The dominant station serving Richmond, Petersburg and Central Virginia

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.

Revenue for 1955 was $744.7 Million

WXEX-TV
STATION B
STATION C

Number of TV homes
In Grade B area
205,000
175,400
174,800

TV homes per rating point
projected to Grade B area
2,050
1,754
1,748

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.
...NOT SEVENTEEN?

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

To reach the Top TV audience in Northeastern Pennsylvania there is only one station to buy...that's WBRE-TV..., which gives you a Million Watts of Power, the highest program ratings, a colossal set count of *315,000, the Nation's 24th market with a population of almost 2,000,000, 33% more coverage than the second station and 60 to 400% more than all the other TV stations in the market.

WBRE-TV is the local, regional and National advertisers' logical medium to reach the 400,000 families on N. E. Pennsylvania with a buying potential of nearly $2,000,000.

* RETMA Report of April, 1956

It is a Zoological fact that the height of a Giraffe from the bottom of its feet to the top of its head has towered 17 feet and more...the better to reach the choice tender leaves.

WBRE TV Channel 28
Wilkes-Barre, PA.

Counties Covered: LUZERNE LACKAWANNA LYCOMING
SCHUYLKILL NORTHUMBERLAND MONROE PIKE
SULLIVAN SUSQUEHANNA BRADFORD
SNYDER MONTOUR CARBON
COLUMBIA WAYNE UNION
The Radio Leader in Des Moines!

KRNT

A COWLES OPERATION

DES MOINES' RADIO----CBS

72 FIRSTS OUT OF 72 QUARTER HOURS

In NEW Pulse Survey!

TUNE-IN UP --- COST PER THOUSAND DOWN!

KRNT Leads Morning, Afternoon and Evening!

... and has for years and years!

KRNT Is Your Basic Buy In Iowa!

Katz has all the facts on the station with the fabulous personalities and the astronomical ratings.
DALLAS:
THE EYES OF TEXAS ARE ON
KRLD-TV

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

MONDAY THROUGH FRIDAY

<table>
<thead>
<tr>
<th>STATION</th>
<th>7 AM - 12 MID. AVERAGE AUDIENCE</th>
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</thead>
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<tr>
<td>KRLD-TV</td>
<td>41%</td>
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<tr>
<td>STATION B</td>
<td>29%</td>
</tr>
<tr>
<td>STATION C</td>
<td>22%</td>
</tr>
<tr>
<td>STATION D</td>
<td>8%</td>
</tr>
</tbody>
</table>

SUNDAYS

<table>
<thead>
<tr>
<th>STATION</th>
<th>48%</th>
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</thead>
<tbody>
<tr>
<td>STATION B</td>
<td>31%</td>
</tr>
<tr>
<td>STATION C</td>
<td>12%</td>
</tr>
<tr>
<td>STATION D</td>
<td>9%</td>
</tr>
</tbody>
</table>

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

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

Channel 4 Dallas
MAXIMUM POWER

 Owners and operators of KRLD – 50,000 Watts, The Dallas Times Herald Station, Herald Square, Dallas 2, Texas.
JOHN W. RUNYON, Chairman of the Board — CLYDE W. REMBERT, President
REPRESENTED BY THE BRANHAM COMPANY

Page 4 • July 30, 1956
NARTB this week is mailing to its “opinion leader” list new brochure titled “Americans Speak Out for Free TV.” It quotes independent surveys, newspaper polls and letters to FCC as overwhelming vote of confidence for present system of free broadcasting as against pay television. “Opinion leader” list includes members of Congress, governors, college presidents, school superintendents and others in upper strata, to extent of about 3,000 names.

MONEY IN THE POT • Still cooking on front burner is $10 million dollar offer of J. H. Whitney & Co. for Midwest television properties (one vhf tv and one am in major market, plus one uhf tv and 250-watter in secondary) with likelihood that it will go one way or other this week [CLOSED CIRCUIT, July 23]. Stations’ identities not revealed by BT in event principals decide not to sell. Acquisitions would give Whitney company (Jock is brother-in-law of CBS Chairman William S. Paley) its third and fourth CBS-TV affiliates. Whitney now owns ch. 6 KOTV (TV) Tulsa and controls ch. 11 KGU-LTV Galveston-Houston.

FRANK P. SCHREIBER, former vice president and general manager of WGN-AM-TV Chicago, is functioning in executive capacity these days at Chicago Local 1031 of International Brotherhood of Electrical Workers. He’s assistant to President Frank Darling, with whom he’s enjoyed close personal friendship for years. It seems better than even better, however, he will return eventually to radio-tv.

INTERESTING QUESTION • There will be surprise in “dissenting” opinion of FCC Comr. John C. Doerfer on transfer of Miami’s WQAM from Miami Herald to Todd Storz’ Mid-Continent for $350,000—approved by FCC at its final pre-recess meeting July 26—official announcement of which is being withheld until Doerfer opinion is ready. Mr. Doerfer, instead of chastising Mr. Storz’ giveaway contest operations, will pose question whether FCC shall regulate “by lifted eyebrow” or whether it should frankly admit to Congress and to broadcasters that it has no power to involve itself in programming.

FORMER FCC Comr. Frieda B. Hendrick, who entered private law practice in Washington upon expiration of her term year ago, on Aug. 1 leaves law firm of Davies, Richberg, Tydings, Beebe & Landa. It is understood she plans to open her own law office, specializing in communications and administrative matters.

SUDD’S SOJOURNS • With approval by FCC fortnight ago of $3.5 million sale of ch. 13 WTVT (TV) by Tampa Television Co. to WKY Radiophone Inc. (Oklahoma Publishing Co. subsidiary, which also owns WKY-AM-TV Oklahoma City and WSFA-AM-TV Montgomery, Ala.), P. A. (Buddy) Sugg, executive vice president and general manager of OPC’s broadcast properties, personally will manage Tampa facilities, spending three weeks each month there. Eugene B. Dodson, now assistant manager of WKY-AM-TV, becomes resident manager of those stations upon formal transfer.

WHATEVER happened to Dr. Edward Bowles, MIT professor, and his ad hoc committee of engineers? They’re not in limbo, although news of activities has been mighty slim in recent months. Report to Senate Commerce Committee has been drafted by subcommittee under Ralph Har-

NARTB plans to resurrect NBC’s “Dinah Shore and Company” (CBS through the fall of 1954) for NBC’s fall nighttime program plans. The program was a 30-minute variety show and was dropped option. Arrangement may be “by lifted eyebrow” for NBC and ABC, and other networks. It’s pre-

sponsored by NBC-Westinghouse—Westinghouse—NBC, it’s understood, have been subpoenaed by grand jury, which previously had examined top executives of both NBC and Westinghouse. It’s presumed that data sought covers not only station matters but also Westinghouse sponsorships on CBS networks.

NEGOTIATIONS are underway for sale of ch. 5 WJNO-TV West Palm Beach (NBC and CBS affiliations) by Theodore Granik—William H. Cook and WINO that city, to John H. Plipp, owner of WCTV (TV) Thomasville, Ga., WTAL Tallahassee and WTYS Marianna, both Fla., for sun in excess of $750,000. Sales agreement may be signed this week.

BIG 10 PLANS • Big 10 is on the threshold of precedent-departing deals involving its live basketball and filmed football packages. On former, innovation in network tv is involved with proposed formation of independent network comprising 30-plus tv stations in conference’s seven state area. Newly-formed Sports Network Inc., New York, which has been serving as so-called cable broker with AT&T, is handling deal now and obtaining station clear-

ances. Plan is to sell 13-game series (starting Dec. 15) to one national advertiser or two co-sponsors. If that fails to materialize, co-op arrangement among stations is seen possible by Big 10.

RE BIG 10 football: Conference, which has been faced with stoppage and starts on its fall filmed football highlights package, has finally decided on syndication, now that ABC and one other party have dropped option. Arrangement has been approved by Big 10 TV Committee and officials and is now in selling stage.

ONLY BEGINNING • Any notion that Celler monopoly subcommittee has let down on its investigation of business of television broadcasting and regulation can be written off. Attorneys and investigators of committee last week resumed their examination of files of networks, advertising agencies and talent offices in New York.
No matter who asks the question in **OMAHA** the answer is **KOWH**

46.8%—that's the average share of audience Hooper (June-July) gives KOWH. Latest Trendex for Omaha-Council Bluffs gives KOWH top spot in every time period. Latest Pulse gives KOWH top spot in 204 out of 240 daytime quarter-hours. KOWH has placed first in audience year after year... consistently increasing its first-place dominance, until now KOWH is first in every time period of every survey in the Omaha market.

