr. Stanton’s comments on each proposal contained in the measures:

S 771—Withdraw the equal time rights of Sec. 315 (a) of the Communications Act from any person who has been convicted of subversive activities and from members of certain subversive organizations.

S 1208—Relieve the licensee of liability for defamatory statements broadcast by a political candidate unless the licensee participates in the broadcast with intent to defame.

Dr. Stanton said CBS supports the bill’s principle, which would relieve the broadcasters of liability for statements over which he has no control. But, he said: (1) It is not clear federal legislation can exempt broadcasters from liability under state laws; (2) the risks of suits for libel and defamation do not appear to be great. CBS has had no serious difficulty with the problem, and, although CBS has no power to censor, political candidates have been cooperative almost invariably and voluntarily have deleted statements the network thought might be defamatory or libelous.

S 1909—Require any political broadcast to be accompanied by an announcement of whether the speaker is speaking extemporaneously or from prepared material, and what facial makeup, if any, is being used by the speaker during the broadcast.

Dr. Stanton said CBS had no comment, but that the bill seems to be discriminatory against broadcast stations by requiring for this medium a degree of candor not required for any other public appearance by a candidate.

S 2306—Make the “equal time” requirements inapplicable to “any news, news interview, news documentary, panel discussion, debate or similar type program where the format and production of the program and the participants therein are determined by the broadcasting station, or by the network in the case of a network program.

Dr. Stanton noted that this bill was introduced at the request of CBS and that it leaves Sec. 315 just as it is in the case of set campaign speeches or political rallies. But in the type of programs specified, it gives the broadcaster leave to the extent of his journalistic functions so he can concentrate on the main issues and candidates without providing time for candidates of splinter parties. He noted there were candidates from 18 parties seeking the presidency and vice presidency in 1952.

S 3308—Apply the “equal time” guarantees, in the case of candidates for President or vice president, only to those who are nominees of a major political party or to those who are supported by petitions equaling at least 1% of the

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vote at the prior presidential election.

Dr. Stanton said the bill takes a "useful step forward" in relieving the broadcaster of the requirement to furnish time to fringe party presidential and vice presidential candidates. But it provides no relief in the case of candidates for nomination at any level other than the presidency or vice presidency. It is the obscure candidates for nomination, even of major parties, who have given broadcasters some of their biggest headaches: "The short of it is that anybody who wants the presidential nomination of the Democratic or Republican parties today has equal right to Pres. Eisenhower . . . or to Gows. Stevenson and Harriman or Sen. Kefauver . . . There is no limit to the potential candidates. It seems to me . . . relief in respect of candidates for nomination is imperative."

S 3962 provisions: (a) Same as S 3308. (b) Impose equal time requirements in the case of candidates for presidential and vice presidential nomination by a major political party, if the candidate is (1) the incumbent of any elective federal or statewide elective office; or (2) has been nominated for President or Vice President at any prior convention of his party; or (3) is supported by petitions including at least 200,000 signatures.

Definitions Inflexible

Dr. Stanton said this would relieve broadcasters of the requirement of giving equal time to "unknown or unsubstantial" candidates for the Democratic orGOP presidential nomination. But these definitions appear somewhat inflexible when it is noted that in prior campaigns petitions would have had to be circulated for persons of such stature as Gen. Eisenhower, Wendell Willkie, Herbert Hoover (in 1928) or John W. Davis, since none met these qualifications. This embarrassment could be avoided by allowing the broadcaster some discretion in determining who is and is not a "substantial" candidate for nomination by a major party; namely, by using these tests to define who could be presumed to be a substantial candidate, but allowing broadcasters to go beyond that to take care of such situations as presented by Messrs. Hoover, Willkie and Davis and Gen. Eisenhower.

(c) Applies the equal time requirements only to major party nominees for a congressional office or to candidates for election who may not be nominees of a major party, but who file petitions with signatures equaling 1% of the total votes for that office in the last election.

Dr. Stanton said this is an attempt to provide the broadcaster relief from fringe party and unsubstantial candidates for a congressional office, but leaves the equal time requirements where they are now insofar as candidates for congressional nomination are concerned. Although congressional campaigns do not affect network broadcasting, he said, the matter may be of considerable importance to individual stations, especially where there are vigorous campaigns with several candidates, some of them "clearly unsubstantial."

(d) Requires tv networks and tv stations to make available to presidential nominees of the two major parties, at no cost to the candidates: one half-hour a week during September; one hour a week during October, and one hour in November preceding the presidential election.

Dr. Stanton said such a requirement is "wholly discriminatory and, I believe, raises serious problems of constitutionality. . . . Whatever the answers to the problems of financing political campaigning, I think it clear that the commandeering proposal of [this] section is so unfair and of such doubtful constitutionality that it should be rejected."

Dr. Stanton said CBS supports S 2306; that S 3308, despite the "serious defects," is a "step forward." and that S 3962 is more desirable than S 3308, except that "in no circumstances" will CBS support that part of S 3962 which requires tv networks and tv stations to give free time to presidential candidates of major parties.

The CBS president submitted a redraft of an amendment to Sec. 315, which he said CBS prefers second to S 2306. The redraft incorporates the broadcaster exemptions from equal time requirements for news and debate type programs as set forth in S 2306. It also incorporates S 3962 except for the "free time" provision. It adds CBS's suggested language which would allow the broadcaster to determine who is a "substantial" candidate for presidential and congressional nomination and election beyond those who meet the requirements set forth in S 3962. The CBS suggestions also would provide the broadcaster relief from fringe party and unsubstantial candidates for congressional nomination, in addition to those for congressional elections. S 3962 failed to cover this situation.

Dr. Stanton reiterated CBS's proposal to give perhaps two hours to the two major party presidential candidates to divide between them for a discussion of the campaign issues before election day—provided Congress does not pass legislation requiring tv networks and tv stations to give "free time" to major party presidential nominees as proposed in S 3962. He said CBS has already tentatively set aside Class A night-time periods for this purpose.

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KING, Teamsters Team

KING-AM-TV Seattle simulcasts of the Washington state Democratic and Republican conventions were sponsored by the Community Service Dept. of the Western Conference of Teamsters. The television portion was covered statewide, with KING-TV feeding KREM-TV Spokane and KIMA-TV Yakima.

The Democratic parley was held June 30 in Tacoma while the Republicans got together July 7 in Seattle. Taking part in negotiations for the coverage were Ed Donoho, publicity director for the teamsters; How J. Ryan and Ed Arndt of the How J. Ryan & Assoc. agency; Earl Reilly, account executive, John Pindell, local sales manager, and Al Hunter, sales manager, all of KING-TV.

Reinsch, assistant to the chairman in charge of 1956 convention plans and executive director of the Cox Stations, maintains headquarters with a staff of nine people. His staff is processing requests for housing in over 40 Chicago hotels, along with ticket allocations to delegates and alternates. A Chicago Host Committee headed up by Mayor Richard E. Daley is cooperating on arrangements involving transportation, entertainment and other services for an estimated 25,000 persons expected to attend the convention.

Actual amphitheatre layout is pretty well settled as workmen crews cover the 12,000-seat building, laying miles of cable up walls and down aisles. Transmission points for radio-television networks and independent stations are being set up in a block-long north wing of the amphitheatre. The independents will have complete facilities (studio and film) for their own coverage.

Structures have been built down-center in the amphitheatre for tv and still cameras. TV and theatre newsmen cameras—the latter numbering more than 100 cameramen and crews—will work from separate 240-sq. ft. platforms at opposite ends of the delegates’ section.

Representatives of foreign radio-television stations and newspapers (Paris, London, Vienna, Tokyo, Honolulu, Winnipeg, Ottawa, Berlin, etc.) are expected to attend.

The fifth and sixth floors of the Hilton Hotel will be converted for direct broadcasting in the form of radio-television studios. Newsmen from papers, magazines and wire services will be housed in a basement quarter.

Mr. Reinsch and his staff have been facing a steady stream of visitors. Assisting him on pre-convention planning are Jack F. Christie, radio-television director of the Democratic National Committee; Elizabeth Forsling, formerly ABC executive coordinator for Democratic conventions; and Lewis Gomavitz, producer of NBC-TV's Kukla, Fran & Ollie, who has been engaged to work on actual convention site details. Democrats are expected to choose a keynote speaker at a meeting of their Arrangements Committee today (Monday).

Illinois Bell and AT&T are working with convention planners, radio and television press representatives on telephone, telephone and special circuit equipment. Illinois Bell will maintain a message center and a tv lounge where delegates may see the televised convention proceedings between telephone calls. Illinois Bell figures roughly on 32 switchboards, 4,000 telephones, more than 100 phone booths, 160 private lines and 1,330 trunks.

Chicago stations are also mapping pre-convention plans. CBS Radio will take a feed from its own WBBM called "Ear on Chicago". Coordinated by Hugh Hill, local special events chief, the project calls for interviews at the amphitheatre, at the Stockyard Inn and similar question-and-answer sessions at Hilton party headquarters. It will be aired by the network 6:05-30 p.m. (EDT) Saturday, Aug. 11, weekend before the convention. A similar show is planned for CBS by KCBS San Francisco for the GOP convention.

Ear interviews include Messrs. Reinsch and Christie, workmen at the amphitheatre, chef and headwaiter at the Stockyard Inn, and the foreman working on network studios in the amphitheatre.

NBC Chicago will maintain a helicopter service for conveying personnel and equipment (including film reports) back and forth between the Merchandise Mart and the amphitheatre and also utilize the new Prudential Bldg.

Also working feverishly on pre-convention plans are the Stevenson-for-President Committee and the Stevenson Campaign Committee, for Democratic candidate Adlai Stevenson. Serving as press secretary for him is Roger Tubby, who held that post with the Truman administration.

Mr. Tubby said Tuesday there have been numerous requests for Mr. Stevenson to appear on networks shows. Some local Stevenson-for-President committees have bought time on local stations in Richland (Wash.) and Cincinnati (Ohio) for a continuing series of taped broadcasts of Mr. Stevenson's talks, but there will be no appreciable purchases of time for Mr. Stevenson if he sits for the Democratic convention, assuming he is the Democratic presidential nominee. Local Stevenson groups have bought time in the Illinois and Florida primaries.
Political Troubles

"IT AIN'T RIGHT," said "Ole Jim" when informed that his political aspirations caused KDMS and KRBB (TV) both El Dorado, Ark., to lose approximately $3,500 in air time.

"Ole Jim," a sports commentator on both stations, announced his candidacy for state representative Feb. 29 under his real name, James A. Pomeroy. One of his three opponents recently called the stations' attention to Sec. 315 of the Communications Act which calls for equal time for all political candidates. Both stations agreed to the equal time request.

"I ain't said one word about anyone electing me to no office. I've just gone along lying about the length of fish and trying to outguess the weatherman," explained "Ole Jim."

Mr. Hayes said.

The stations also will make free time available, aside from election of candidates, for discussing important local and state political matters such as referenda, amendment of state constitutions or bond issues, Mr. Hayes said. For such political matters, no time will be sold and consideration will be given to presentation of opposing viewpoints, he said.

The stations will continue to provide non-partisan coverage on regular news broadcasts of political campaigns of the various candidates, Mr. Hayes said.

Editorial Backs Free Time For Presidential Candidates

FIELD editorial in the St. Louis Post-Dispatch favoring a Senate bill (S 3962), which would require television stations and networks to give seven hours of time to each of the presidential nominees of the major parties in this and other election years, was entered in the Congressional Record last week by Sen. Hubert Humphrey (D-Minn.), the bill's author. (Also see CBS President Frank Stanton's comments on this bill, page 82, and editorial, page 106).

"The Post-Dispatch, however, qualified its support by saying: "... if the TV networks feel that they cannot possibly do without the revenue from commercial programs during this period, the Federal Government would be justified in buying the time in the name of the American people...as a contribution to informed citizenship."

Sen. Humphrey remarked that he had been "deeply encouraged by the response I have had concerning this bill." S 3962 was co-sponsored by several other Democratic senators.

GOP Streamlines Convention

THE Republican National Convention opening Aug. 20 in San Francisco will be "streamlined for maximum radio-tv impact," GOP National Chairman Leonard W. Hall said last week.

The GOP's arrangements committee at its meeting in Washington decided to study shortening of the convention's overall running time, reducing the length of speeches and cutting down time of roll calls by permitting the polling of individual state delegations without interrupting the roll call of the states.

Two Stations Offer Free Political Time

THE Washington (D. C.) Post's Broadcast Division announced last week it will make available free time on its television stations (WTOP-TV Washington, WMFR-TV Jackson ville, Fla.) for certain candidates during second primary (run-off) and general elections. These candidates include those seeking U. S. senatorial, congressional, gubernatorial and certain other state and local offices, but not presidential and vice presidential candidates.

Contending that granting of free program time to general election candidates is in the nature of a public service, John S. Hayes, president of the Post Broadcast Division, said no time will be sold after primary elections to those entitled to free time in the later elections. The amount of free time will be determined by the station, which will take into account the degree and extent of local interest and the necessity of providing equal facilities under existing law, Mr. Hayes continued.