Mid-Continent ideas, programming and excitement plus broad (660 KC) coverage are doing a fine job for national and local advertisers. So no matter which rating service you rate most telling, you can feel secure when you tell your story via KOWH—because all three see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

---

**KOWH OMAHA**

—"The STORZ Stations" Todd Storz, President—

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

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

WHB, Kansas City
Represented by John Blair & Co.

WTIX, New Orleans
Represented by Adam J. Young, Jr.

WQAM,* Miami
Represented by John Blair & Co.

* Transfer subject to FCC approval.

Page 6 · July 30, 1956
7% OF HOMES HAVE MORE THAN ONE TV: FARM CIRCULATION SHOWS MARKED GAIN

SEVEN percent of homes in large cities have more than one tv receiver, according to Census Bureau analysis of February sample study which showed 73% of all U. S. homes have tv sets (BWT, May 21). About 4% of all tv homes have more than one set. Study was conducted by bureau for Advertising Research Foundation, including NARTB, networks, agencies and advertisers.

Rural farm sets increased from 42% to 53% between June 1955 and February 1956, whereas large-city circulation rose at slower rate, 81% to 64%.

Bureau found tv circulation increased from 67% to 73% of all households between its first study in June, 1953 and last February's study. Only 12% of homes had tv sets in 1950 at time of decennial census. Recent circulation has increased fastest in areas that had smallest tv ratio year ago.

Lowest ratio of sets found in South, where regional increase was greatest—55% to 62%. Northeast had highest concentration. Homeowners (78%) are more likely to have tv sets than renters (65%). Smaller households are less likely to have set than larger households.

Charles Thieriot Survives Sea Crash; Brother Lost

U. S. COAST GUARD Friday reported that Ferdinand (Pete) Thieriot, 39, circulation manager of San Francisco Chronicle (KRON-TV) and wife Frances were among Andrea Doria passengers listed as "missing and presumed dead" after sea tragedy off Maine coast. Thieriot was husband of Mrs. Thieriot, wife of Mr. Thieriot, who had been working in Chicago, was bringing his family from Italy to live in Pittsburgh.

The Macchiokes were put on Pat Kiley's Woman's Angle program, and then the switchboard jammed. In a brief interval, clothes, food, a home and a job for Mr. Macchiokes were provided. Offers kept pouring in for hours. Mr. Macchioke, who speaks English, told about the family's rescue by the Ile de France, whose passengers gave them clothing. A welfare agency gave them train fare to Pittsburgh.

RCA Says Radar Blameless

RCA issued statement Friday that "present indications are that the radar was in no way responsible" for accident last Thursday when liners Stockholm and Andrea Doria collided (see story, page 72). Information, RCA said, was provided by officials of Swedish-American line in response to request from Radiomarine Corp. of America, RCA subsidiary, to inspect RCA-manufactured radar equipment aboard Stockholm. RCA reported that radar equipment on Stockholm was serviced by Radiomarine technician last Wednesday when liner was docked in New York and ship's officer checked and approved radar units while technician was still aboard.

It's Now RKO Television

GENERAL Teleradio's film division will change its name to RKO Television, a division of RKO Telephoto Pictures, officials reported Friday. Change is effective immediately. Robert Manty continues to head unit as vice-president of RKO Television. (See story, page 56).

Affair of State

ALL downtown Chicago department stores have banded together for first time in common advertising campaign to promote special "State Street Days" observance Aug. 8-10, with heavy emphasis on radio. Total of 117 spot announcements has been allocated Aug. 6-10 on five radio stations, along with newspaper space, for event sponsored by State Street Council to lure shoppers to Loop. It marks first time also that store buyers have ordered special merchandise (no markdows) for any occasion and are using common theme ("three great days to save on the world's greatest shopping street"). Stations are WMAQ, WGN, WBBM, WLS, WIND. Success of promotion will determine size of budget for next year's campaign when use of tv is planned, it was reported.

Business Briefly

LYSOL'S BIGGEST * Lehn & Fink (Lysol brand disinfectant), N. Y., planning widest advertising campaign in its 70-year history, under- stood to be set to sponsor, beginning early in fall, two daytime shows on NBC-TV. Adver- tiser announced it would start on Queen for a Day Aug. 7. Other show, as yet unannounced officially, reportedly will be It Could Be You. O. G. (Red) Kennedy, general manager of L&F sales division, said that "by aiming our sales messages directly at our two most important customers, the housewife and the career woman, via television and a long list of national magazines, we expect greater consumer coverage and sales interest than ever before." McCann-Erickson, N. Y., is agency.

WESTERN WHOPPER * Boyle-Midway, Inc., N. Y., maker of household products, including Aero-Wax, Griffin shoe polish, Sani-Flush and 3-in-1 Oil, has signed 52 week contract effective Aug. 1 for five quarter-hours weekly of Frank Henrynewsky newcast in 80 stations of Don Lee, Intermountain and Arizona networks, it was announced Friday by Norman Bogg, vice president in charge of sales for Don Lee. Agency: J. Walter Thompson Co., N. Y.

LAXATIVES ON TV * Dr. Caldwell's (lax-ative) Div. of Sterling Drug, N. Y., planning television spot announcement campaign to break Sept. 3 and run through end of year in about 70 markets. One-minute spots, daytime only, will be used. Carl S. Brown, N. Y., is agency.

MONARCH ON RADIO-TV * Monarch Wine Co. (Manischewitz kosher wines), Brooklyn, N. Y., reportedly planning extensive spot radio and television campaign to break in October. Number of markets not set but campaign understood to involve 10 to 20 spots per week on 12-week basis. Agency: Emil Mogul Co., N. Y.

DOLL DEALS * American Character Doll Co., N. Y., in process of signing its fall schedule with a syndicated show—Associated Artists production Foney—in 50 major markets, and network show, Super Circus, on ABC-TV. Latter contract still in the negotiation stage.

POLITICAL PURCHASE * New York State Democratic Committee Friday was buying time on statewide network of ABC-TV stations for coverage of Gov. Averell Harriman's Aug. 2 address at preconvention dinner in Albany, 10:10 p.m. EDT.

TWO WEEKTRY * Golden Gift orange juice, through Kastor, Farrel, Chesley & Clifford, N. Y., breaking two-week radio spot announcement campaign Aug. 6 in nearly dozen markets.

Q-TIPS SPOTS * Q-Tips Inc., (sterilized swabs), Long Island City, N. Y., planning 13-week spot announcement campaign starting Sept. 10 on 16 radio stations in about 10 markets. Lawrence C. Gumbiner, N. Y., is agency.

Continues on page 9, column 3.
There's A Best Buy In Every Market...

and in

KANSAS CITY   SYRACUSE
PHOENIX and OMAHA

it's The Meredith Station:

Smart programming... selling know-how... well-planned merchandising... experienced talent and management—these are the things which make one station stand out in every market.

The 8 Meredith stations have all of these factors. That's why discriminating local advertisers buy their local Meredith station. National spot buyers also know that the smart buy in Kansas City, Syracuse, Phoenix and Omaha is the Meredith station!

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

Page 8  •  July 30, 1956
at deadline

NBC Radio Signs WKJG
As Replacement for WOWO

SECOND market which it "lost" through disaffiliation of Westinghouse radio stations has been regained by NBC. 10's completed negotiations with WIRC Fort Wayne, 5 kw Mutual affiliate (1380 kc), as successor to Westinghouse's 50 kw WOWO as NBC outlet there. WKJG, owned by Northeastern Indiana Broadcasting Co. and under general management of Edward G. Thoms, reportedly is set to take virtually entire NBC lineup today (Mon.).

Earlier, NBC signed WHK Cleveland. Mutual minority stockholder as well as affiliate, to possible KENR contention there (story page 58). Still sought: successors for KDKA Pittsburgh and WBZ Boston.

IBEW Files Heavy Attack
To Remote Control Proposal

INTERNATIONAL Brotherhood of Electrical Workers Friday loosed heavy attack on NARTB's petition to allow all radio stations to be remotely controlled by remote control. In 40-page comment on NARTB request (filed last February and proposed as FCC rule-making last April), IBEW asked that industry petition be dismissed without hearing or argument. Material filed by NARTB, IBEW said, "fails to make out a case for the proposed rule-making."