WTOP-TV and WMFR-TV will sell time to presidential and vice presidential candidates and committees representing them, both for paid political spot announcements and programs, Mr. Hayes said. The stations will consider the necessity for providing equal facilities in determining the amount of time to be sold to these candidates. The commercial spot announcement rate for these candidates will be the "most favored weekly rates consistent with the maximum purchase a candidate is permitted to make even though the actual purchase is less than the maximum permitted,"
CBS-TV Plans Special Convention Orientation

CBS-TV has scheduled two special, closed-circuit telecasts on July 23 and July 25, (both 5:30 p.m. EDT) to orient the 7,000 delegates and alternates to the 1956 Republican and Democratic presidential conventions on plans for CBS radio and tv coverage of the conventions and the part the delegates will play.

The Democratic delegates will see and hear Paul M. Butler, chairman of the party’s national committee, and CBS newsmen discuss the network’s coverage plans on July 23, while their Republican counterparts will be exposed to a similar program July 25, at which GOP National Chairman Leonard Hall will speak.

The delegates have been invited to see the orientation telecasts at the offices of the CBS-TV affiliated station nearest their homes. Speakers will include Sig Mickelson, CBS vice president in charge of news and public affairs and CBS newsmen Walter Cronkite, Bob Trout, Douglas Edwards and Charles Collingwood.

Governors of the 48 states and the local press also will be invited to the closed-circuit broadcasts. Television recordings of the programs will be made available to convention delegates outside the continental limits of the U. S. in Alaska, Hawaii, Puerto Rico, Canal Zone and the Virgin Islands.

New, Timely Election-Year Continuities

BMI presents the 1956 PRESIDENTIAL PACKAGE

Program Scripts for Radio and Television

Background — color — personalities — oddities — the intriguing stories of past elections are all neatly wrapped in this BMI “Presidential Package” containing an assortment of 23 scripts for a total of five hours of programming.

"THE FIRST ELECTION" — One half-hour script
Relates the surprising aftermath of America’s first presidential election.

"A PRESIDENTIAL CAVALCADE" — Seven-five minute scripts
Odd and interesting facts about our chief executives . . . their hobbies, early jobs, personal anecdotes and other authentic items.

"FAMOUS FIRST LADIES" — Five 15-minute scripts
The inside stories of five gracious women who accompanied their husbands to the White House.

"RISE OF POLITICAL CAMPAIGNING" — One half-hour script
The cartoons, rally-songs, gimmicks and techniques of unusual political campaigns through the years.

"THE PRESIDENTS SPEAK" — Seven five-minute scripts
Dramatic highlights of eventful speeches based on actual recordings of the Presidents’ voices.

"FAMOUS CAMPAIGN SONGS" — Two half-hour TV scripts
Historically accurate account of the songs that influenced elections . . . for visual effect—a collection of the original sheet music.

"CAVALCADE OF PRESIDENTS" — Two half-hour TV scripts
Intimate glimpses into the lives of our presidents . . . for visual effect—a collection of photographs, both formal and candid.

"TIME SIGNALS—STATION BREAKS" — 10:30; 1:00
"Vote as you please, but please vote" and a variety of other useful and timely announcements.

BMI’s "Presidential Package" is available to all stations without charge—as a station and public service.

BROADCAST MUSIC INC.
589 Fifth Avenue, New York 17, N. Y.

‘Record’ News Coverage Set for Demo Convention

The Democratic National Convention, which opens Aug. 13 in Chicago, will have the largest, on-the-spot, concentrated news coverage of any event ever held anywhere in the world, J. Leonard Reinsch, assistant to the chairman of the national committee, said last week. Mr. Reinsch, who will manage the 1956 convention, is managing director of the Cox radio-ty properties (WSB-AM-TV Atlanta, others).

He said nearly 4,000 newsmen from radio-ty, newspapers and magazines will be on hand to cover the convention. “Because of the untruing ingenuity of America’s vast corps of television and radio people, its newsmen and its magazine writers, every citizen in this country and throughout the world, will have a convention-side seat during every minute of this history-making meeting,” Mr. Reinsch said.

Mr. Reinsch made his statement in the first of a series of progress reports on arrangements to be issued by the committee each Thursday for Sunday release until convention time.

New Election Shows Planned

Two supplementary 1956 election year programs will make their debut on ABC this month. First to make the air (July 1) on ABC Radio was Listening Post (7:35-8 p.m. EDT), a series of reports on crucial issues of the forthcoming campaigns by staff members of ABC News and Newsweek magazine. The program will be on each Sunday until the eve of the Democratic convention, Aug. 13. The other, Campaign Roundup, scheduled to start July 15 (Sundays, 4-4:30 p.m., ABC-TV), also will feature combined reports from ABC and Newsweek. The latter will be represented by Malcolm Muir, chairman of the editorial board, Washington bureau head Ernest K. Lindley and senior staff members Harold Lavine and Kenneth Crawford, among others.

New Political Spot Available

A TWENTY-SECOND spot announcement that ties in with the upcoming political conventions has been produced by J. Armstrong & Co., New York and already has been sold to a group of advertisers for showing in their distribution areas.

The animated commercial is set to go on the air the end of this month for sponsors including Standard Brewing Co., Cleveland; Regal Beer, Miami; Highland Dairy Co., Springfield, Mo., and E & B Brewing Co., Detroit, and is available to other advertisers in their markets. The commercial features a typical campaign orator and two dignitaries seated in the background. As the orator “takes a bow,” the dignitaries slyly raise a banner showing the sponsor’s product. This happens several times, permitting the sponsor to use different messages and product shots.

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NARTB Board Committee
To Study Public Relations

A SPECIAL NARTB board committee has been named by President Harold E. Fellows to study the association’s public relations activities. The idea developed at NARTB’s recent board meeting when directors considered ways of meeting concentrated attacks on the broadcasting industry.

The committee will meet July 25 at NARTB Washington headquarters. Members are John M. Outler, WSB Atlanta, Radio Board chairman; Campbell Arnaux, WTAR-TV Norfolk, Va., TV Board chairman; Arthur Hull House, CBS Radio; William D. Pabst, KFRC San Francisco; Ernest Lee Jahnecke Jr., ABC, and John E. Fetzer, WKZO-TV Kalamazoo, Mich. Mr. Fellows will serve on the committee.

RAB’s Management Meetings
Scheduled to Begin Aug. 16

RADIO Advertising Bureau, which plans to launch a series of experimental two-day management conferences of its key executives and stations’ general and sales managers next month, last week set Aug. 16th as the kick-off date.

The meetings, which will touch on all promotional, programming and sales aspects of station management, will be addressed by RAB President Kevin A. Sweeney, Promotion Vice President Sherrill Taylor, General Manager and Vice President John F. Hardesty and Station Services Director Arch L. Madsen.

The four conferences, attendance of which will be limited to about 50 station executives per locale, will be held as follows: Aug. 16-17, western conference, Palo Alto, Calif.; Sept. 6-7, midwestern conference, French Lick, Ind.; Sept. 10-11, southern conference, Biloxi, Miss. and Sept. 13-14, northeastern conference, Skytop, Pa.

RAB ‘Sales Blitz Team’
Concentrates on Chicago

RADIO ADVERTISING BUREAU’S “sales blitz team” moves into Chicago today (Monday) to demonstrate radio’s potency to leading advertisers there. More than 45 presentations are to be made by a group of RAB sales executives, headed by President Kevin A. Sweeney and consisting of Vice President Sherrill Taylor, Station Service Director Arch L. Madsen and National Account Executive Jerry Danford.

The Chicago presentation is the second in a series of three designed to supplement RAB’s list of national accounts with regional and local advertisers. First leg of the summer-long drive was in Boston two weeks ago, where after 10 advertising agency meetings, department store presentations and retail drug chain sales talks, Vice President Jack Hardesty created “at least” 12 new radio campaigns.

Carl R. Kesler Dies;
Former SDX President

FUNERAL SERVICES were held Thursday in Oak Park, Ill., for Carl R. Kesler, 58, editorial writer for the Chicago Daily News and former president (1949-50) of Sigma Delta Chi, national professional journalism fraternity. He was stricken with a heart attack at his desk Monday. Mr. Kesler is survived by his wife, Susan; a daughter, Mrs. Jo Ann Brooks; a son, Peter, and two brothers.

MAY RECEIVER SALES TOP APRIL’S TOTAL

Radio-Electronics-Tv Mfrs. Assn. report says radio sales total 566,357 in latter month and tv sales add up to 392,080.

SALES of radio and tv receivers at retail stores during May exceeded the April figures, according to Radio-Electronics-Tv Mfrs. Assn. Radio sales totaled 566,357 sets in May (figures do not include auto sets, which seldom are sold at stores) compared to 471,153 in April and 398,449 in May 1955. Tv sales totaled 392,080 sets in May, 347,630 in April and 416,908 in May 1955.

Retail radio sales in the first five months of 1956 totaled 2,551,272 sets compared to 2,007,631 in the same 1955 period. Tv sales totaled 2,428,888 compared to 2,772,648 a year ago.

Radio production by factories totaled 1,060,165 sets in May (282,611 of them were auto sets) compared to 992,982 in April and 1,114,035 in May 1955. Tv production totaled 467,913 in May, 549,832 in April and 467,394 in May 1955.

Five-month radio production totaled 5,585,390 sets compared to 5,853,954 in the 1955 period. Tv production for the five-month period totaled 2,862,177 sets compared to 3,238,820 in the 1955 period.

Of the 467,913 tv sets produced in May,
MACHLETT ML-892R
5kW AM Broadcast Triode
A standard replacement tube of excellent life characteristics. The MACHLETT ML-892R employs sturdy Kovar-metal for all metal-to-glass seals.

MACHLETT ML-5541
5kW AM Broadcast Triode
A recent design type employing a thoriated-tungsten stress-free filament, long life operation under difficult conditions is assured by the ML-5541.

MACHLETT ML-6423
5-10kW Coaxial Terminal Broadcast Triode
A modern design type employing thoriated-tungsten stress-free filament. Rugged coaxial terminals and quick final seal-in construction assure trouble-free operation. For new equipments and for conversion from type 892R. Full ratings to 30 mc. Weight: Only 15 lbs.

MACHLETT ML-5681
35kW TV . Channels 2 to 6 50kW AM
High Power AM and H.F. Communication. A modern design type similar to ML-6423 above. ML-5681 employs an integral coaxl water tank for cooling. Employ very long life thoriated-tungsten filament.

MACHLETT ML-298A
50kW AM Broadcast Triode
A standard replacement tube of excellent quality. For high power AM broadcast.

MACHLETT “X-RAY CHECKED” ELECTRON TUBES... quickly available via Graybar
Carefully-controlled production methods (including X-ray after assembly to check spacing and alignment of elements) is your assurance of stable, long term MACHLETT tube performance. The units shown are typical tubes from the complete MACHLETT line which you can receive quickly and conveniently via Graybar. For tubes or any other Broadcast need, make it a point to call Graybar first. Your nearby Graybar Broadcast Representative will be happy to provide complete price information as well as technical service and assistance.

MANUFACTURING

<table>
<thead>
<tr>
<th>Television</th>
<th>Radio</th>
<th>Total</th>
<th>Radio</th>
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<tbody>
<tr>
<td>Jan.</td>
<td>115,694</td>
<td>1,078,624</td>
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<tr>
<td>Feb.</td>
<td>112,692</td>
<td>1,098,506</td>
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<tr>
<td>March</td>
<td>78,272</td>
<td>1,360,113</td>
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<tr>
<td>April</td>
<td>992,982</td>
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<td>May</td>
<td>1,060,165</td>
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<td>TOTAL</td>
<td>5,865,390</td>
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58,116 had uftv tuning facilities and 773 had fm tuning circuits.

Following are radio and tv set production data for May and the first five months of 1956:

FCC Action Would Bring $250 Color Sets—Griffin
A MANAGEMENT consultant said in New York last week that should the FCC change color telecasting standards—placing color in a broader band—along with its projected shift from vhf to uhf in television, the public will be able to buy color sets under $250.

The prediction was made by Dana A. Griffin, senior consultant with John Diebold & Associates, a management consulting firm which specializes in office and factory automation. He formerly was president of Communications Measurement Lab.

Mr. Griffin advocates a “fold-in” allocation which would permit the same number of station assignments now contemplated by FCC but would increase individual channel width from six to eight mc. The use of an 8-mc channel, according to Mr. Griffin, “would make it possible to eliminate the sampling techniques now needed for color television broadcasting which were forced upon the industry by the FCC requirements that color telecasting be contained in the same channel width as black-and-white.”

These techniques, which are used to save bandwidth in color telecasting, materially increase the amount of apparatus required in each receiver and also raise the costs of the color picture tube which in turn, raise both the initial cost and servicing charges of the color set, noted Mr. Griffin.

RCA Releases Details Of New Orthicon Tubes
RCA is releasing today (Monday) details on two image orthicon television camera tubes, which use a 750-screen layout and “noticeably improve” television picture quality. The new tubes are the RCA-S920 for black-and-white and the RCA-6474 for three-tube color cameras.

Lee F. Holleran, general marketing manager of the RCA tube division, revealed that the new tubes are being “quantitatively produced.” He noted that this 750-screen replaces the 500-screen screen heretofore standard in both tube types and added:

“The 750 mesh eliminates all traces of bothersome moire patterns. Although mesh up to 1,000 lines has been produced by RCA, requirements of the present 525-line television system are exceeded with camera tubes employing the new 750 mesh. Laboratory and field tests have shown that mesh of 750 lines per inch is more than adequate.”