At the same time, IBEW filed petition with FCC for rule-making to require all stations using remote control of transmitter to be capable of functioning in Conelrad system. Present rule permits remote control of radio stations with up to 10 kw power and omni-directional antenna. NARTB proposal would extend this to all stations, no matter what power or type of antenna. In addition to legal points raised by IBEW in its opposition, union also claimed NARTB data supporting its position does not stand up. IBEW listed outage reports on 32 radio stations, 19 of which operated with 50 kw. This showed that these 32 stations operated 254,931.2 hours during year, but were "out" for 25 hours, 23 minutes and 39 seconds.

FCC Urged to Keep Peoria Vhf Channel by WIRL-TV

WIRL-TV Peoria, Ill., which late last month received ch. 8 construction grant conditioned on possible KENR affiliation there (Friday story page 58), asked FCC to reconsider rule-making proposal which would move ch. 8 to Rock Island, Ill. WIRL-TV said Peoria needs vhf service whereas Rock Island already is serviced by ch. 4 WHBF-TV there and ch. 6 WOC-TV Davenport, Iowa.

New request for rule-making was filed by Bayou Broadcasting Corp., permittee of ch. 40 Baton Rouge. Bayou proposes switching ch. 18 Jackson, La., for ch. 40 at Baton Rouge. If effected, Baton Rouge would have chs. 2, 18, 28 and 34 (educational).

Following were comments on overall rule-making proceedings: WICC (TV) Bridgeport, Conn. (ch. 43), endorsed FCC's long-range vhf plan, saying increased demand for vhf prompted them to urge that Commission give fair case consideration to vhf allocations at less than current minimum separations.

WWLP (TV) Springfield, Mass. (ch. 22), asked FCC to reconsider report and order insofar as it proposes increasing maximum uhf power from 1,000 kw to 5,000 kw; suggests revision of order so that over 1,000 kw powers will be issued on case by case basis.

WMGT (TV) Pittsfield, Mass. (ch. 19), requested FCC to reject application for ch. 10 Vail Mills, N. Y., filed by WCDA (TV) Albany, and any subsequent applications until final decision on proposal to delete that channel.

RCA First Half Sales
Show Gain; Earnings Drop

SALES of products and services of RCA and subsidiaries totaled $256,488,000 for first six months of 1956, gain of 8% over previous record established during same period of 1955, according to report to board of directors, announced Friday.

Earnings after federal income taxes amounted to $20,037,000 as compared to $22,061,000 for first half of 1955. After preferred dividends, net profit represents $1.32 per share earnings on common stock, as against $1.46 for first half of last year.

Second-quarter 1956 sales totaled $251,640,000, also representing 8% gain over like period of 1955. Common-share earnings for second quarter amounted to 47 cents as compared to 62 cents in same 1955 period.

Compact New TV Tube
Is Announced by RCA

DEVELOPMENT of new, small Vidicon camera-tube—No. 6326-A—for use in compact color tv cameras using method of simultaneous pickup of film or live subjects, announced Friday by RCA Tube Div., Harrison, N. J.

For use in color tv camera, three such tubes are needed—one tube for each chroma channel needed "information" to create color tv image. In black-and-white cameras, 6326-A (boasting resolution of about 600 television lines) is said to provide picture "of high quality for broadcasting or industrial tv applications."

Warner Deal Formalized

PRM Inc. reported Friday formal signing of contract whereby PRM acquired from Warner Bros. film library of more than 750 feature films and 1,500 short subjects. Signing took place in Wilmington, Del., last Thursday. Since memorandum of sale March 1 [BW], March 5, PRM has acquired counsel of Associated Artists Producers, New York, a tv film distribution company which has been distributing Warner Bros. library and other tv film products.

DuMont Labs Report Loss

ALLEN B. DuMONT Labs last Friday reported loss of $484,000 for first six months of 1956 after tax carryback credit of $608,000, compared with loss of $1,249,000 for comparable period of 1955. Sales for first half of 1956 were listed at $19,781,000, as against $25,741,000 in 1955 period.

Texas U Suspends Operation

KBM (TV) Beaumont, Tex. (ch. 31), wired FCC Friday that it was suspending operations "temporarily" Aug. 1. Station, affiliated with NBC and ABC, did not amplify.

PEOPLE

CHARLES H. DISSMORE, assistant general sales manager, White King Soap Co., Los Angeles, named acting sales manager succeeding E. C. HOFFMAN, resigned. Firm has no present plans to replace WILLIAM J. TORRANCE, vice president and director of sales and advertising, who also resigned. LAWRENCE W. WOLTE continues as advertising manager.

Major western radio-advertiser, White King has named Erwin, Wasey Co., Los Angeles, to handle account and revised campaign with new basic selling theme will be announced about mid-August.

JOHN L. GWYNN, media director, and HIL- LIARD S. GRAHAM, merchandising director, the president, of Erwin, Wasey Co., Chicago, it will be announced today (Monday) by FREDERICK J. WACHER, general manager of office. They will continue in present positions.


IRWIN REISS, formerly with Foote, Cone & Belding, N. Y., to McCann-Erickson, N. Y., as account executive in support department on Bulova watch account.

THEODORE R. PAULSON, office manager, Atlanta office, J. Walter Thompson Co., to Kenyon & Eckhardt, Atlanta, as account executive. Mr. Paulson had previously been an account executive at JWT, San Francisco, and also had been with Benton & Bowles.

MILLIE T. TRAGER, director of public relations, Raymond Spector Adv., and publicity director, Hazel Bishop, both N. Y., has resigned both posts effective immediately. Miss Trager has been with agency six years and with Hazel Bishop since its inception. She also is member of agency's plant board and consultant in copy and tv departments.

HARRIET LEVY, Miss Trager, also has resigned.

CHARLES B. STABUS, advertising and sales promotion manager, Secony Fashions, to Ogilvy, Benson & Mather, N. Y., as account executive.

Funeral services were to be held Saturday for KEITH BOWALD, 49, CBS Radio Spot Sales executive who died Thursday in Grove Point Cottage Hospital after prolonged illness. Before joining CBS Radio Spot Sales year ago, Mr. Baldwin was sales manager at WAKR Akron and before that in similar post at WERE Cleveland. He also has been with WAGAR Cleveland, WKRC Cincinnati, WBAP Fort Worth, WFAP Dallas and WFPY Portsmouth, Ohio. Survivors include Henriette and two daughters, Sue, 14 and Barbara, 13.

* BUSINESS BRIEFLY

Continues from page 7, column 3

RADIO CAMPAIGN

* Chapstick Co. (Chap Stick), Lynchburg, Va., planning radio spot announcement campaign—early morning and evening spots plus adjusted spots to disc sports and news programs—for 13 weeks in more than 50 markets, using one or two stations in each market. Starting date on northern stations will be Oct. 1 in South, Oct. 15. Law- rence G. Chumminner, N. Y., is agency.

BABY BUSINESS

* Clapps Baby Food Div. of Duffy-Mott, N. Y., planning to add about nine markets and renew in about 45 markets radio spot announcement campaign starting Sept. 28 for 3 weeks. Young & Rubicam, N. Y., is agency.

July 30, 1956  Page 9
the week in brief

FTC HITS PROMOTION PRACTICES
Firms whose broadcast-advertised products receive special in-store displays in stores which get free air plugs are cited by Federal Trade Commission for violating Robinson-Patman Act . . . . . 31

35 MILLION U.S. TV HOMES
February 1956 survey of Advertising Research Foundation finds tv sets in three of four U.S. homes, up 3 million from June 1955 total . . . . 32

LATEX FIVE-YEAR TV PLAN
Noncancellable multimillion-dollar spot tv campaign plan, involving RKO library and C&C time-for-programs exchange, announced by International Latex Corp. . . . 33

LIPSTICKS TO FIGHT IT OUT ON TV
Six cosmetic firms, accounting for more than 75% of all lipstick sales, plan increased use of tv in fall-winter campaigns . . . . 34

DO THEY BUY WHAT THEY SEE?
ABC unveils five-figure research study made by Advertiser to determine just how effective television advertising is in creating sales and changing brand preference in competitive product fields . . . . 35

ABC'S ALLOCATIONS PLAN
Network suggests shortening minimum distances between tv stations and increasing deintermixing to equalize tv facilities in nation's top 200 markets . . . . 39

CONELRAD, MARINES SUCCEED
System proves it can keep public informed without giving guides to enemy aircraft; Iowa Marine reserve group proves a few organized men can easily tie up a city's communications . . . 44

84TH CONGRESS WINDS UP
Many members spent much time in proving practices of broadcasters, seeking remedies for real problems, and alleged evils of radio and tv, but little legislation resulted . . . . 46