Mr. Holleran explained that RCA achieved the 750-mesh screen by developing its own mesh-making techniques and equipment. Included in the work, he said, was the design of “an amazingly accurate ruling engine to produce the master matrices from which the grid-like screen can be produced in quantity.”

COLOR TV BUYS UP, SYLVANIA REPORTS
Public bought 40,000 sets in second quarter this year, only 1,000 in first quarter of 1955. Current total: 110,000. Portable models also on rise.

PUBLIC PURCHASE of color tv sets has accelerated rapidly during the past 18 months, according to estimates made by the market research department of Sylvania Electric Products as part of its annual set production and sale by screen size, released last week. In the first quarter of 1955, according to Sylvania estimates, about 1,000 color receivers were sold by tv dealers to the public. Second quarter sales totaled 2,000 color sets; third quarter, 10,000; fourth quarter, 22,000; first quarter of 1956, 30,000, and the second quarter of this year, 40,000. From an estimated 6,000 color sets in U. S. homes as March 31, 1955, Sylvania puts the present total at 110,000.

The growing popularity of portable tv receivers is reflected in Sylvania’s over-the-counter data, which show sales to the public of sets with screens of 15 inches or smaller rising from an estimated 6,000 in the first quarter of last year to 154,000 in the fourth quarter, easing off to 90,000 in the post-Christmas first quarter of 1956 and rising to 110,000 in the second quarter of this year. Sets with screens of 19 and 21 inches were consistently the best sellers, topping all others in all periods and accounting for about 70% of all set sales.

Size of Receivers
Of the 35,500,000 tv receivers Sylvania estimates are in use in American homes today, 53.2% are reported in the 19-21-inch screen size category; 31.6% with screens of 16-18 inches; 11.3% with screens of 15 inches or smaller; 3.6% with screens of 22 inches or larger, and 0.2% color receivers.

Sylvania’s calculations, according to F. W. Mansfield, director of marketing research, “result from a study of cumulated sales to the public as reported by RETMA and an estimate of sets scraped by screen size based on assumptions we make on the scrapping rate of sets broken down into age groups. . . . We have industry data accurately only through April. . . . I am sure you will understand, under the circumstances, that our figures for the second quarter are estimates.”

Schools, Stations Order Sarkes Tarzian Equipment
SARKES TARZIAN Inc., Bloomington, Ind., announces shipment of the following equipment: Vidicon film chain to KAVE-TV Caribou, Maine; studio equipment for North Dakota, Grand Forks, and KDDX-TV Dickinson, N. D.; Vidicon film chain and dual slide projector to U. of Iowa, Iowa City.

Also 100-slide automatic slide projectors to KVI-FM (TV) Redding, Calif.; KCKT (TV) Great Bend, Kan.; WBAL-TV Baltimore; KSWM-TV Joplin, Mo.; KLJ-R-TV Las Vegas, Nev.; WDAY-TV Fargo, N. D.; WKBW-TV Youngstown, Ohio; WILAC-TV Nashville, Tenn.; WTVR-TV Norfolk, Va.; KEYT (TV) Santa Barbara, Calif.; KSL-TV Salt Lake City; microwave relay equipment to KBTB-TV Sacramento, Calif., and KZTV (TV) Reno, Nev.

BROADCASTING • TELECASTING
Color Log Jam Vulnerable, Johnson Tells Admiral Meet

PREDICTIONS of a substantial sales boost in color television sets by fall and that the "color log jam definitely is going to be broken" were voiced June 29 by W. G. Johnson, sales vice president of Admiral Corp., at its international distributors meeting in Chicago. He cited lower prices and more and better programs but claimed "only a handful" of set-makers will be geared for production.

Admiral introduced a "complete line" of 21-inch color receivers, including table and console models, starting at $499.95, as disclosed last spring, and making firm competitive with RCA, General Electric and Motorola (B+T, June 25, April 23). Models range from console (with two speakers) at $499.95 to high-fidelity console (with four speakers) priced at $799.95. Others include console at $699.95 and console with open-end list price. All incorporate RCA tube.

Mr. Johnson emphasized that Admiral is "fully organized for color." The company's production of 10-inch portable monochrome sets has reached 2,500 daily, looking toward a goal of 5,000 by August, he stated, with shipments of all receivers for the first half of 1956 running 12% ahead of similar period last year.

Admiral has added 14- and 17-inch portable models to its 1957 line and claimed a reduction of $20 on its 21-inch table models (now $149.95) because of automation and printed circuit processes. Included with 14- and 17-inch "personal" sets is a one-year over-the-counter parts and labor service policy at $14.95 and $16.95, respectively.

European Technological Ideas To Be Studied by Americans

A PROGRAM for the exchange of European technological information under a plan sponsored by the Armour Research Foundation has drawn the support of 18 non-competing companies, it was announced last week.

Armour will set up a European listening post this month at its headquarters in the Hague, Netherlands, and maintain five engineers as observers in the fields of mechanical, electrical (electronics, radio-tv phonograph, other activities), metallurgy, chemical engineering and chemical production. They will report on ideas and techniques of potential value to sponsoring companies in strengthening their competitive American positions. The program is known as the European Technological Observation Group plan. Herbert B. Gausebeck, manager of European operations for Armour, stressed observers will "transmit only freely available information."

Among companies taking advantage of the service are Warwick Mfg. Corp., Chicago; Texas Instruments Inc., Dallas; Amphenol Electronics Corp., Chicago; Quaker Oats Co., Chicago; and Louis Ails Co., Milwaukee.

Olympic Radio-Tv Purchases Presto Tape Recording Firm

ACQUISITION of Presto Recording Corp. (tape recording, discs and playback equipment), Paramus, N. J., was announced last week by Olympic Radio & Television Inc., New York. Purchase price of Presto was undisclosed.

Presto's purchase represents the second this year for Olympic, which several months ago purchased the David Bogen Co., New York, manufacturer of hi-fidelity equipment. As in Bogen's case, Presto will become a wholly-owned Olympic subsidiary. No management changes are contemplated at this time.
MANUFACTURING PEOPLE

Alden M. Asherman, formerly assistant advertising manager, industrial chemical division, American Cyanamid Co., N. Y., appointed advertising manager for four product divisions of Sylvania Electric Products Inc., N. Y., assigned to parts, tungsten & chemical, atomic energy and electronics systems divisions.

William O. Hoverman, western district sales manager, General Electric, electric semiconductor products dept., Syracuse, N. Y., named sales manager of department.


Stanley S. Sievers, industrial electronics sales engineer, Dunlap Radio Supply, Sacramento, Calif., to Kay Lab, San Diego, Calif., electronics and tv equipment manufacturer, as television field engineer.

MANUFACTURING SHORTS

Standard Electronics Corp., Newark, N. J., subsidiary of Dynamite Corp. of America, announces order for 25 kw vhf transmitter from VSWS-TV Roswell, N. M., and 5 kw vhf transmitter converted to air-cooled operation from KILT (TV) El Paso, Tex.

Sylvania Electric Products Inc., N. Y., has announced completion of 50,000-sq. ft. addition to its television picture tube factory in Fullerton, Calif., doubling the size of plant. More than 50 types of tv picture tubes and cathode ray tubes are manufactured at Fullerton plant, which serves as a supply center for Southern California.

Allen B. DuMont Labs reports shipment by air of El Salvador's first complete tv transmitting equipment. Station, country's first tv outlet, will operate on ch. 6 as VESD-TV. It is owned by Television Salvadorana, S. A., at San Salvador. DuMont also announces it has shipped equipment for conversion of multiscan to enable station to originate color and color slides to WABT (TV) Birmingham, Ala. (ch. 13).

Altec Service Corp., N. Y., manufacturer of sound and electronic equipment and parent firm of Altec Lansing Corp. (high-fidelity speakers and amplifiers), Peerless Electrical Products and Newtrabs Inc., changed corporate name to Altec Companies Inc.


Spartan Div. of Magnavox Co., Fort Wayne, Ind., has appointed H. C. Pasod Corp. as district merchant for N. Y. territory covering Syracuse and Buffalo areas.

RCA, Camden, N. J., has shipped three 3-vition color film cameras to CBS in Los Angeles; live studio camera equipment to KOMO-TV Seattle (ch. 4); 12-section superturnstile antenna to WBER-TV Knoxville, Tenn. (ch. 10), and 50 kw amplifier to WBBW-TV Topeka, Kan. (ch. 13).


To: AGENCY MEN WHO AREN'T AFRAID TO STICK THEIR NECKS OUT . . . WHEN THE FACTS ARE ON YOUR SIDE

In the leisurely pace of this thriving southern city they tell us part of an agency man's responsibility to his client is to keep abreast of local changes . . . to spot a "Comer" when a new one comes striding by.

In Roanoke this new "Comer" is WROV, moving up this past year to #2 Spot, morning, afternoon and night! How come? Top area personalities, compelling local promotions and remarkable sales results.

While all other stations lost audience, WROV alone increased its listeners, morning, afternoon and night! Not little increases, either. When you can give your client 66% MORE AUDIENCE than you did last year, (that's what happened in the afternoon) . . . 40% MORE AUDIENCE at night, brother, you've got a Winner!

While you can't measure RESULTS as directly as the more than 100 local accounts who hire WROV Personalities to sell for them; but you're not sticking your neck out far when you join General Motors Acceptance Corp., St. Joseph Aspirin, Tetley Tea, Phillips 66, Mrs. Vilebert, Birleys, Shell, Stanback, Clapps, Schlitz and Budweiser!

Move your client closer to the listeners . . . to WROV Roanoke's only fulltime Music-News-and-Sports station. The price is right: Check SRDA for Best Buy Packages!

Represented by

BURN-SMITH CO., INC.

MANUFACTURING

INTERNATIONAL

Commercial Television
Big Topic in Germany

SPECULATION on how commercial television programs in Germany will look is running high now with only a few weeks until the start of commercial television at Bavarian Radio, Munich quasi-official station.

Latest version of the coming Bavarian formula is that a segment out of the otherwise non-commercial schedule will be set aside for commercial operation. This bloc, it is said, will be divided into 20-minute segments that will be sponsored by advertisers. To each of the 20-minute segments a six-minute reservation for commercials would be set aside. One commercial minute would cost the Deutschmark equivalent of about $980.

In addition to Bavarian Radio, at least two more quasi-official radio and television organizations in West Germany are contemplating early introduction of commercial segments into the otherwise non-commercial television program schedule. Heise Radio in Frankfurt contemplates 30 minutes of commercial programs a day, hopes to have facilities ready for commercial broadcasting by May, 1957. The station plans to use the revenue from the commercial operations for improving radio programs of the organization since financing for the television operations have come from radio set license fees.

Dr. Fritz Eberhard, of South German Radio, declared that his organization is against commercial tv "in principle" but that after two other German organizations (Bavarian and Heise radio) decided to enter commercial tv, South German has no choice but to follow the trend.

European Union Bans Actors From Eurovision Appearances

FIA, international labor union of European actors, musicians and artists, decided at a Brussels meeting not to allow members to participate in future Eurovision hookups or in programs exchanged between European stations and to be aired under the Eurovision label. Controversy is over the level of pay for Eurovision programs. As European stations have adopted the Eurovision scheme mainly for financial reasons, unions claim that members working for normal local wages and fees, in fact, pay the bill.

IRCC Assembly to Convene
Aug. 9 in Warsaw, Poland

APPROXIMATELY 500 radio communications experts from various parts of the world will convene in Warsaw, Poland, Aug. 9 for the 8th Plenary Assembly of the International Radio Consultative Committee. Fourteen study groups will examine technical problems and operations. The meeting will continue through Sept. 13.

The IRCC, with headquarters in Geneva, was founded in Washington, D. C., in 1927 and is a permanent adjunct of the International Telecommunication Union.

More TV Sets Than Radios

REPORT from England is that there are now more tv sets in the London area than radios. Licenses (all sets are required to be licensed) at end of May were: tv, 1,315,921; radio, 1,
Caldwell Buys Film Studio

S. W. CALDWELL Ltd., Toronto, Ont., distributor of film, transcription and tv equipment and producer of tv commercials, has purchased, for approximately $150,000, the Lakeshore studios of Batten Films Ltd., Toronto. The property includes a major studio 75 by 30 feet and a sound recording studio. No plans have been announced yet as to what production use Caldwell will make of the new property. Batten Films Ltd., a subsidiary of Rapid Grip & Batten Ltd., engravers, was formed as motion picture division last year. The parent company has decided to go out of the motion picture field.

INTERNATIONAL PEOPLE

Benedit G. Vicari, public relations officer of Turnbull Elevator Co. Ltd., Hamilton, Ont., to public relations manager of General Foods Ltd., Toronto.

Steve Douglas, former Washington sportscaster, originating daily quarter-hour sports program on CBC tv network from CBBL (TV) Toronto.

Don Mann, CJDC Dawson Creek, B. C., and Gray Niven, newsreader, to news and sports department of CHCT-TV Calgary, Alta. Bob Charman, production manager, CJIC Lethbridge, Alta., and Andy Lee, announcer, CJOC, to CHCT-TV announcer staff.

INTERNATIONAL SHORTS

Thomas Supply & Equipment Co., Ottawa, Ont. (Revin products), to sponsor The $64,000 Question on number of Canadian tv stations in areas where U. (Revlon products), to sponsor The $64,000 Question on number of Canadian tv stations in areas where U.S. outlets carrying program cannot be received. Agency is Harold F. Stanfield Ltd., Toronto, Que.

Ontario Safety League, Toronto, presented to CHCT Sports for approximately $150,000, a subsidiary of Rapid Grip & Batten Ltd., engravers, was formed as motion picture division last year. The parent company has decided to go out of the motion picture field.

Don Mann, CJDC Dawson Creek, B. C., and Gray Niven, newsreader, to news and sports department of CHCT-TV Calgary, Alta. Bob Charman, production manager, CJIC Lethbridge, Alta., and Andy Lee, announcer, CJOC, to CHCT-TV announcer staff.

McCann-Erickson Ltd., agency with Canadian offices at Toronto, Ont., and Montreal, Que., to open branches at Vancouver, B.C., and Winnipeg, Man. Vancouver office is to be put in operation this summer and Winnipeg office before year-end.

LIBEL Slander Piracy Privacy Copyright

Guard against embarrassing loss by having our unique, special

INSURANCE

which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE KANSAS CITY, MISSOURI

WESTINGHOUSE, CBS Win 1956 School Bells Awards

WESTINGHOUSE BROADCASTING Co. and CBS Inc. last week were presented with the 1956 School Bells Awards for distinguished service to education by communications media. The awards, given annually by the National School Public Relations Assn., were presented at a general session of the 94th annual meeting of the National Education Assn. in Portland, Ore.

Westinghouse was cited for its coverage and interpretation of the White House Conference on Education by its radio and television stations. CBS was singled out for its "Ballots at Bear Creek" tv program, carried on See It Now, last Nov. 27, which examined the problems of teachers and school shortages in the U. S.

NARTB Announces Contest For Radio Standards Symbol

A CONTEST among staff personnel of NARTB member stations to obtain audible and visual symbols for the Radio Standards of Practice was announced last Thursday by John F. Meagher, radio vice president of the association. The idea was proposed at the recent NARTB board meeting by Edward A. Wheeler, WEAW Evanston, Ill.

NARTB's standards of practice committee will pick the symbols after reviewing ideas offered by station personnel. A transistor portable radio will be awarded the contest winner. The association, desiring a radio counterpart of the code seal, has been working on the symbol idea for some time. While the radio standards lack any penal device, it is felt a symbol will be effective in promoting the standards and in calling public attention to individual station subscribers.

Mr. Meagher said the committee "is looking for a sound or sequence of sounds to precede, background or follow a special identification announcement." This would not exceed 10 seconds. A visual symbol will be used on letterheads, statements, advertisements and other station material.

AWARD SHORTS

Mrs. Helen S. Duhamel, president of KOTAX Rapid City, S. D., received flag set from S.S. Department of American Legion for station's support of Legion's "Back to God" program.

John S. Hayes, president, WTOP-AM-FM-TV Washington, received Navy Recruiting Service certificate of appreciation for national newspaper recruiting ad prepared by WTOP as public service. Navy is distributing WTOP art nationally for use by local firms.

CAREERS Unlimited for Women, public service agency organized by Marjorie King, hostess of daily show on KNBC San Francisco, commended in resolution by city and county board of supervisors.

Thomas P. Fimberty, graduate of St. Peters College, Jersey City, N. J.; Harris R. Sherline, student at Los Angeles State College, and Johanna Kerr of U. of Maryland were winners of major prizes consisting of $1,000 scholarship, Motorola color-tv set and complete fall wardrobe in national college brand retailing contest sponsored by Brand Names Foundation Inc.

Ray R. Simpson, electronic pioneer and founder of Simpson Electric Co. (electronic instruments), Chicago, honored by sales representatives of firm with plaque for 50 years' service in field.)
Study Shows Commercial Use Of Educational Radio Shows

A STUDY conducted by the National Assn. of Educational Broadcasters indicates a substantial number of educational radio stations supply commercial radio outlets with programming material.

In a bulletin issued by the NAEB research committee in June, incorporating the results of the study, the number of stations and production centers reporting the use of their programs on commercial outlets was placed at 63. The study showed the large majority of programs sent out by stations were program series, rather than single shows. Total number of programs sent out each week by NAEB active members (operate radio stations) and associate members (produce programs) was reported at more than 800.

Active members responding to the study, consisting of 55 institutions, sent out 21,795 programs in 1955 and associate members (24 institutions) distributed 7,423 programs last year. The study commented that this "reflects considerable cooperation by commercial stations and indicates a considerable and increasing willingness to schedule programs from educational stations and production centers."

The main method of program distribution was tape recording, the study showed, with the cost of providing tape service to commercial stations borne in most instances by the members themselves. In general, sponsorship of programs sent out by educational institutions is prohibited, except for sports broadcasts, the study revealed.

Catholic Use of Radio-TV Analyzed in New Survey

RESULT of a survey released last week showed that although Catholic broadcasting in both radio and television is on the increase, there still remain "as yet unrealized opportunities for Catholic broadcasting on the local level."

The survey, conducted by The Rev. Timothy J. Flynn, director of radio and television communications for the Archdiocese of New York, was undertaken to determine the extent and complexity of Catholic broadcasting in the U.S. Replies were received from 1,520 radio stations out of a total of 2,647 queried and from 263 TV stations of a total 437 in the U.S.

Among the conclusions reached by the survey: the Catholic Church has not approached radio and tv "with the same creativity and clearly recognizable sense of purpose with which it has approached the Catholic press"; the greatest need in Catholic telecasting is in the area of syndicated film programs . . . and at the present time there are "extremely few" Catholic films being made for tv in the U.S.; television station managers prefer network or syndicated programs "because of the greater proficiency found in these programs"; in radio the preference is for local originations, although "the vast majority" of programs actually carried are syndicated ones; Catholic radio programming shows "a surprising vitality in spite of the spectacular growth of television."

Educational Center Plans Series on World Problems

A $41,000 contract for a new 26-week series of programs, to be produced by the Chicago Council on Foreign Relations and WTTW (TV) that city and to be financed and distributed by the Educational Television & Radio Center, Ann Arbor, Mich., has been announced.

The series, titled America Looks Abroad, will be kinescopied by the non-commercial, educational station in the Museum of Science & Industry and made available to over 225 stations throughout the country. The program will deal with controversial world problems and features Carter Davidson, executive director of the council. It will be patterned after the council's weekly World Spotlight on WTTW.

Campaign Designed to Improve Presentation of Scientists

NATIONAL Education in Science Foundation, Beverly Hills, Calif., will conduct an intensive campaign in radio, tv and movies to have scientists presented in a more favorable light, it was announced last week.

Theory behind the campaign is that more youngsters will be inspired to study science, which eventually would end the shortage of persons in this field.

Dr. Lee de Forest, internationally-known scientist often referred to as the "father of radio," is honorary national chairman of the board of governors of the foundation.

ETRC to Distribute Series

A SERIES on juvenile delinquency conducted byBuffalo psychiatrist Joseph D. Lohns of Cook County (III.) has been selected for distribution by the Educational Television & Radio Center, Ann Arbor, Mich., under contracts signed in Chicago last week. The program, Searchlights on Delinquency, is a weekly live tv series on WTTW (TV) Chicago, non-commercial, educational station, and is slated for national distribution to all educational tv outlets. The property is the second produced by WTTW to be earmarked for national ETRC distribution in the past fortnight (see foregoing story).

EDUCATION PEOPLE

Donald E. Schein, associate producer, Mohawk-Hudson Council on Educational Television, Schenectady, N. Y., to executive producer, succeeding Angela McDermott, resigned. Thomas J. Dolan Jr., account executive, WBRE-TV Wilkes-Barre, Pa., to counsel as associate producer.

EDUCATION SHORT

KSL Salt Lake City has presented two $100 awards to Miriam Barker and Neil Willey of U. of Utah.
WHDH FOLLOWS FANS OUTDOORS

HOT weather is no problem to WHDH Boston in its campaign to promote listening to portable radio and, of course, to the station. On the air, the station is using its campaign slogan, “You Can take it with you,” via news, weather and sports programs as well as station breaks and commercial spots. Also covered under the promotion, supervised by Bill McGrath, WHDH’s general manager, are the beaches in the station’s area. Oversized beach balls, displaying WHDH’s call letters and the portable slogan, have been distributed; human billboards are bathing beauties who display the information (tattooed on the sun) on their backs; the “WHDH Request Wagon” roams beach areas to relay the station via auto telephone. beach patrons’ music requests, and plastic encased portables have been installed at various swimming pools (sets play under water, too).

KPOP PROVES AUTO AUDIENCE

HOPES were high for increasing auto radio listenership to KPOP Los Angeles with the “lucky mileage” promotion created by Mike Gold Agency [B+T, June 18] but sponsor Cromwell Oil Co., didn’t expect radio to be so potent. The agency says its promotion budget called for an expected 100 winners and 1,000 gallons of free gasoline in its first month on the air but repeated the experiment a full month’s total was used in the first day. Lucky Mileage used the last three digits on a car’s speedometer as qualifying for a free gas certificate, but rules had to be immediately changed to specify four digits to stabilize winners at about ten a day. Gold Agency is licensing Lucky Mileage in all markets with Cromwell Oil which is considering expansion of the radio campaign to San Francisco, Oakland, Calif.; Portland, Ore., and Seattle, Wash.

KRPL CLAIMS ENDURANCE RECORD

NEW claimant to the disc jockey endurance record is Jerry Lange of KRPL Moscow, Idaho, who stayed at the microphone 113 hours, a total of four and a half days, without sleep. Mr. Lange, 20, broadcast from a downtown store window, where crowds required police supervision to prevent traffic jamming. The station calculated a listenership increase of 37% during the marathon, with nearly double the number of regular listeners on the last night. The previous record was claimed by Jack DeLong of KUDU Ventura, Calif., with 112 hours.

SYMBOL FOR SAFETY

MORE than 30,000 persons visited Seattle’s Woodland Park Zoo in one day to welcome “Elmer,” the baby African elephant obtained for the zoo by KING-AM-FM-TV of that city.

The animal was purchased and transported to Seattle from British East Africa with $4,000 raised by KING-AM-FM-TV during a 13-hour marathon broadcast April 28. The animal was bought not only as an addition to the zoo but also to provide a visual symbol for “Elmer the Safety Elephant” clubs being organized in Seattle schools. In these clubs, children are urged to learn six basic safety rules and to “never forget” them, the same as “Elmer” never forgets them.

Providing entertainment for the elephant’s official welcome to Seattle were KING-TV performers Sheriff Tex and Stan Borenson and KING disc jockey Al Cummings.

STATIONS GET GOLF ANGLES

STATION promotion aids for the Let’s Go Golfing film series currently are stressing the theme that, while sport is “sold at the country club level,” it has mass appeal” at factories and offices with twilight leagues and tournaments. In a letter to stations, Alfred D. LeVine, U. S. distributor, suggests use of posters on factory bulletin boards, in company cafeterias, house organs, lounges, public links, and driving ranges as tie-in with Byron Nelson golfing series. He also urges, in addition to standard promotion procedures, use of the “Don’t Be a Golf Widow” theme as an advertising gimmick, showing women taking lessons under tutelage of PGA professionals. Also included for promotion is booklet, “Playing Lessons from Byron Nelson,” designed as a traffic-getter for sponsors.

RAB TELLS ANOTHER SUCCESS

THE radio success story of Gland-O-Lac Co., Omaha, manufacturer of poultry medicine, has been put into a brochure by Radio Advertising Bureau. Titled Farm Radio Is Big Medicine for Gland-O-Lac Livestock Remedies, the booklet contains a speech before the National Radio Advertising Clinic by John H. Dow, vice president of Bozell & Jacobs Inc., Omaha, Gland-O-Lac’s agency.

WJXN MAKES CIVIC OFFER

GETTING extra promotion mileage from its new mobile news unit is WJXN Jackson, Miss., which has put the car’s public address equipment at the disposal of local fraternal and service organizations. The 1956 model station wagon, equipped with two-way radio for spot news coverage, has a fulltime news editor in charge 24 hours a day. Call letters and WJXN’s “Colonel” trademark identify the vehicle.

DAILY ‘SPORTORAMA’ ON NBC

NEW NBC Radio Monday-Friday series of 10-minute sports capsules, Sportorama with Bill McCord, premiered last Monday at 5:45-5:55 p.m. EDT.
KMOX COUNTS 251,038 CARDS
WHAT if Everyone in Providence, R. I., Wrote to You? is the question asked in a promotion piece published by far-removed KMOX St. Louis which says that many people wrote the station during National Radio Week in May. To a promise of a radio-a-day given away by 10 local personalities, and announcements 13 times daily during Radio Week, KMOX listeners responded with 251,038 pieces of mail in seven days. Mail came from every county in the listening area, from 43 states, from Mexico and Canada, in Braille and in Chinese characters, the station says, amounting to a card mailed by someone every three seconds during Radio Week, or one post card mailed for every 14 persons in the basic service area.