1955 TV REVENUE: $744,700,000
 FCC figures also show tv stations and networks earning $150.3 million last year; revenue up 25.6%, net income up 66.4% over 1954 . . . . 50

'BANDSTAND' BOWS ON NBC
Two-hour morning musical program starts on NBC Radio today (Monday) as replacement for ill-fated Weekday; daytime dramas go into afternoon hours . . . . 58

AMPHITHEATRE WELL COVERED
Communications engineers are trying to make it impossible for delegates at Democratic Convention to elude microphones and cameras . . . . 62

TINY CAMERAS FOR BIG PICTURE
All three tv networks announce plans to use handheld, easily portable tv cameras to cover intimate details of political conventions . . . . 64

OCEAN TRAGEDY WELL COVERED
Radio-tv news crews go into round-the-clock operation to keep public abreast of minute-to-minute developments after two liners collide off Nantucket Island . . . . 72

CBC LOSES $1,300,000
Canada's broadcast system had income of $38.9 million for fiscal year ended March 31, 1956, expenditures of $38.6 million, depreciation of $1.7 million, annual report shows; radio's falling revenue blamed for deficit . . . . 85

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SUBSCRIPTION INFORMATION
Annual subscription for 52 weeks: $1.00. Annual subscription including Broadcasting Yearbook (33d issue) $9.00; TELECASTING (26th issue) $9.00. Annual subscription to Broadcasting + TELECASTING, including 54 issues: $11.00 (plus $1.00 per year for Canadian and foreign postage. Regular issues: $3.50 per copy. Address Change: Please forward requests to Circulation Dept., Broadcasting + TELECASTING, 1735 DeSales St., N.W., Washington 6, D.C. Also include old and new addresses, including postal zone numbers. Post office will forward issues.

BROADCASTING® magazine was founded in 1922 by Broadcasting Publications Inc., using ‘the title: BROADCASTING™’. The New Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932. Broadcast Reporter in 1933 and TELECAST® in 1953.

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In a "blind" survey by the research firm of Erdos and Morgan (their's was the only name disclosed) conducted this spring, radio, tv and advertising executives were asked to indicate their preference as to trade paper frequency.

"Weekly" is the overwhelming preference.

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<th>Frequency</th>
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<td>Weekly**</td>
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<td>10.0%</td>
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* 4,584 executives were queried, 1,936 replied.
** BET, as you know, is a weekly.
Already bought by:

COORS BEER ... in Denver, Colorado Springs, Roswell, N. M., Amarillo, Midland, Texas
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
KOB-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!
NEWEST HERO!

Favorite Family Show!

CHRISTIAN

Starring DONALD CAREY in the 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!

PULSATING with new EXCITEMENT

PACKED with new ADVENTURE

SPARKLING with new ENTERTAINMENT

SO TRUE-TO-LIFE YOUR VIEWERS "LIVE" EVERY MOMENT!
"A PACKED HOUSE EVERY PERFORMANCE"

"MY FAIR LADY" starring Rex Harrison and Julie Andrews

The box office principles of the theater certainly apply to television. In particular, WICU television. This only VHF station within a hundred miles attains a "standing room only" rating every time it stages a show or dollys-in a camera.

Talk about show business - and buyers are always talking about the business they get from WICU - the box office speaks for itself. Network blue chip programming that normally attains a national Telepulse rating of 25.3 climbs to the top of the bar graph for a dominant 54.5 in the Erie market.

For a "packed house every performance" in the nation's number 1 test market, contact your Petry man today.

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise - Ben McLoughlin, General Manager
Represented Nationally By
EDWARD PETRY AND CO., INC.
New York * Chicago * Detroit * San Francisco * St. Louis * Los Angeles
The Texas Story
EDITOR:

CONGRATULATIONS ON THE TERRIFIC TEXAS STORY [B&T, July 23]. TRULY THE BEST I HAVE EVER READ.

W. D. (Dub) Rogers, Pres.
KDBU-AM-TV Lubbock, Tex.

EDITOR:

A very interesting story on Texas. In it is important information on the cattle industry.

For the past 31 years, I have had a spare time business hobby of collecting interesting information and yarns about the cattle. I am particularly anxious to get further details on the use of the helicopter in handling cattle on the range. . . .

Will A. Foster, Jr., P. Borden Cheese Co.
New York

(Mr. Foster has been sent the information he requested.)

The Other Side
EDITOR:

Here is a copy of a letter to George W. Patton, general manager of WMML Macon, Ga. [Open Mike, July 23]:

"I was always anxious to hear from you in regard to our recording of the 'Gettysburg Address' but very disappointed in your reaction. With a national release and in a great country such as ours, we naturally encountered different tastes and reactions but I am sure that we all agree on the principles set forth by Lincoln in this great address.

"It was with this idea in mind that we decided to record both versions of this great work; realizing that by so doing we could reach more of the American public, both young and old. Both Lou Kimsey, editor of Dig, the teenage magazine, and myself, after getting the national reaction to Lord Buckley's article in Dig on 'The Discovery of America' in 'hip,' decided that this would be the best possible way to bring this vital message to the teenagers of this great land. It was with this thought that this 'hip' translation was produced.

"In these times, with teenage delinquency rampant, we sincerely believe that anything we can do to bring this true American story to the youth of America is vital. . . ."

Lyle Griffin, Pres.

Mr. Hartnett Clears Things Up
EDITOR:

The article, "House Explores Blacklist Hassles" [B&T, July 16] . . . contains several errors. . . . On page 30, column three, the impression is conveyed that I am in a business of "clearing" people and that I now charge fees "for help in getting jobs." This impression is directly counter to my sworn testimony. . . . I am hired by advertising agencies, sponsors and networks to "check" names proposed to me, to ascertain their affiliation with the Communist Party or with communist "fronts" and causes. I report the facts (supported by documentation) to my clients, and give my opinion on the significance of the facts. My clients make the final decisions. I cannot "clear" anyone. . . .

In only one case have I asked for a research fee from a representative of an individual having a Communist-front record. Arthur P. Jacobs, the well known Hollywood public relations man, wrote me in 1953 and asked me if I could supply a documented report on his client, actress Kim Hunter, who wanted to "clear" herself. . . . I answered Mr. Jacobs that I could furnish a research report and that it . . . would cost him $200. . . . Mr. Jacobs is well paid for his professional efforts. There is no reason why I should work for him for free. However, had Miss Hunter directly sought my information and advice, I would have assisted her at no fee whatever. . . .

The B&T story specifically says that I "asked $200 as (my) fee for clearing the name of Kim Hunter." . . . Here is the final paragraph of my letter to Art Jacobs, as I wrote it and as I read it in my sworn testimony . . .:

"I am sure you and Miss Hunter, who is a talented woman, realize that no individual and no agency or committee can 'clear' her. That is a job she alone can do—not merely by a statement acknowledging and repudiating past mistakes, but by concrete pro-American acts. For her country's sake, for her own sake, and for her admiring public's sake, I hope she will do so."

. . . Referring again to the B&T story, it is wrong when it states I testified I forwarded letters to Messrs. Sokolsky and O'Neill from persons in Hollywood. Messrs. Sokolsky and O'Neill forwarded copies of such letters to me and to other individuals and organizations. . . .

Vincent W. Hartnett
New York

[EDITOR'S NOTE: In regard to Mr. Hartnett's letter, B&T believes, without taking sides, that anyone who is engaged in the business of "checking," "researching" and "analyzing" a person's past or present communist or communist-front affiliations, to use Mr. Hartnett's words, is acting as a "clearance" agent when such documentation is used in determining the employability of such a person in the radio-TV industry. B&T did not and does not imply that such a "clearance" agent exercises or has the power to remove or discount such associations, even if the person concerned subsequently acknowledges and repudiates them, publicly or otherwise.]

Conrelad Opportunity
EDITOR:

We wonder how many broadcasters, in returning to the air after the Conrelad blackout Friday (July 20), took the opportunity to remind listeners of the importance radio plays in their lives, and of how much they depend on radio.

Too many folks (advertisers included) take radio for granted. The Conrelad test was a wonderful opportunity for folks to realize they'd miss the entertainment, enlightenment and companionship of radio if all stations were silenced for an extended period.

Things are taken pretty much for granted by most of us, until we're forced to do without. So with radio. WPFA got this point across when we returned to the air after the test with a three-minute promotion entitled "Fifteen Minutes Without Radio." . . .

George Goethert, Pres.
WPFA Ft. Payne, Ala.