ZIV STUDIES SUMMER SALES
A SALES study released by Ziv Television Programs reveals that the "average" Ziv tv film series in active syndication this summer is in 184 U. S. markets, is sold more to sponsors (52%) than to stations (48%) and has become part of at least five tv multi-market campaigns. Food products constitute the largest single client category, according to the study, accounting for more than 20% of Ziv's syndicated tv film sales. Other strong sponsor categories were said to be major oil companies, brewers, retailers and auto dealers. Ziv Programs included in the study: 1. Led Three Lives, Man Called X, Highway Patrol, Science Fiction Theatre, Mr. District Attorney and Cisco Kid.

WHO STATIONS DOCUMENT TRIP
CURIOsITY about Russia has kept Herb Plambeck, farm director of WHO-AM-FM-TV Des Moines, busy answering questions ever since his return from a fall trip behind the Iron Curtain with the U. S. Farm Exchange Group as the first U. S. farm broadcaster to report from the U. S. S. R. Acknowledging this interest, the WHO stations have published a 12-page booklet, Report on Russia, summing up Mr. Plambeck's air reports in word and picture. Back cover of the book carries promotional copy supporting the stations' claim to go "all the way in farm service."

SUMMER STAND-INS
STAFF SHORTAGES at KOTA-AM-TV Rapid City, S. D., caused by summer vacations are being met by the use of senior college students with broadcasting backgrounds.

Taking care of the shop duties of the KOTA-AM-TV continuity department is Sonja Stewart, an honor student at the University of South Dakota and recipient of the American Women in Radio and Television scholarship award this year.

Serving both in the news department of KOTA and on its announcing staff is Kent Socium, also from the University of South Dakota and who has had approximately six years' experience in radio.

Alden Wilson, a student at the South Dakota School of Mines and Technology, is a full time member of KOTA's engineering staff. During the summer he also fills in for KOTA's music director.
EVERYBODY talks about the heat, but KYW-AM-TV Cleveland is planning to do something about it. In fact, it is the plan of the two Westhouse Broadcasting Co. outlets to do more about the atmospheric conditions than the weatherman in helping to keep their listener's and viewer's minds off the hot weather.

The overall plan, labeled KYW's "Kooler" campaign, began, logically enough, on the first day of summer and will continue until autumn. The local press received invitations to a kickoff luncheon wrapped around cakes of ice.

Some of the promotions being used to keep Clevelanders cool:

All TV ID's embrace the "Kooler" theme by presenting such scenes as skiers, icebergs floating in Lake Erie with the Cleveland skyline in the background and polar bears bathing in a pool of ice water.

Tom Haley's Morning Surprise show will originate from beaches, picnic grounds, amusement parks, cruise ships, ice houses, to mention just a few.

All tv and radio announcers will make Bermuda shorts their official summer working garb and some new shows will be done from the sidewalk in front of the studios. Weather reports will include temperature readings from Alaska and the South Pole.

Big Wilson, host of Six O'Clock Adven-
ture, will do his show nightly from inside a giant refrigerator.

All station breaks will stress the beat-the-heat attitude and both outlets will edi-
torialize for more relaxing work clothes for office workers, policemen, etc.

Sound effects will be used by KYW to stress the "Kooler" campaign. Sounds like the tinkling of ice in a glass, the splash of a diver hitting the water and the breaking of the surf on a sandy beach will be heard behind the "frosty" station breaks.

Beach parties, picnics, theatre parties and open air pop concerts are being sponsored.

The studios will feature snowing windows, a real snowman in front of the building, lemonade stand, watering troughs and a wintertime photo exhibit.

A succession of summer Kooler contests and promotions will be held throughout the summer. These will include a search for the best non-alcoholic drink, a Miss Kooler of Cleveland contest, ice carving contest, man on the street quizzes with winners receiving real snow balls and watermelon eating contests.

Searches are being conducted for the oldest bathing suit with a fashion parade of the Gay-90 swimming apparel.

When the weather is hottest Promotion Manager Ed Wallis plans a special summer beat-the-heat treat for advertisers and agen-
cies. Several girls dressed in shorts and KYW-AM-TV caps and blouses will visit the stations' clients and agencies with iced cold drinks from a KYW Kooler.

Rolland Tooke, WBC Cleveland vice president, told a recent staff meeting regarding the "Kooler" campaign that "Anyone can complain about the weather, but we plan to do all that's humanly possible to beat the heat this summer." And that's just what KYW-AM-TV is doing.

BACHELOR PROVIDES SPECTACLE

A "lightly satiric spoof" is the way NBC-TV describes its upcoming tv musical, "The Bachelor," which deals with the love life of a "bachelor advertising agency account execu-

CBS RHYMES FUN, SUN, RADIO

AFFILIATED stations of CBS Radio have been mailed the network's summer promotion package, once again stressing that "radio's fun . . . everywhere under the sun" in this year's campaign. A total of 217 affiliates was slated to receive the brochure originated by Louis Dorfman, director of advertising and sales promotion, with copy supervised by Murray Sal-
berg, manager of program promotion. Kit pro-
vides ads, exploitation suggestions, on-the-air announcements, special material for disc jockeys and women commentators and posters for each station with space for local imprint-
ing. An added feature is a suggested letter writ-
ing contest that each station can conduct with an award of a CBS portable radio going to the winner.
Miss Channel 18

WHAT started out to be just a "little promotion" to give a pretty girl a crown, turned into a beauty contest with over 150 entrants vying for the title of "Miss Channel 18" of WGTI-TV Hartford, Conn.

Top requirement for contestants was that they be 18 years old, to correspond with the station's channel number, with the winner receiving many prizes from local merchants. A panel of judges selected five finalists and the public voted for their favorite among the five to be Miss Channel 18.

Each of the five made filmed announcements telling why they would like to win for use on the station. Ninette Gonfrido, the winner, did not know she had been selected until crowned during an Armed Forces Day open house.

ARMOUR SHOW IN FOR GOBEL

ARMOUR & Co., through Foote, Cone & Belding, both Chicago, and Pet Milk Co., through Guiney, Bush & Co., both St. Louis, is sponsoring Encore Theatre, series of 12 filmed repeats of half-hour shows, originally seen on such MCA packages as Pepsi-Cola Playhouse and Heintz 57 Theatre, as substitute replacement for George Gobel Show (NBC-TV, Sat., 10-10:30 p.m. EDT), effective July 7.

SECRETARIAL SERVICE BY WCAU

DELEGATES to the Advertising Federation of America convention last month in Philadelphia remember WCAU-AM-FM-TV there as the station that offered a special communication service, answering phones for conventioners. WCAU staffers set up telephones at a special massage center in the convention hotel and relayed messages to individuals at the sites of sessions they were attending. WCAU hospitality also included a newsletter delivered to delegates at lunch each day of the three-day meetings.

KLFY-TV CHARTS YEAR'S GROWTH

ANNOUNCEMENT of a new 316 kw transmitter to be completed late this summer climaxing the station's 25th anniversary celebration last month of KLFY-TV Lafayette, La. The news was public during a birthday telecast which featured community officials and a picture story of KLFY-TV, past, present and future.

FOR THE RECORD

Station Authorizations, Applications (As Compiled by B • T)
June 28 through July 4

Includes 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
- FM—frequency modulation
- AM—amplitude modulation
- St.—station
- Ant.—antenna
- VHF—visual, kW kilowatts
- UHF—ultra-high kilowatts
- W.—watts
- NA—no answer
- M.—magnetron
- V.S.—visual service
- M.S.—military service
- U.H.—ultra high
- C.E.—commercial engineering
- L.S.—local实业
- Mod.—modification
- Tr.—transmitter
- B.—bus
- EST.—Eastern Standard Time
- EDT.—Eastern Daylight Time
- CST.—Central Standard Time
- CT.—commercial time
- U.T.—Universal Time

Programs & Promotion

Southern Independent

$85,000.00

Well established station in fast growing Gulf Coast area. Excellent coverage. Can be financed on liberal terms.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

WASHINGTON, D. C.

Atlanta

Chicago

SAN FRANCISCO

4957 Connecticut Ave., N. W.

12725 Wilshire Blvd.

1150 Broadway

A Radio-TV Newpaper brokers

Southern Network

$110,000.00

Fulltime station in prosperous southeastern industrial section. Unusually good assets, equipment in excellent condition. Approximately $30,000, cash required.

For The Record

Am-Fm Summary Through July 4

Applicant, Federal

Permit

June

Commercial

VHF

UHF

Total

Licensed

Cps

on air

Licensed

Cps

not on air

Total authorized

Applications in hearing

New station

bid in hearing

Facilities change request

Total applications pending

Licensed

in May

Cps deleted in May

42,922

57

101

39,968

245

424

133

897

50

238

7

0

*Based on official FCC monthly reports. These figures do not include stations since the FCC must await formal notifications of stations going on the air, and/or the granting of a renewal application, license or grants, etc. These figures do not include any increase or decrease in new TV stations.

Grants since July 11, 1952:

(When FCC began processing applications after TV freeze)

VHF

UHF

Total

Commercial

323

312

635

Noncom. Educational

15

13

28

VHF

UHF

Total

Commercial

1,001

784

1,785

Noncom. Educ.

51

37

88

Total

1,052

821

1,873

1,469

18

1,487

22

24

1,706

20

1,726

28

36

1,764

1

1,765

3

4

1,776

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1,777

3

4

1,780


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APPLICATION RESUBMITTED

Austin, Minn.—George A. Hormel III resubmitted application seeking cp for new am to be operated on 1220 kc. 500 w. D. Resubmitted July 2.

APPLICATION AMENDED

Panama City, Fla.—Denver T. Brannen's application seeking cp for new am to operate on 910 kc. 1 kw D, amended to change frequency to 1290 kc; change power to 500 w. and make changes in ant. and ground system. Amended July 2.

Existing Am Stations . . .

AGENTS LETTERS

KQED (TV) San Francisco, Calif.—Seeks cp for new video service station to be known as KQED-TV. Filed June 28.

KQED (AM) San Francisco, Calif.—Seeks cp for new am station to be known as KQED-AM. Filed June 28.

KQED (FM) San Francisco, Calif.—Seeks cp for new fm station to be known as KQED-FM.Filed June 28.

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Austin, Minn.—George A. Hormel III resubmitted application seeking cp for new am to be operated on 1220 kc. 500 w. D. Resubmitted July 2.

APPLICATION AMENDED

Panama City, Fla.—Denver T. Brannen's application seeking cp for new am to operate on 910 kc. 1 kw D, amended to change frequency to 1290 kc; change power to 500 w. and make changes in ant. and ground system. Amended July 2.

Existing Am Stations . . .

AGENTS LETTERS

KQED (TV) San Francisco, Calif.—Seeks cp for new video service station to be known as KQED-TV. Filed June 28.

KQED (AM) San Francisco, Calif.—Seeks cp for new am station to be known as KQED-AM. Filed June 28.

KQED (FM) San Francisco, Calif.—Seeks cp for new fm station to be known as KQED-FM. Filed June 28.

APPLICATIONS

KQED (FM) San Francisco, Calif.—Seeks cp for new fm station to be known as KQED-FM. Filed June 28.

KQED (TV) San Francisco, Calif.—Seeks cp for new video service station to be known as KQED-TV. Filed June 28.

KQED (AM) San Francisco, Calif.—Seeks cp for new am station to be known as KQED-AM. Filed June 28.

KQED (FM) San Francisco, Calif.—Seeks cp for new fm station to be known as KQED-FM. Filed June 28.

APPLICATION AMENDED

Panama City, Fla.—Denver T. Brannen's application seeking cp for new am to operate on 910 kc. 1 kw D, amended to change frequency to 1290 kc; change power to 500 w. and make changes in ant. and ground system. Amended July 2.

APPLICATION RESUBMITTED

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change in ant. system, to make changes in DA pattern. Amended July 2.

KCMF Palm Springs, Calif.—Application seeking change of license to KCMF-FM, Amended July 2. Change of antenna system, to make changes in DA pattern. Amended July 2.

KMBV Hailey, Idaho.—Application seeking change of license toKBVF-FM, Amended July 2. Change of antenna system, to make changes in DA pattern. Amended July 2.

KDDO Phoenix, Ariz.—Application seeking change of license to KDDO-FM, Amended July 2. Change of antenna system, to make changes in DA pattern. Amended July 2.

New Fm Stations . . .

APPLICATIONS

WJLN-FM Bangor, Maine.—Seeks assignment of license to WHCM-FM, Amended July 2. Change of antenna system, to make changes in DA pattern. Amended July 2.

KHCQ Kalamazoo, Mich.—Seeks change of license to KMCS-FM, Amended July 2. Change of antenna system, to make changes in DA pattern. Amended July 2.

Existing Fm Stations . . . ACTIONS BY FCC


WGNR-FM Chicago, Ill.—Seeks assignment of new fm to KGO-FM, Amended July 2. Change of antenna system, to make changes in DA pattern. Amended July 2.

WJAS-FM New York.—Seeks assignment of license to WKTY-FM, Amended July 2. Change of antenna system, to make changes in DA pattern. Amended July 2.

Hearing Cases . . .

FINAL DECISIONS

KFFM San Diego, Calif.—FCC made effective immediately an initial decision and granted application for change in operation of KFFM from DA-D to DA-N, on or before July 2.

Peoria, Ill.—FCC granted application of WBTV-FM, Inc, for new tv to operate on ch. 8 in Peoria, Ill., under conditions set forth in initial decision. FCC denied petition of WPTV-FM, Inc., for extension of change of antenna system, to make changes in DA pattern. Amended July 2.