Wrong Impression
EDITOR:

An area television station chooses to present its Sports Final each evening with two announcers seated in front of the camera, holding a newspaper before them. Even though the paper bears the banner "SPORTS FINAL," the impression is given that they are reading the sports items directly from the paper.

At WETZ, we are proud of our news coverage. In addition to the Associated Press radio wire and Mutual's news features, we maintain a full time local news editor to gather and edit the local news. . . . It seems to me that we radio and television broadcasters should be proud of our own news media and not give the impression we are dependent upon a newspaper for our news items.

Harry G. Bright, Pres. & Gen. Mgr.
WETZ New Martinsville, W. Va.

KSL-TV, with nearly 25 percent more spot accounts on the air during the past four quarters than the nearest competitor, has a real sales success story.*

For more information and spot availabilities, call CBS-TV SPOT SALES, or . . .

*Roeburgh Reports

KSL-TV
Salt Lake City

selling 39 counties in 4 Western States

July 30, 1956 • Page 15
Putting the spot on local color!

WNBQ and WMAQ, Chicago, are sold by NBC.
With WNBQ's historic Color "break-through" in Chicago, a new era of entertainment and advertising is here!

WNBQ is now the world's first All-Color Television station. All live studio programming is telecast in full color... complete with Color commercials.

And Color is spreading rapidly over all of the Television stations represented by NBC Spot Sales. KOMO-TV Seattle is the only completely equipped Color station in the Pacific Northwest. KCAL Los Angeles and WRCV-TV New York are now telecasting live programs in Color.

Right now, all NBC Spot Sales Television stations are fully equipped to transmit in Color... and are well on the way to All-Color local programming.

There's always something extra on the stations represented by NBC Spot Sales.

REPRESENTING THESE LEADERSHIP STATIONS:

NEW YORK WNBC, WNBC-AM
SCHENECTADY-ALBANY-TROY WRGB
PHILADELPHIA WRCV, WRCV-TV
WASHINGTON WRC, WRC-TV
MIAMI WCKT.

BUFFALO WBUF-TV
LOUISVILLE WAVE, WAVE-TV
CHICAGO WMAQ, WMAQ
ST. LOUIS KSD, KSD-TV
DENVER KOA, KOA-TV

SEATTLE KOMO, KOMO-TV
LOS ANGELES KRCA
PORTLAND, ORE. KPTV
SAN FRANCISCO KNBC
HONOLULU KGU, KONA-TV

AND THE NBC WESTERN RADIO NETWORK
IN REVIEW

OF ALL THINGS

GAY, chatty, informal, light and breezy—those adjectives, so appropriate to the summer season, just about sum up Of All Things, half-hour weekday morning show on CBS-TV with Faye Emerson as star, interviewer and mistress-of-ceremonies that is replacing the Garry Moore Show for a six-week spell.

High spot of last Tuesday's show, second telecast of the new series, was a monolog by Cliff Norton who would have convulsed this viewer if he'd been watching with a group in the evening but which seemed somehow out of place for solitary watching at 10:20 a.m. For the rest of the half-hour, Faye interviewed five teen-age youngsters from foreign lands, now living in New York because their fathers are working at U. N. headquarters there; Jack Haskell and Elene Woods, regular vocalists on the program, sang pleasantly in spite of an annoyingly over-cute presentation; Del Sharburt did much better by Best Foods mayonnaise than the commercial copy deserved. Copy was written in doggerel: sample rhyme: "potatoes" and "rates oh's."

Opinion, after one viewing: A basically enjoyable program with a few irksome flaws that should not be hard to eliminate. Suggestion: In the fall this could make a fine early evening series.

Production costs: Approximately $40,000 per week.

Sponsored on multiple sponsorship basis on CBS-TV, Mon.-Thurs., 10-10:30 a.m. and Fri., 10-11:30 a.m.

Star: Faye Emerson; vocalists: Jack Haskell and Elene Woods; announcer: Del Sharburt; orchestra: Bill Clamp.


THE CHEVY SHOW

THE MUSIC of Fred Waring and the Pennsylvanians has a characteristic heart appeal. The 40th anniversary show July 24, looking briefly backward but dwelling more in a timeless present, carried this emotional impact, temperate and well-mannered. The mood was broken only by a few minutes wasted in presenting an award for charity work to the maestro.

The joyful, singing show was a good blend of musicianship and showmanship. Dances and simple sets contributed to the visual effect, but the emphasis was always where it belonged—on orchestra and singers, who not only sang in chorus, but sometimes danced while doing it. Versatile solo singers often accompanied themselves.

Their program ranged from vintage songs by the old four- and 12-piece Waring bands to later standards popularized by glee club and orchestra on tour and on records. Mr. Waring's modest commentary between numbers sustained the rosy mood.

Production costs: Approximately $50,000.

Sponsored by Chevrolet Motor Div., General Motors Corp., through Campbell-Ewald, on NBC-TV, Tuesdays, July 24, 8-9 p.m. EDT.

Producer-director: Bill Habin; staged by: Ray Sax; writer: Jack Dolph; musical director: Jack Best; musical arrangements: Harry Simeone, Roy Ringwald, Livingston Gamhur and Howley Ades; settings: Burr Smith; costumes: Jerry Buxom. 

WDBJ-TV moves to TOP!

NOW ... 63-county total coverage!

WDBJ-TV goes to maximum power — 316,000 watts — about mid-August ... backed by a power-packed viewer promotion program throughout its coverage area of more than 2½ million population. All Western Virginia and portions of North Carolina and West Virginia are included in this rich market where retail sales total about 2 billion dollars annually.

Here’s the breakdown in population that will be reached by WDBJ-TV: grade A coverage, more than 862,000; grade B, nearly 700,000; 100 MV, over 1,045,000. Home city — Roanoke — is one of the 50 fastest growing cities of over 100,000 population in the U. S. The WDBJ call letters have been a familiar voice in the area for over 32 years.

For your copy of WDBJ-TV's county outline map with principal cities shown, write the Station directly or ask Peters, Griffin, Woodward.

WDBJ CBS television

Owned and Operated by TIMES-WORLD CORPORATION

PETERS, GRIFFIN, WOODWARD, INC., National Representatives
In Matters of TV... It's

PRESTIGE BEGINS AT HOME

When Burdine's, Miami's oldest department store, ran a huge, closed-circuit TV "Color Cavalcade", the television personalities were drawn exclusively from WTVJ, channel 4

FIRST IN TALENT

Ralph Renick
Jackie Pierce
Alec Gibson
Jim Dooley
Jack Cummins
Uncle Dan
Howard Brown
Helen Ruth
Lee Taylor
Alene Holdahl
Bonnie Gibson
Del Frank
Frank Wilcox
Alan Keys
Noah Tyler
Bob Weaver

Call your Peters, Griffin, Woodward Colonel for the complete WTVJ story.

CBS TELEVISION NETWORK

Basic Affiliate

WTVJ Channel 4
MIAMI
FIRST IN EXPERIENCED PERSONNEL

WTVJ's staff of 189 TV-trained personnel is the largest and most experienced of any station in the South. Twenty-nine engineers and twenty-two production personnel have a total of 268 years of experience with WTVJ Television.

FIRST IN FACILITIES

WTVJ's facilities are unequalled by any other South Florida Television Station.
- Full 100,000 watts power
- 15 studio and remote cameras
- 1,000 ft. tower
- Complete network and local facilities
- Award-winning merchandising department
- Three studios

WORLD'S LARGEST REMOTE UNIT

Designed and built by WTVJ's own staff of engineers, who have worked as a team for over 7 years.

...so, no wonder
WTVJ IS THE STATION THAT DOES SO MANY NETWORK ORIGINATIONS FROM FLORIDA.

FLORIDA'S FIRST TELEVISION STATION
Only

3

STATIONS

are POWERFUL enough and POPULAR enough to register audiences in radio surveys of

All Three Major Markets

of Southern California.

OF THIS TOP TRIO

KBIG is:

✓ First in San Diego
  (America’s 19th market)
✓ Second in San Bernar-
  dino
  (America’s 32nd market)
✓ Third in Los Angeles
  (America’s 3rd market)
✓ The only independent
✓ The least expensive
✓ The lowest cost-per-
  thousand listeners.

Any KBIG or Weed Account Executive would like to show you the documents.

IN THE continuing competitive scramble for radio-tv station supremacy in the nation’s second largest market, the role of a “trouble-shooting” executive is not one to be taken lightly, nor a responsibility to be envied.

C. W. Doebler has such a role as executive assistant to H. Leslie Atlass, CBS vice president in charge of the central division and general manager of WBKB-AM-TV Chicago. Mr. Doebler has primary responsibility for the day-to-day, operational mechanics of the network’s Chicago radio-tv operations. One of his present duties involves keeping an executive eye on the station’s “blue baby”—a set of blueprints of the reconstructed Chicago Arena into which all facilities, to be known as CBS-Chicago, eventually will be moved.

The realignment stemmed from FCC’s reallocation of ch. 4 in Chicago and ch. 2 in Milwaukee, CBS’ purchase of Balaban & Katz’ WBKB (TV) Chicago (now WBMM-TV), WBMM-TV’s channel dispute with Zenith Radio Corp. and the separation of CBS-Chicago’s major departments into radio and television.

Shortly thereafter, Mr. Doebler became executive assistant to Mr. Atlass. He has been billing the position with quiet, meticulous efficiency since early 1955, following two years as sales promotion manager of WBMM-AM-TV.

Soft-spoken in word and mild-mannered in approach, he belies the characteristics usually attached to a trouble-shooter in an organization generally conceded to be rather autonomous as network divisional operations go.

Carrington Wood Doebler was born in Kirkwood, Mo., Sept. 18, 1912. He moved around considerably in his youth, partly because of his mother’s health and climatic conditions.

He lived in Gallup, N. M., and in Lawton and Enid, Okla., before going to Texas where he attended Amarillo High School. Hard times struck the family and the youth, after completing his junior year, dropped out of school in 1929 because the Doebler’s couldn’t afford his books. He took a job as a receiving and shipping clerk at White & Kirk Dept. Store. Before long, Mr. Doebler became advertising manager, holding that position for 11 years.

He also freelanced on copy and layouts for the Amarillo Daily News and Globe, jointly-owned morning and afternoon newspapers.

Turning the ’40s, Mr. Doebler put this same promotional acumen to work for the Shreveport Times, whose salesmen were too burdened with many of their own accounts for such special promotions as “Dollar Day” and other events. Once again, he proved his mettle as a copy-layout expert and “idea” man. He later became advertising manager of one of Shreveport’s larger department stores, Scher Bros.

Mr. Doebler was persuaded to put his sales promotion talents to work in radio in 1943, joining the staffs of KWKH and KTBS Shreveport, where he organized the stations’ first sales promotion department. Before the division of ownership of KTBS and KWKH, Mr. Doebler moved to KMOX, the CBS-owned and operated station in St. Louis, as sales promotion manager.

After two years at KMOX, in March 1947, Mr. Doebler joined with Oliver Ford to form Ford & Doebler Adv. Agency in Shreveport, La., specializing in department store, oilfield equipment and other accounts. Before the agency folded in 1950, at least half of its clients, most of which previously had never maintained agencies, were using radio. Mr. Doebler then rejoined KMOX and two years later was transferred to WBBM sales promotion.

Reorganization of CBS Central Div. got underway in earnest after FCC’s approval of the merger of ABC with United Paramount Theatres Inc., the sale of the facilities of WBKB from UPT to CBS for $6 million and the Commission’s dismissal of Zenith Radio Corp.’s bid for ch. 2 (which it had used experimentally since 1939). WBBM-TV operation began officially on Feb. 10, 1953.

Shortly after these changes, Mr. Doebler was placed in charge of sales promotion for WBBM-AM-TV. When radio and tv were separated in line with CBS policy, separate departments were set up for sales promotion, public relations and publicity. In February 1955, Mr. Doebler was promoted to executive assistant, succeeding Newell T. Schwin. He hired Tom Dawson for tv and Al Greenberg for radio sales promotion.

The multi-million Chicago Arena project has proved to be a vast undertaking of problems not anticipated. “We found that allocations originally made for some departments were either over-adequate or inadequate,” says Mr. Doebler.

WBBM-TV began moving last March and “it’s possible we can be in overall basic operation there by the end of the year,” he adds.

With the move to these new facilities, “CBS-Chicago will continue to develop good shows for its advertisers with the purpose of originating more and more shows of network caliber,” Mr. Doebler said. In keeping with a gradual transition into color tv, technical provision has been made in the new CBS-Chicago facilities toward this eventual objective. “At any time there is sufficient demand for color television, we’ll be on the air with it,” he says.

Mr. Doebler is described by his associates as a likeable guy socially (they refer to him as “The Reverend”). His hobby is carpentry. He lives in Lombard, Ill., with his wife (the former Lucille Martin) and their five children, Ginny, Anne Marie, Glenn, John and Deborah, ranging in age from 2 to 15 years. He belongs to the Broadcast Adv. Club of Chicago.

BROADCASTING • TELECASTING
Still Growing in Sacramento!

KCRA-TV REACHES

43.1% OF AUDIENCE*

Noon to Midnight

STRONG LOCAL PROGRAMS give KCRA-TV more Noon to Midnight audience and Sacramento's three highest-rated local participating shows:

- WOMAN'S DAYTIME PARTICIPATING SHOW—"Valley Playhouse," 12.4 Average Rating; 74.4% Share of Audience; follows "Queen for A Day" daily with Warners Bros.-Columbia Screen Gems double feature.

- KID'S SHOW—CAPTAIN SACTO, 11.4 Average Rating; 44.6% Share of Audience; 6-7 P.M. daily

- LATE MOVIE—"THREE STAR THEATRE," 9.5 Average Rating; 59.4% Share of Audience; 11 P.M. Saturday and Sunday.

In addition, KCRA-TV has 58.8% Share of Audience, Noon to 6 P.M.—no other station heads KCRA-TV from Noon to 5 P.M.—and 39.4% Share of Audience from 6 P.M. to Signoff.

KCRA-TV and Fall Schedules get along beautifully together.

* Sacramento Television Audience
ARB: June 2-8, 1956

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE

Represented by
EDWARD PETRY & CO., INC.
There can be little argument that a representative's responsibility goes far beyond its primary role as a national sales agent. Today a representative must be program architect, promotion strategist, sales planning analyst and management consultant...in short a right and a left arm to the stations he represents.

Moreover those arms must have capable hands...men whose background gives them a solid grasp of research, intuitive program feeling and audience motivation.

In recent months, for example, the Research and Sales Development Department of the Paul H. Raymer Company has made a microscopic audience flow study of better than forty radio stations affiliated with a major network in an effort to find a skeleton key to the why, where, when and how those stations magnetize an audience...as well as the why, where, when and how they don't. That study revealed startling evidence of the peculiar inability of all such stations to beg, borrow or steal an audience whenever they relied on the most successful program formula in radio today—the popular music "disc jockey" show.

On the basis of that research, a major group of Raymer-represented stations have been given new insight into program and audience development...a master blueprint of the kind of program structure that will recruit and hold an audience they can serve and sell to national and local advertisers.

It's that kind of research, that kind of probing, that kind of ingenuity that radio demands today...and that stations have a right to expect from their representative.

PAUL H. RAYMER COMPANY, INC.

Exclusive National Representative Since 1932

NEW YORK • CHICAGO • LOS ANGELES

DALLAS • SAN FRANCISCO

DETROIT • ATLANTA
**WLBT**

*ARB 36-County Area Survey proves WLBT Mississippi’s most-preferred station – night or day! (June 7-13, 1956)*

**WLBT**

has

15 of top

20 night shows!

**WLBT** has 9 of top 10 day shows!

**WLBT** has 8 of top 10 film shows!

---

**TOP 20 EVENING SHOWS**

1. Truth or Consequences
2. 156,000 Questions
3. Cavalcade of Sports
4. Lux Video Theatre
5. I’ve Got a Secret
6. You Bet Your Life
7. Your Hit Parade
8. The Millionaire
9. Four Star Playhouse
10. 564,000 Challenge
11. This Is Your Life
12. I Love Lucy
13. Life of Riley
14. December Bride
15. Annie Oakley
16. Grand Ole Opry
17. Wednesday Night Fights
18. Ford Theatre
19. Fireside Theatre
20. Celebrity Playhouse

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**TOP 10 FILM SHOWS**

1. The Little Rascals
2. Looney Tunes
3. Annie Oakley
4. Grand Ole Opry
5. My Little Margie
6. Highway Patrol
7. Celebrity Playhouse
8. I Led Three Lives
9. Rodge 714
10. Dr. Hudson's Journal

* M-F shows, cumulative rating given

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**Film Maker**

OLD COWBOYS never die. They just ride away and sneak up on you from the other edge of the screen—sometimes with a guitar.