INITIAL DECISIONS


WBAB-FM New York.—Seeks assignment of license to the ex-owner, Amended July 2. Change of antenna system, to make changes in DA pattern. Amended July 2.

Routine Roundup . . .

June 28 Applications

ACCEPTED FOR FILING

KGAC St. Petersburg, Fla.—Seeks mod. of cp (authorized new am) for extension of license date.

WHEH Elmhurst, N. Y.—Seeks mod. of cp (authorized new am) for extension of license date.

Hearing Examiner Herbert S. Berman, Amended July 2. Change of antenna system, to make changes in DA pattern. Amended July 2.

DeWeese, S. D.—Hearing Examiner Herbert S. Berman, Amended July 2. Change of antenna system, to make changes in DA pattern. Amended July 2.

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LOOKING FOR AN OPPORTUNITY?

EXECUTIVE & STAFF LEVELS
COMMERCIAL CONTACT
NATIONWIDE SERVICE

It’s simple prudence to place your future in the hands of an organization exclusively dedicated to the broadcast industry.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio... Howard S. Frazier.

We are always seeking qualified placement clients of good character for all executive & staff positions with radio and TV stations.

Executive & Staff Placement Service, Inc.
333 Trans-Lux Bldg.
724 Fourteenth St., N.W.
Washington 5, D. C.

RADIO

Help Wanted

Managerial

We have an outstanding opportunity and situation to offer a capable sales manager, or assistant, who is also a hard hitting salesman. We are second to none in the Detroit area. Box 944G, B.T.

Sales manager—five figure earnings and exceptional future for a "front-line" sales manager (who can sell, write and inspire) with major in New England. Write full price. Box 945C, B.T.

Wanted: Manager, No hunting, fishing, Just money. Write business, make money. Top secondary market northwest indie demands manager with the ability to sell. No executives wanted. Replies confidential. Box 125A, B.T.

Assistant manager-program director, Top Hooper Station Capital City—Jackson, Mississippi. Race program position open immediately for ambitious, imaginative, intelligent young man who wants to move to up to manager with rapidly expanding organization. No clock-watchers, Best salaries in state. Southerner preferred. Send complete resume, photo, and references first letter. Replies will not be considered. John McLendon, WOXJ, Box 267, Jackson, Miss.

Salesmen

Immediate opening radio salesman in 5000 watt San Antonio, Texas Independent. Box 222, B.T.

Wanted—reliable live wired experienced, aggressive radio salesman, good future for right man. KCMM-Radio, Texarkana, Tex.-Ark.

Very good opportunity and plan for steady, solid salesman with limited announcing. Adequate guarantee. KHKG, Okmulgee, Okla.

Opening sales department for trainee. Three experienced men in making money. KXON, 5000 watts Mutual-ABC and Intermountain Network affiliations. Liveable salary and commission if interested in fishing-hunting and hard work between times. Write full resume, references and picture.

Announcer salesman with sufficient ability to take over managers position within six months. Send audition tape to: Skyline Network, Box 362, Tupelo, Mississippi.

RADIO

Help Wanted—(Cont’d)

Selling

If you’re a local radio salesman who is currently making good money but who would like to move to bountiful California... here’s your opportunity to make the break with little or no loss in immediate revenue and with excellent opportunity for top earnings and advancement. Radio KROY in Stockton and Radio KVIP in Merced, the two happiest independent stations in Central California, will pay you any guarantee that you bring to the station. You will definitely improve your position no matter how well you are doing at present. Here’s the chance you’ve been dreaming about to get to California on your own terms. Send resume and Radio KVIP, Hotel Tooga, Merced. Please give complete details of experience and salary. Replies will be held in strictest confidence.

Wanted, salesman with executive ability to sell top station in growing market. Right man will be trained. Must have good phone experience and sufficient draw to guarantee your 15% commissions put you over the hump. Call or write WBCG, Irondequoit, Ohio.

Sales opportunity with aggressive daytimer in two station city of 125,000. Good guarantee and incentive. WRRR, Rockford, Illinois.


Announcers

Negro rock and roll announcer wanted at once. Send audition tape, disc, all information about self first letter. Box 836G, B.T.

Minneapolis station needs news director. $60 week. Opportunity earn more. Must be good announcer. Able to type. Box 105A, B.T.

Mature, experienced, responsible staff announcer needed by kwkq independent daytimer near Chicago. Must have high-level, commercial, engineered programming. This is a staff job; not a personality plum. Must be able to bring good fulfillment, when called for, sales material, listener feedback, book to stations, and to sell show. Box 362, Chicago.

Immediate opening at 1500 watts station in western Tennessee for experienced staff announcer to handle all sales and operations. Inquire with resume and refer- ences. WDBD, Jackson, Tennessee.

Immediate opening at 1500 watts station in western Tennessee for experienced sports announcer. Send resume with proof. WDBD, Jackson, Tennessee.

WANTED: Manager—four figure salary. Eager to join independent station. Reply Box 200, Tupelo, Mississippi.

RADIO

Help Wanted—(Cont’d)

Announcers

Announcer, 1st class license for progressive Virginia kilowatt independent. Ideal working conditions, good salary for full time. Complete information first letter. Box 164A, B.T.


Experienced combo with first, Excellent working conditions. Forty hour week, $190. Reply Box 142A, B.T.

Want serious young man with at least three months experience. Earnings start with good raises after three and six months. Contact Tom Deke, KXBG Freeport, Texas, on Gulf Coast beaches, for details. Reply Box 151, B.T.

Wanted—good reliable experienced announcer, 250 watt ABC affiliate. Good permanent position to right man with good references. Send tape and background. KCMC-Radio, Texarkana, Tex.-Ark.

Combo man, first phone, night shift. No engineering, salary no object for right man. Send tape resume to Fred Epstein, KXII, Davenport, Iowa.

Play-by-play sports announcer to double as staff announcer. Excellent opportunity. Ability to tape to Fred Finlay, KVBC, Farmington, N. M.


Wanted: Settled announcer holding first class license to be independent. Box 196, St. Louis, Missouri.

Immediate opening at kwkq independent station in eastern Pennsylvania for experienced staff announcer with possibilities for advancement to assistant manager, near future. Station is a top-1500 watts of growing chain; 40 hour week with overtime pay and time off. Paid vacations. Applicants must have car. Reply by phone immedately or send resume, tape and photo to manager. WLSH, Lansford, Pa.

Top rated kilowatt independent needs staff man to replace announcer entering college. Complete resume and letters received by WMMX, Mt. Vernon, Illinois.

Immediate opening at progressive 1 kw independent for experienced announcer. Station expanding present staff. Need announcer with good air voice and potential for advancement in production and programming. Prefer current mid-westerner. Send complete resume and tape to Baton Rouge, WOXZ, Baton Rouge, Louisiana.

Personality announce—immediate opening for top-flight announcer who has proven record as hit man in other market of similar size. Good opportunity and salary. Possibilities for some on-camera work in tv. Send resume, pictures, tape and letter of reference. WSHV, Savannah, Georgia.

Announcer with first class license for new station. WSHW, Sheboygan, Wisconsin.

Announcer 1st class engineer with emphasis on announcing, excellent opportunity for advancement. Send audition tape to: Skyline Network, Box 362, Tupelo, Mississippi.

Have room for two announcer-engineers as permanent staff members, newspaper owned radio station in northern Indiana lake area. Sandy, sunny, pleasant living and working conditions. Phone collect day or night, person to person. William Mollenhour, Manager, WRSW, Warsaw, Indiana.

Technical

Engineer, with first class phone for 50 kw radio and/or maximum power VHF with color. Contact Box 874G, B.T.

First class chief engineer: Maintenance and improvements, first class license, and stationary remote work mandatory. Air work first, secondary. Salary above average. Box SB, B.T.

RADIO
Help Wanted—(Cont'd)

Technical
Engineer-announcers, one with first ticket. Experienced, ambitious men with 250 watt small Arkansas market. Box 135A, B-T.

Engineer, experienced, for network 5 kw. No announcing, $32.50 per hour, minimum of 33 hours weekly. Contact Chief Engineer, WABS, Mobile, Alabama.

Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.

First class engineer-announcer capable of maintenance. Call or write for details of location. Box 115A, B-T.

August 15th opening for 1st class ticket with some announcing. Beautiful central Florida location. Contact, with all details, Bill Hess, Radio Station WLCO, Box 1385, Eustis, Florida.

First class immediately, no maintenance. WWBG, Call Howard R. Ward, Bowling Green, Ohio, collect.

Programming-Production, Others
Newsmen for independent station in east. Must be interested in nothing but news. Good voice. This is a tough job but pays well. Box 112A, B-T.

Newsmen: Fulltime to folder, edit, and air newscasts. Also adlib remote news. Above average starting salary, with advancement. Bob Jenkins, Station Manager, KGFW, Kearney.

Program manager—must be around man capable of directing and doing all phases of programming. Salary open. Write Bill Vogel, KLOV, Loveland, Colorado.

Local newsmen. Must have know-how and willingness to work. Capable of building a top one-man department. Send tape, resume and salary requirements to KWOW, Pomona, California.

RADIO
Help Wanted—(Cont'd)

Radio-tv writer. Idea man. Capable of turning out good creative copy in quantity. If you’re capable of responsibility, you’ll be given it. Send complete information, lots of samples to Frank C. McIntyre, KLLX is kickin’, Twin Falls, Idaho.

Situations Wanted
Manager
Manager—strong on sales, good programming, efficient operation. Mature man of long experience. Good character and references. Prefer salary and percentage. Box 135G, B-T.

Experienced, mature manager can improve your profit and business situation. Many proven saleable ideas. Hard worker, Mature family man. Box 134G, B-T.

Ty-radio manager, sales manager, coordinator desires change. Over 15 years outstanding record, mature management, sales, employee and public relations. Top references including networks, representatives and film companies available. West Coast preferred. Box 138A, B-T.

After 8½ years tv-radio-agency experience, I’m ready to move up. Through working background tv copy, production, traffic, sales, sales promotion, programming. Currently employed executive, west coast. If you’re looking for a hard working, dependable, 30 year old bachelor with enthusiasm for his work, write Box 139A, B-T.

Stations sold (not sacrificed) see B-T June 28. 33 years old, have worked in every department of station, capable on the air as well as in front office. Prefer south. Burl Womack, WGAI, Athens, Georgia.

Salesmen
Qualified salesman. Also have 1st license. Some announcing. Excellent references. Box 121A, B-T.

Announcers
Top morning man-deejay-employed—wishes to relocate. Veteran-family. Box 985G, B-T.

RADIO
Help Wanted—(Cont’d)

Radio tvb writer. Idea man. Capable of turning out good creative copy in quantity. If you’re capable of responsibility, you’ll be given it. Send complete information, lots of samples to Frank C. McIntyre, KLLX is kickin’, Twin Falls, Idaho.

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Announcers
Top morning man-deejay-employed—wishes to relocate. Veteran-family. Box 985G, B-T.

RADIO
Situations Wanted—(Cont’d)

Announcers
Experienced announcer, versatile DJ, smooth commercial delivery. Immediately available. Tape, Box 986G, B-T.

Commercial DJ, staff, some experience, strong in news, sports, board, excellent references, tape, will travel. Box 985G, B-T.

Outstanding sports announcer, excellent play-by-play baseball, basketball, football. No further advancement possible with present station. Good sports and special events interviews. Employer will give reference. Box 986G, B-T.


Announcer 5 years experience, available. Tape and resume on request. Prefer Georgia, Florida or Carolinas. Box 107A, B-T.

Versatile announcer, DJ, available July 8—university degree (music) strong commercials, news—good appearance—young, 26, prefer northeast—Car. Box 116A, B-T.

Announcing school graduate, with some training as actor; seeks employment as announcer, 26, single. Tape, resume, photo. Box 111A, B-T.

Experienced disc jockey. Experienced in all phases of broadcasting. Presently employed with large top independent station. Box 115A, B-T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 116A, B-T.

Wanted: Staff announcer for independent news and music station. Position opens July 22. Send resume, with experience, draft status. Box 133A, B-T.


(Continued on next page)
RADIO

Situations Wanted—(Cont'd)

Announcer

Here's a miss who'd love to become a hit as an announcer, disc jockey. Ambitious, willing to work hard. Prefer position as near to New York State as possible. Box 116A, B-T.

Broadcasting school graduate, 2 years college radio experience in news, sports. Tape available. Box 128A, B-T.

Permanent position with good local station desired by experienced announcer, presently with West Virginia station, 22, married, draft-exempt. Maryland, Virginia, Delaware, Pennsylvania preferred. Box 117A, B-T.


Negro—radio-tv announcer: 9 years experience (3 years network), BA journalism, playwriting, copywriter, public relations, excellent diction, qualified voice, highest character references. Age 36—married—immaculate . . . prefer Chicago—New York . . . equitable salary. All 6th Street, Kenosha, Wisconsin.

Experienced news editor, announcer, engineer, with managerial experience too. College graduate, prefer south. Burt Womack, WGAU, Athens, Georgia.

Technical


Radio team, chief engineer, programming, announcing, wish to relocate in Midwest. Box 114A, B-T.

RADIO

Situations Wanted—(Cont'd)

Technical

Engineer. 5 years experience, amateur 26 years. Available two weeks. No announcing. Permanent. Box 109A, B-T.