At least that's one way Al Gannaway likes to express the idea that "outdoor adventures" are always popular tv fare and equally effective as a sales vehicle for the sponsor's products.

With more Hollywood tv film producers turning to country and western themes for the next season, Mr. Gannaway is well prepared to sustain his quota. His start of the Grand Ole Opry, half-hour syndicated through Flamingo Films, is running in more than 100 markets. A newer half-hour series featuring many of the same stars, Country Show, is being used by Ballard flour and Pillsbury in 100 markets, too. Both are filmed in Nashville.

While filming theatrical western features at Kanab, Utah, Mr. Gannaway is shooting three pilots of a projected half-hour Carl Smith Show in tv. It's part of the Gannaway technique for getting the most economy into a tv package—using top technical crews to film TV during days when they are off production on the Gannaway movie schedule. He has two more syndicated TV western series in production at Kanab. One is titled The Sheriff and the second is Daniel Boone. Both are being shot in color.

---

**Audience**

**Point-of-Sales Merchandising in A&P, Jitney Jungle food stores P R O M O T I O N PLUS!**

N B C

**ch 3 Maximum Power**

for details call: Geo. P. Hollingbery

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Page 26 • July 30, 1956
FIRST ON THE SCENE!

WKMH
1310 ON YOUR DIAL

MOBILE BROADCASTING UNIT

...WITH 4 WKMH REPORTERS FOR On-the-Spot NEWS COVERAGE

WKMH's Mobile Broadcasting Unit is ready for round-the-clock coverage of news, anywhere, anytime! And, its 4 able reporters get the facts FIRST! No wonder Detroit's news-hungry listeners just naturally tune to WKMH for the latest, most accurate news every hour, on the hour!

Dick Buller

Mike Perrini

Bates Farrell

Frank Gael

WKMH Dearborn-Detroit

FRED A. KNORR, Pres.
JOHN CARROLL, Mg. Director
Represented by Headley-Reed

KNORR Broadcasting CORP.

Broadcasting • Telecasting
July 30, 1956 • Page 27
"ALL-IN-ONE" PROCESSING AMPLIFIER

SPACE SAVING EQUIPMENT

RCA LIVE COLOR CAMERA

All-electronic unit provides identical control equipment for both live and film camera chains.

Only 100 inches of rack space required for all equipments necessary to operate camera chain. With monitors and processing amplifier at the console, only \( \frac{3}{4} \) of a rack needed for efficient complete installation.

NEW POWER SUPPLY

CENTRALIZED CONTROLS

Occupies only \( \frac{1}{2} \) space of former d-c power supplies . . . high efficiency plus high output . . . 1500 ma.

Minimize setup time . . . only two controls in "on-air" operation. In addition, over-all stability, peak camera performance and picture quality are assured.
means business!

STATIONS NOW USING LIVE COLOR TO BUILD HIGH SPONSOR INTEREST

Equipped with RCA Live Color Camera Equipment, alert station managements are trail-blazing along the new frontiers of television...adding brilliant dimensions to programming techniques, transforming commercial products into thrilling reality. These progressive television stations are using local color originations to build prestige and stimulate sponsor interest.

LIVE COLOR STATIONS

KHQ, Spokane
WBAL, Baltimore
WJAC, Johnstown

KJEO, Fresno
WBEN, Buffalo
WKY, Okla. City

KMTV, Omaha
WBTV, Charlotte
WNBQ, Chicago

KOMO, Seattle
WCBS, New York
WOAI, San Antonio

KRCA, Los Angeles
WCCO, Minneapolis
WRCA, New York

KRON, San Francisco
WDSU, New Orleans
WSAZ, Huntington

KTLA, Los Angeles
WFBM, Indianapolis
WTMJ, Milwaukee

WBAP, Fort Worth
WGN, Chicago
WTVJ, Miami

Local studio originations, and live commercials in color are making sponsors sit up and take notice. Your station can spark the same type of advertiser interest in production of live color with RCA's color camera equipment! For complete technical information call your RCA Broadcast Sales Representative. In Canada write RCA VICTOR Company Limited, Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION OF AMERICA

BROADCAST AND TELEVISION EQUIPMENT CAMDEN, N.J.
KWKH reaps a big portion of the sugar-cane country in its 80-county daytime SAMS area—an area containing nearly 2 million people, and hundreds of towns, farms and villages like Sugartown (La.).

And in the sweetest market of all—Metropolitan Shreveport—March, 1956, Pulse figures show KWKH leading in 26 daytime quarter hours, against 21 quarter hours for all other stations combined! At night, KWKH leads in ALL 18 QUARTER HOURS!

KWKH delivers 22.3% more daytime homes than all the six other Shreveport stations combined! The Branham Company has the figures.
MERCHANDISING PRACTICES JEOPARDIZED BY FTC ACTION

- Commission calls in-store promotions ‘discriminatory’
- Nine manufacturers of grocery items face charges
- Also mentioned, but not charged: CBS, NBC and ABC
- Question: is there ‘hidden compensation’ in rate cards

THE federal government last week placed in jeopardy some of the merchandising practices used by hundreds of radio and television stations and networks.

Using a backdoor technique, the Federal Trade Commission on Wednesday filed complaints against nine major manufacturers of products sold in grocery stores—including paper, beer and cigarette items. The FTC charged that the firms violated the anti-discrimination provisions of the Robinson-Patman Act.

In effect the federal agency responsible for policing the nation's business claimed that firms paid retail grocery chains for in-store promotions of their products without making the same allowances available to all other customers proportionally.

They did this, the FTC alleged, by buying time at regular card rates on network-owned stations in New York and Chicago which included as a “special indorsement” in-store promotions for their products in chain outlets. These promotions, said the FTC came via an arrangement these chains had with the stations whereby the chains were traded spot announcements on the stations in return for permitting this kind of merchandising service.

The FTC alleged in essence that the advertisers were giving these chain outlets promotion allowances which they were not offering other retail customers.

Nine Defendants


Named, but not made defendants, were CBS, NBC and ABC. The FTC charged that the grocery chains (not identified) received free time from owned stations amounting to the following weekly:

CBS—$100 to the smallest chain to $4,700 to the largest chain; NBC—$100 to $6,600; ABC—$750 to $9,500.

In the aggregate, FTC said, these payments totaled more than $114 million.

CBS' merchandising program, begun in 1951, is called “Super Marketing”; NBC's, also started in 1951, is called “Chain Lightning,” and ABC's, begun in 1952 for tv, is called “Mass Marketing” and, in 1955 for radio, is called “Radiovertising.”

The FTC complaint implied that when the national advertiser bought time on the network stations, it was actually paying also for special in-store promotion of its products in the grocery chain outlets. It claimed that the time charges—although the regular card rates—contained “hidden” compensation for these promotions.

There was a strong implication, acknowledged by FTC sources, that the rate card charges might have been lower if the merchandising aids were not included.

One FTC official said that the FTC believes that the advertisers knew that the networks were giving free time to the grocery chains in order to have the right to use that chain's outlets for promotions. He continued:

"It makes no difference whether a company already planned to advertise or had bought other advertising not connected with the promotional allowance scheme. All the FTC must prove is that a grocery chain got free radio spot announcements for pushing a firm's merchandise, and that these free spots weren't available to all grocery stores on a proportionally equal basis."

ONLY THE FIRST

IN ANNOUNCING the issuance of FTC complaints against the nine grocery store suppliers, FTC Chairman John W. Gwynn noted that the practices complained of were widespread. He stated that similar actions are being contemplated against other manufacturers.

"The Robinson-Patman Act outlaws discriminatory allowances," Mr. Gwynn said, "and the use of third party intermediaries does not absolve the manufacturer of his duty under the law to refrain from giving such allowances."

The Robinson-Patman Act was passed in 1936 as an amendment to the Clayton antitrust legislation. It applies to companies and products in interstate commerce. Where a company engages in purely intrastate commerce, the Act's provisions would not apply.

An element of potential collusion was injected into the situation when an FTC source said that although it appeared that the networks developed the practices, there was no certainty that they did not establish the activity after talking it over with the big food companies. The FTC termed the networks “intermediaries” for the major producers.

According to the FTC, the promotional plans operate this way:

"The networks, serving as intermediaries, enter into agreements with grocery chains whereby for free radio or tv time, the chains agree to give in-store promotions to named products in their stores located in the area reached by the network station used; with this additional promotion as extra inducement, the networks then solicit from the named manufacturers to buy tv or radio time at regular rates."