Have 1st license. Also want sales work. Married. Excellent references. Box 102A, B-T.

Programming-Production, Others

Anyone can "fill a vacancy!" We want jobs with a challenge. Two top-flight radio-tv veterans combining 20 years experience in production, promotion, traffic, news, special events, copy, sales and merchandising. Oh, yes . . . staff announcing, too. Can wield a wicked broom in spare time and play rugged poker hand off duty. Minimum salary $150 weekly with room for advancement. Box 113A, B-T.

So you need a newswoman! Here is one. Eleven years radio-tv. Presently employed in $60,000 set market. Family man. Top references. Requirements: Pleasant staff, new conscious management. Box 129A, B-T.

Experienced man for continuity or traffic. Married, abattoir A.B. Degree. $80.00 weekly. Box 116A, B-T.

TELEVISION

Help Wanted

Salesman

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.

Salesman—medium market operation, southwest, excellent opportunity for man who likes local account selling. Tv experience not necessary. This is a $7,500 position. Box 131A, B-T.

OVER 16,000 SQ. FEET

DEVOTED TO THE PROPER TRAINING OF TV PERSONNEL. FOUR SCHOOLS—NATION-WIDE—EQUIPPED WITH 6 COMPLETE CONTROL ROOMS, FIVE COMPLETE IMAGE ORTHICON CAMERA CHAINS. IN THESE MODERN FACILITIES, STUDENTS RECEIVE PRACTICAL TRAINING, PARTICIPATING IN CLOSED CIRCUIT PRODUCTIONS UNDER THE GUIDANCE OF PROFESSIONALS WHO ARE PRESENTLY WORKING IN THE INDUSTRY.

NORTHWEST

RADIO & TELEVISION

SCHOOL

HOLLYWOOD

ANYONE INTERESTED

who would like to receive our national publication, TELEVIEWS, please let us know and we will be happy to send it to you at no cost or obligation.

RADIO

Situations Wanted—(Cont'd)

Help Wanted—(Cont'd)

Announcers

Announcers needed for new southeast vhf television station. Please send tape, photo and information. Write Box 996G, B-T.

Technical

Transmitter operator experienced in operation, maintenance, and trouble-shooting on RCA, PT- 164A transmitter, located near Corpus Christi, Texas. Apply Chief Engineer, KRIS-TV.

Maximum power vhf station needs an engineer willing to learn transmitter maintenance. Experience not necessary. Contact Chief Engineer, WITN, Washington, North Carolina.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 506G, B-T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 503G, 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. Want a man anxious to try new ideas and new approaches to production. Photo and detailed background necessary. Box 502G, B-T.

Commercial continuity writer for Michigan full power vhf. Rush resume to Box 996G, B-T.
TELEVISION
Help Wanted—(Cont’d)

Programming-Production, Others

Experienced television cameraman for production department with southwest network affiliate. Enclose complete resume and salary requirements. Box 102A, B-T.

Accountant experienced in general or program cost accounting desired. Must have knowledge of Federal Appropriations. Box 101A, B-T.

Situations Wanted

Salesmen

Television sales trainee, 25, single, vet, business administration degree, $3000. See Box 114A, B-T.

Announcers

Announcer: Seven years experience, Four years television. All phases live work. Desires entry level job with vhf station in sizable market. Box 119A, B-T.

TV director—announcer, college grad in radio-television. Desires an entry level job with a television station in the midwest. Box 123A, B-T.

For Sale

Equipment

Two new Eastern Air Devices torque motors and condensers for Ampex model 300 recorder or similar, $25,000 each. Box 122A, B-T.

Six 12ips tape recording heads, low impedance, .6 mil gap, unused, $500. each. Box 122A, B-T.

For sale: Like new Gates M-4657 remote control. RCM 14 and metering system plus radio frequency amplifier. Also Gates color monitor with 7’ transmitting rack, receiving unit rack. Used 14 months. Make offer to KMUS, Muskogee, Oklahoma.

Model 30 Gates console; two Gates turntables; $200 Ideal for remote studio or at transmitter. KTMC, McAlester, Oklahoma.

RCA BTA 250L transmitter in excellent condition. Spare tubes. All reasonable offers considered. Contact Harry McCollum, KKEW, Hobbs, New Mexico.

WANTED TO BUY

Stations

Will buy station or CP down in Georgia or north Florida. Give complete information which will be treated confidentially. Box 885G, B-T.

5 kwatt metropolitan am billing over 135,000 wanted by responsible broadcaster. Replies confidential. Write Box 1850, Roanoke, Virginia.

Part interest in profit making station. Young married man with capital to invest. Will not consider absentee investment. Experienced, have Bachelor of Science degree in Communications. Excellent opportunities. Full details. Replies confidential. P. O. Box 17, South Dartmouth, Mass.

Exclusive brokerage service. Permanent offices in Texas and Oklahoma. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

All accounts services by the broker personally Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Licensed in every state served. Texas, Oklahoma, Colorado, Arkansas, Missouri, Kansas. Ralph Erwin, Broker, 1443 South Trenton, Tulsa. Chery 2-3944.

Sold. Listing 7-1. My clients may mark their confidential brochure accordingly. I have clients waiting for desirable radio and tv property in Texas, Oklahoma, Arkansas, Colorado, Kansas, Missouri. Private sales, Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Sold. Listing 8-1. I have other clients waiting for radio and tv properties. Station sales handled privately. Ralph Erwin, Broker, 1443 South Trenton, Tulsa. Chery 2-3944.

Equipment

Wanted: Good RCA, Cook, or Presto late model cutting head, also limiter. Box 111A, B-T.

Used 12 kw uhf transmitter. WBLN, Blooming- ton, Illinois.

Good used lathe type record cutter with amplifier. Will pay up to $250. KUMA, Pendleton, Oregon.

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

RADIO

Help Wanted

Salesmen

MORNING MAN WANTED

With personality to put on distinctive morning show. Preference given to applicant now successfully doing similar program. Must have bright, friendly style, and be able to sell. Top rated program for past 15 years. Detail previous experience, salaries earned and expected, and attach snapshot. Rush audition tape, including commercials. Confidential.

WAKR
Akron, Ohio

INSTRUCTION

FCC license training—correspondence or resident. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 16th Street, N.W., Washington, D.C.


The National Academy of Broadcasting, America’s pioneer professional school, places radio-ty an- nouncers, writers, producers. Send for list of all alumni, positions held, sales job available. 3326 10th Street, N.W., Washington, D. C.

SWANNY!

Robert Swan Townsend
Urgent. Contact KELLY, KTIX, PO. Box 3671, Seattle 24

BROADCASTING • TELECASTING

July 9, 1956 • Page 103
RADIO

Help Wanted—(Cont'd)

Announcers

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 you including experience, age, money, marital status with a complete audition tape that samples complete resume. Write Jim O'Neill, P. O. Box 1402, Wichita, Kansas.

Technical

WANTED

Chief Engineer

Directional Antenna Experience New Station * Top Job For Right Man. Send Complete Resume and picture * WBBB Inc. P. O. Box 91 Mt. Clemens, Mich.

Situations Wanted

Managerial

manager... 

with 20 years of good experience. Successfully employed for ten years in network executive posts nd, for the past ten, managing a major market station. Took this station from insolvency to high earnings; from the bottom of the Hoover ladder to battling for top. Knows programming, promotion, sales management, agen- cy-representative contacts. Salary is not the major factor. If you have the facility and the market, I'll bank on my experience on our mutual future. Available immediately. Write in confidence to Box 694G, B.T

WANT TOP-FLIGHT MANAGEMENT

Unusual circumstances forces young, key executive of one of nation's leading independents to move. Top refer- ences.

Wire Box 145A, B.T

WANT TOP-FLIGHT MANAGEMENT

Unusual circumstances forces young, key executive of one of nation's leading independents to move. Top refer- ences.

Wire Box 145A, B.T

FOR SALE

FOR SALE-EQUIPMENT

Heavlett Packard:

1-100D Frequency Standard Cost $815 Sell $400
2-112 A Pulse Generator Cost $565 Sell $330
606A Motor Generator Cost $285 Sell $200
503A VHF C. B. Bridge Cost $485 Sell $200
417 VHF Detector Cost $290 Sell $175
Or $1500 for the lot

All guaranteed new condition and includes

1-RCA 96A bistortion and noise set $150
2-Magnoword 8" F & H and 8d with carry- ing cases and rock mounting panel, used less than 5 hours and guaranteed new $250
1-RCA 154 Audio Oscillator $50
1-Collins 75A-3. last run of series 6 months old. guaranteed new condition $400
1-SX 15 Back mounting FM/AM 550-KC to 110 MC B.F receiver, completely aligned and in perfect condition $120
Last run of series (May 1948)
1-Collins 22VS (A) converted to 22V3 with all shielding, filters, handles, etc. Guaranteed perfect $400
1-Collins KJ-7 transmitter guaranteed new condition. Original packing and manual Cost $350 Sell $250

REPLIES TO BOX 100A

G-E SLIDE PROJECTOR

Type PF3-C, Model 4PF3C4. Never used. Cost $2,750. Make cash offer FOB Sacramento, KXOA, Sacramento 15, Cal.

FOR SALE-EQUIPMENT

FOR THE RECORD

continued from page 99

WFMZ-TV Allentown, Pa.—Seeks mod. of cp for extension of completion date.

WGBS-TV Miami, Fl.—Seeks mod. of cp for extension of completion date Jan. 20, 1957.

WATL-TV Atlanta, Ga.—Seeks mod. of cp for extension of completion date Jan. 10, 1957.

WBCB-TV Anderson, Ind.—Seeks mod. of cp for extension of completion date.

KGTV (TV) Des Moines, Iowa.—Seeks mod. of cp for extension of completion date.

WWL-TV New Orleans, La.—Seeks mod. of cp for extension of completion date Jan. 9, 1957.

WGN-TV Chicago, Ill.—Seeks mod. of cp for extension of completion date.

WJZ-TV Baltimore, Md.—Seeks mod. of cp for extension of completion date.

WRK-TV Philadelphia, Pa.—Seeks mod. of cp for extension of completion date.

WRN-TV Pittsburgh, Pa.—Seeks mod. of cp for extension of completion date.

XKYY-TV Houston, Tex.—Seeks mod. of cp for extension of completion date April, 1957.

WHIN-TV Huntington, W. Va.—Seeks mod. of cp for extension of completion date.

WYMG-CB Evansville, Ind.—Seeks mod. of cp for extension of completion date.

WZTV (TV) Binghamton, N. Y.—Seeks mod. of cp for extension of completion date.

WKBV-TV New York, N. Y.—Seeks mod. of cp for extension of completion date.

WOTX-TV Knoxville, Tenn.—Seeks mod. of cp for extension of completion date.

WTOC-TV Savannah, Ga.—Seeks mod. of cp for extension of completion date.

WUSD-TV Los Angeles, Cal.—Seeks mod. of cp for extension of completion date Jan. 18, 1957.

WZTV (TV) Brunswick, Ohio.—Seeks mod. of cp for extension of completion date.

WZW-TV (TV) Rochester, N. Y.—Seeks mod. of cp for extension of completion date.

WZZY-TV Youngstown, Ohio.—Seeks mod. of cp for extension of completion date.

WPEC-TV West Palm Beach, Fla.—Seeks mod. of cp for extension of completion date.

KWWB-TV West Los Angeles, Cal.—Seeks mod. of cp for extension of completion date Jan. 18, 1957.

WNAB-TV New York, N. Y.—Seeks mod. of cp for extension of completion date.

WNTA-TV Baltimore, Md.—Seeks mod. of cp for extension of completion date.

WOFX-TV Milwaukee, Wis.—Seeks mod. of cp for extension of completion date.

WZZZ-TV Detroit, Mich.—Seeks mod. of cp for extension of completion date.

June 29 Decisions

ACTIONS ON MOTIONS

WHEL (TV) By Chief Examiner

James D. Cunningham

Robert A. Mensel, Willimantic, Conn.—WHIL, Meriden, Mass.; The Windham Best, Conn., Willimantic, Conn.—By Memorandum Opinion and Order, Petition for extension of license to operate was granted to THB. License to operate was revoked and reinstated by the Hearing Examiner to carry on with applications for renewal of license to operate. License to operate is suspended pending a rehearing of the application.

By Hearing Examiner Jay A. Kyle

Abilene, Tex.—Ordered that prehearing conference will be held on June 25 in proceeding re re- application of Bill Mathis and Key City Broadcasters, Abilene. Action June 26.

By Hearing Examiner H. Gifford Irion

Hyasto, Ark.—Motion to dismiss as moot motion for continuance of prehearing conference filed by petitioner. Motion was granted on record at June 19 pre-hearing conference held, and that of Stephen- ville Best. Co., KFLE, which request for continuance should properly be dismissed as moot, Action June 26.

By Hearing Examiner Herbert Sharman

WCOC-TV Meridian, Miss.—Issued statement and order after prehearing conferences re applications of WCOC for completion of dorm. of cp to operate on ch. 7 in Pachuta in lieu of ch. 39 in Meridian, Mississippi, License and Order, Co. Inc., for new tv to operate on ch. 7 in Laurel, Miss., preserved following schedule: Exchange of written direct cases July 30 at 9 pm, and then another conference July 30 at 10 a.m.; commencement of hearing Sept. 1 at 9 a.m. (centrally scheduled date of June 25). Action June 27.

July 2 Applications

ACCEPTED FOR FILING

License to Cover Cp

KLTM La Grande, Ore.—Seeks license to cover cp which authorized change in ant-trans. location and installation of new ant. and ground system.

KMTI Ephrata, Wash.—Seeks license to cover cp which authorized increase in power.

WPMR (FM) Gladstone, Wis.—Seeks license to cover cp which authorized increase in power.

Modification of Cp

KBEM-TV Jerome, Ark.—Seeks mod. of cp for extension of completion date.

KATV (TV) Pikesville, Ark.—Seeks mod. of cp for extension of completion date.

WELE (TV) Evanston, Ill.—Seeks mod. of cp for extension of completion date.

WTVO (TV) Kirksville, Mo.—Seeks mod. of cp for extension of completion date to Feb. 1, 1957.

WFKD Pasco, Wash.

BROADCASTING  •  TELECASTING
July 3 Decisions

**ACTIONS ON MOTIONS**

*By the Commission*

Amendment of Parts 1 & 17—On petition by Deep South Best., Selma, Ala., Commission granted extension of time from July 2 to file comments in matter of amendment of Parts 1 and 17, Rules and Regulations, and rebuttal comments may be filed within 20 days of this notice.

Action June 29.

*By Commissioner Robert E. Lee*

Broadcast Bureau—Granted petition for extension of time, and including July 3 to file pleadings in response to "Motion to Reopen Record" filed by W. H. McGinn, Pittsburgh, Pa., re application to transfer control of Lebanon Television Corp., Lebanon, Pa., to illustrate that the application was made from Lebanon Best., to et al., to Triangle Publications Inc. Action July 2.

*By Chief Hearing Examiner D. D. Slaughter*

WTVY (TV) Peoria, Ill.—Granted petition for dismissal without prejudice of its application for mod. of cp. Action June 28.

El Mundo, Inc.; Ponce de Leon Best., Co. of P. R., Mayaguez, P. R.—Granted petition of El Mundo Inc. for dismissal without prejudice of its tv application and retained in hearing status Ponce de Leon Best. Action July 2.

*By Hearing Examiner James D. Cunningham*

WDUX Waupaca, Wis.—Granted petition for removal of application from hearing docket and on examination of own motion petition is returned to processing line. Action June 30.

*By Hearing Examiner J. D. Bond*

Broadcast Bureau—Granted petition for extension of time from June 28 to July 3 to file reply-pleadings to the "Motion to Reopen Record" filed by W. H. McGinn, Pittsburgh, Pa., re hearing examiner's own motion ordered that oral argument will be held at 2 p.m., July 5 on motion to reopen record in the matter of application for transfer control of Lebanon Television Corp. (WTVL-TV, ch. 15), Lebanon, Pa. Action June 30.

*By Hearing Examiner Elizabeth C. Smith*

Terre Haute, Ind.; Salem, Ill.—Issued statement on oral argument given in hearing re am applications of Citizens Best., Co., Terre Haute, and Salem Best., Co., Salem, Ill., informal conference will be held on or before July 23: drafts of proposed engineering exhibits will be exchanged and furnished to Broadcast Bureau on or before Aug. 1, and completed exhibits will be exchanged and furnished to the Broadcast Bureau on or before Sept. 11; hearing is continued from July 31 to Sept. 28. Action June 25.

*By Hearing Examiner H. Gilford Irion*


Community Antennas—On request by National Community Television Ass'n. Commission gave notice of extension of time from July 15 to Aug. 1 for community tv and system operators to reply to "complaint" filed by group of western tv stations against such community tv station operators. Announced July 2.

July 3 Applications

**ACTIONS ON MOTIONS**

*By the Broadcast Bureau*

Actions of June 29

**KCCX-FM Corpus Christi, Tex.—Granted license covering changes in licensed stations.**

Following were granted extensions of completion dates as shown: WHHL-TV Johnston City, Iowa, to 7-19-57; WYES-TV Asheville, N. C., to 12-29-58; WGBS-TV Miami, Fla., to 1-30-57; WAKO-TV Minneapolis, Minn., to 1-24-57; X Mighty TV Cedar Rapids, Iowa, to 1-5-57; KATV (TV) Pine Bluff, Ark., to 1-19-57; WNYT-TV Buffalo, N. Y., to 2-21-57; WTFF-TV Huntingdon, Va., to 10-24-57; KARK-TV Little Rock, Ark., to 1-1-57; WBBM-TV Chicago, Ill., to 6-15-57; WMBC Monroe, Mich., to 7-30-57; WARK Hagersville, Md., to 8-1-57.

Actions of June 28

**KORD Yakima, Wash.—Granted license to operate tv, by remote control from Rd. 28 and Hwy. 410, Sahara Hotel, Pasco, Wash.**

Actions of June 21

Following were granted authority to operate trans.远程 rights control: WPBF-AM-FM from corner Maple Ave. and Broad St., Burlington, N. C.; WFSU-FM from control room on ground floor of Music Bldg., Tallahassee, Fla.; KAND from 600 W. 1st Ave., Corpusca, Tex.

**Actions of June 26**

**WAUS-FM Wabash, Ind.—Granted license for fm station.**

Following were granted extensions of completion dates as shown: WSPR-TV Waterbury, Conn., to 12-29-56; KGK-TV Portland, Ore., to 1-15-56; KEPR-TV Pasco, Wash., to 9-30-56; KIMA-TV Yakima, Wash., to 9-20-56; KINY-TV Juneau, Alaska, to 10-31-56.

Actions of June 25

**WRCM Cumberland, Md.—Granted license covering changes in licensed station.**

Following were granted extensions of completion dates as shown: WALV-Albany to 12-23-56; WBNY-FM Buffalo, N. Y., to 1-15-57; KDLS- The Dales, Ore., to 12-30-56.

**July 3 Applications**

**Accepted for Filing**

License to Cover Cp

**WGold Hollywood, Fla.—Seeks license to cover cp which authorized increase in power.**

KHEN Henrietta, Okla.—Seeks license to cover cp which authorized new am.

**WRAW Reading, Pa.—Seeks license to cover cp which authorized operation of trans. by remote control.**

**WAVX Rutland, Vt.—Seeks license to cover cp which authorized increase in D power.**

**Modification of Cp**

**WMIC Monroe, Mich.—Seeks mod. of cp (which authorized new am) for extension of completion date.**

**UPCOMING**

**JULY**


**AUGUST**


**SEPTEMBER**


**OCTOBER**

Oct. 4-5: Central Region AAAA Meeting, Hotel Statler, Chicago.

Oct. 5-6: National Conference and Exhibits, Hotel Statler, Chicago.

**NOVEMBER**


**NABT CONFERENCES**

Region 5 (Minn., Wis., Iowa, Neb., Mo., Ill., Ind.)(Mountain States) Sept. Nicollet Hotel Minneapolis, Minn.

Region 6 (Kan., Okla., Tex.) Sept. Oklahoma City, Okla.

Region 7 (Colorado) Sept. Salt Lake City, Utah.


Region 11-12 (Ky., Ohio, Ill., Mich., Ind., Wis., Minn., Iowa) Sept. Hotel Statler, Chicago.


Region 17 (Virginia) Oct. Hotel Statler, Washington, D. C.


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**July 9, 1956** — Page 105
The sooner they step in, the better it will be for Winged Feet

The multi-billion dollar business of broadcasting, which relies upon signals that sail through the air with the speed of light, can sprout winged feet too.

Now dependent upon catch-as-catch-can communications for traffic control, networks, stations, advertising agencies and station representatives are engrossed in the evolution of a long-indicated project to establish the "Program Communications Wire Assn." But the project has scope beyond that which its proposed name implies.

A committee of 17 top men in their fields, representing these groups, has been formed within the past fortnight to blueprint the non-profit project, which would be financed cooperatively by its users. Western Union would be the carrier, and the estimated cost is $3.5 million, with big savings not only in television dollars, but in priceless time lost in transmission under existing standards. Transmission time would be reduced from hours to minutes.

PCWA actually is a by-product of an idea created by Irving B. Kahn, president of TelePrompTer Corp., which has proved a boon to tv and to public speaking in manufacture of visual prompting aids. The plan is for creation of a private line communication system that would interconnect radio-tv stations, networks, station representatives, advertising agencies and program suppliers. It is estimated that the average network message now runs $1. This cost would be cut initially, to 47.7 cents, and after integration of the 35,000 mile system linking 500 cities through five message centers, the average cost should drop to 27 cents.

But even more intriguing than PCWA are other prospective by-products of the private communications system. One is in virtually instantaneous time clearances, together with information on program changes, cueing, features, advertising copy and other essentials in clearing network and spot time.

Then the millennium: push-button ratings. Mr. Kahn, who would become operating head of the association, foresees electronic computation of audience tuning, with the "ratings" provided overnight or faster to the accounts. This is a method of measuring voltage through a device placed in sample homes which would transmit the information to control centers. The idea isn't new, but it has never been implemented because of the lack of controlled communications to carry the intelligence quickly to a computing point. The present lag in national ratings runs a month to six weeks, except for special spot checks.

Private line communications have saved the banking and aeronautical fields millions of dollars in the past few years. Many major manufacturers have installed their own systems effecting economies, but more importantly, speeding up operations. The broadcast media, which measure their outputs in split-seconds, should delay no longer in equipping their ground operations with winged feet.

Playing Politics With Sec. 315

There is now practically no hope that Congress will correct defects in the political broadcasting laws before adjournment.

In a way the lack of legislation will be a blessing, for the measures now pending would, for the most part, complicate rather than simplify the already intricate rules that govern the broadcasting of political discussion.

In another way, however, it must be entered as a demerit on the record of this Congress that it failed to take action on a question of profound importance to the public. For the fact is that until some sense is written into the law the public will be prevented from obtaining a complete and coherent presentation of political issues and personalities by radio and tv.

Of the six bills to amend the political broadcasting law now pending in the Senate, only one is acceptable. That was introduced at the suggestion of CBS and would permit broadcasters to use their own editorial discretion in presenting news and discussion programs about politics, binding them to apply equal time provisions only to the set speeches and paid advertising of candidates. As we commented at the time of its introduction, the measure would be a step in the right direction, though we would hope, of course, that eventually all government restrictions on political broadcasting would be removed.

The other five bills contain flaws ranging from minor to disastrous. The sooner they die for want of attention the better it will be for broadcasters and for the public.

Four years ago, in the heat of a major campaign, there was much talk about an organized effort to obtain legislative relief from the hamstringing effects of current regulations. Such efforts as have been made since then were neither organized nor vigorous. We dare say there will be more such talk before the polls close next November. It would be nice if this time the talk led to action.

Splitting O'Haras

Columnist-novelist John O'Hara, who every two weeks fills several columns of Collier's magazine with this and that, in the July 20 issue takes a grain of truth about some of the more insipid remarks during live broadcast coverage of some events (notably political conventions) and comes up with a wholesome indictment of the calibre of radio-tv newsmen.

The humor of Mr. O'Hara's remarks holds up so long as he sticks with the grain of truth, but it fades quickly when he gets rolling into subjects about which it is obvious he knows little. Sample: "As a class, professional politicians are as unlike a bunch of men as there is, and it is not difficult to understand how a man gets to be a political pro: a fellow doesn't like anybody, doesn't trust anybody, doesn't respect anybody, so he goes into politics. A radio announcer is slightly different: nobody likes him, nobody trusts him and nobody respects him, so he gets to be an announcer. If he remains mildly offensive, he stays at it. If he becomes offensive in a big way, he is promoted to executive. There are only two things that can keep a young man from becoming a successful radio announcer: according to my observations there are few exceptions to the rules that you must not have a cleft palate, and you must not get too fat. (If you get very, very fat you may become part of a show, but that's a special case.)"

Having by now reached the ridiculous, Mr. O'Hara proceeds to be downright wrong. Wrong first because he accuses radio and tv of not developing their own form of journalism. Wrong second because Mr. O'Hara has completely ignored the two elements radio and tv have added to news coverage: immediacy and complete honesty. Radio microphones and tv cameras are there when the news is made, and what they record is told now to the public. And what they record is the event exactly as it happens, not as some reporter may think it happens.

Admittedly, there is room for improvement in all endeavors, radio and tv not excepted. Mayhaps Mr. O'Hara will get the chance to improve the media he criticizes when Crowell-Collier moves into radio-tv. We have no knowledge of the condition of his palate (and by his own definition a hole in the head is no handicap), and although he doesn't appear fat enough to become part of a show, he might be a natural.
ENTERTAINMENT! CBS' Titan program fare augmented with the top ABC programs like Disneyland, Mickey Mouse Club, etc., is further fortified with the Top Rated locally produced shows such as the "Gil Newsome Show", "The Fred Moegle Show", and the "Recall it and Win" program.

AUDIENCE! Channel 4 quite naturally takes the lion's share of the television audience in St. Louis! ARB and Pulse have consistently shown that KWK-TV enjoys St. Louis' largest audiences during all the regular time segments* thru-out the week!

*ARB—April, 1956; Telepulse, April (May) 1956.

RESULTS! Offering the best in entertainment, plus the largest consistent audiences in each time segment, KWK-TV presents to its advertisers the largest most consistent sales potential...a potential that more and more advertisers are consistently turning to their sales advantage!
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