How Much They Spent

The complaint listed the following amounts spent by the national advertisers in buying time on the network owned stations, including merchandising services: Coca-Cola Bottling Co. (New York), WCBS New York, from June 1, 1954, to Dec. 31, 1955, $177,817.

General Foods Corp., WABC-TV New York, from April 1953 to December 1953, $89,315.


The respondents were given 30 days to answer the complaints. Hearings before an FTC examiner were scheduled as follows:


It was understood the FTC complaint followed a two-year-long investigation of merchandising practices by networks and stations. The investigation was sparked by a complaint to the FTC.

Hundreds of television stations and more than 1,500 radio outlets engage in some form of merchandising as part of their normal operations. Although the plans have many variations, basically they work like this: A station makes an arrangement with a chain of retail outlets (food, drugs are mostly used) whereby a certain number of spot announcements are traded off to the chain in return for
permission to use the chain's outlets for the promotion of products advertised over the station. Generally these products must be carried for sale by the chain. The station then goes to a national manufacturer and sells him a program or a series of spot announcements at card rates including the promotion aids.

For example, WABC New York has such a tie-in with almost 1,400 stores in the New York area—over 600 A&P's, about 185 Bobacks, 150 Grand Unions, 115 Cricketes and others. To participate in the WCBS plan, an advertiser must have a $50 sales card on the line by March 30, or at least $1,500 net per week for 13 consecutive weeks, or not less than $19,500 during any period shorter than 13 weeks. During each 13-week period on the air, each such participating advertiser is entitled to one week's special display in all of the stores involved.

Some of these plans have been almost fabulously successful. It is reliably reported, for instance, that one New York station is completely sold out for the next 18 months on this type of merchandising plan. That is, an advertiser wanting to get into the plan today would have to wait until after March before he could actually begin his campaign on this station.

There was no official comment on the FTC's action from any of the networks or from Radio Advertising Bureau or TV Bureau of Advertising.

None of the CBS-owned television stations has a merchandising plan, it was understood. Some, but not all of CBS-owned radio stations do have. These are reported to be WEEI Bos-

## TELEVISION HOMES REACH 35 MILLION

Three out of four U. S. households now have tv, according to ARF study covering gains in nine months following survey completed in June 1955.

TELEVISION'S growth in nine months boosted it to a point where approximately three out of four households had television sets in February-March of this year, as compared to two out of three in June 1955. The total number of sets in U. S. households grew from 33 million to about 37 million in the same period.

This is the focal point of a report being published by the Advertising Research Foundation today (Monday). In round numbers, ARF's announcement states, "over 35 million, or 75%, of all households had television sets in February-March 1956, as compared with 32 million, or 67%, in June 1955."

The report, National Survey of Television Sets in U. S. Households—February-March 1956, is an accurate measurement of sets for which data was obtained as a supplement to, and in conjunction with, the U. S. Census Bureau's current population study. The first, released in August, detailed set ownership as of June 1955 [June, April 30].

ARF said the "increase of more than three million television households in less than a year is a continuation of the rapid growth since 1950, when there were just five million households had television sets."

The foundation also noted an increase in multiple-set television households. Among tv homes, about 48% had two or more sets in February-March, as compared to about 35% in June 1955. These figures, ARF noted, yield an average of 1.05 tv sets per tv household in February-March, as compared to 1.04 sets nine months earlier.

Officials noted that ARF plans to issue a county-by-county breakdown of tv penetration as of March 1956 sometime in the next two months. For this reason, the February-March report contains less geographic detail than the one for mid-1955. The forthcoming county-by-county calculations will be made by ARF on the basis of this and a new survey of the Census Bureau survey, plus the second Nielsen Coverage Service.

A third survey of television sets in U. S. households is scheduled for August of this year. ABC, CBS, NBC, NARTB and Television Bureau of Advertising underwrote the cost of obtaining the tv information and preparation of the report. The same group is underwriting the August study, also through ARF.

CAR RADIOS REACH 35 MILLION IN '55

Detailed study by Radio Advertising Bureau shows that 83% of all automobiles bought last year had sets.

HIGHLIGHTS of a detailed study of the nation's car-radio audience were revealed last week by Radio Advertising Bureau, which said the number of automobile radios in the U. S. reached a record 35 million in 1955.

The report shows that 83% of all automobiles bought last year were radio-equipped and that 64% of all U. S. families have at least one radio-equipped car. The 35 million total compares with 28.8 million reported by Alfred Politz Research in the Advertising Research Foundation study of May 1954.

"This is by far the most important and most complete study on the car radio audience to reach us yet," said RAB President Kevin B. Sweeney. "It further proves our contention that the car radio—all by itself—is rapidly becoming one of the most important advertising media in America."

Full details of the report, showing the extent to which car radios are in use during various periods of the day and night and how these car listeners boost the total radio audience into several million during virtually any quarter-hour of the broadcast day, will be sent to RAB members about mid-August.

Among the highlights released by Mr. Sweeney:

- A total of 55% of all families owning car radios listen at some time during an average weekday. Biggest number of these are the active-work audience of men during the morning hours.
- More than 75% of all car radio families can be reached by radio during any seven-day period. About 75% represents more than 23 million families.
- The full report also goes into detail on audience sizes during morning, afternoon, and evening time periods and gives breakdowns on the audience composition among men, women, teenagers, and children for specific periods.

It also shows a close relationship between tv families and car-radio families, officials reported.

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MASSIVE 5-YEAR SPOT DRIVE MAY COME FROM C&C DEALS

• Films-for-time trade could trigger Latex Corp. campaign
• To blanket nation with 10 daily tv spots, 7 days a week
• Involved: millions in broadcast time for 740 RKO films
• Advertiser feels push could triple sales in two years

SPECTACULAR plans for a multimillion-dollar, non-cancellable five-year tv spot campaign in the nation's top 100 markets were announced last week by International Latex Corp. of Pittsburgh, Pa. The campaign, to be launched as a 740-station summer broadcast drive to triple the company's sales in two years.

The project was worked out with President Matthew Fox of C&C Television Corp., which acquired the RKO Radio Pictures library of 740 feature films in a $152.2 million deal last December (BT, Jan. 2). And Latex authorities confirmed that it involves station time "bought" by C&C in selling the RKO package to stations. C&C authorities declined to discuss the Latex project "at this time." Nor would they reveal the number or identities of stations on which they have acquired time that would be available for re-sale (subject to station approval) to Latex or other advertisers. But there were indications that C&C was near the "break-even" point in recouping, through sales of the package to stations, its original investment in the films.

Mr. Fox could not be reached for comment, however, Latex announced that its arrangements called for an average of 10 television spot announcements a day, seven days a week and 52 weeks a year, in each of the nation's 100 major markets for a period of five years. In "selected" markets, the announcement added, radio also will be used, at a rate of five to 20 spot announcements a day.

A. N. Spanel, Latex board chairman, who announced the deal at a news luncheon in New York Wednesday, called it the most extensive schedule ever placed by any business organization. Just how big it is, in dollar terms, no one would say.

An explanatory line on some pictures released with the announcement, however, said the pictures were taken from commercials in Latex's "$100 million spot commercial series," a key official of the company said afterward that he was confident this figure resulted from a "mixup" and should have been deleted. Another referred to it as a $25 million project.

Latex officials also maintained that it was a straight money deal with C&C, involving neither exchanges of stock nor interests in the RKO pictures themselves. There were reports that Mr. Fox was an important stockholder of Latex Corp. Queries at C&C were answered with "no comment," but Latex authorities denied that Mr. Fox had any ownership interest in their company; that Latex owned any part of C&C, or that there was any interlocking association of any kind between the two companies.

Latex Corp., they pointed out, is publicly owned, being a wholly owned subsidiary of Stanley Warner Corp.

Mr. Spanel said the campaign will begin Aug. 1 in a number of markets representing more than 50% of the tv homes in the U.S.; that within 90 days Latex expects to increase the number of stations to represent a total of 75-80% of the nation's sets, and by the first of the year to boost this to markets representing 85-90% of U.S. tv homes.

Although neither C&C nor Latex would release a list of stations on which the commercials would be placed, individual sales of the RKO package—in which C&C simultaneously agreed to buy considerable station time over a long period—have been reported from time to time by stations involved.

Triangle Publications' WFIL-TV Philadelphia, WNBV-TV Binghamton, N. Y., and WFBB-TV Altoona, Pa., for example, acquired unlimited rights to the 740-film library for 10 years for a total of $2,273,000 in cash to be paid on a month-to-month basis over a period of five years, with C&C at the same time agreeing to buy, over the same five-year period, $1 million in advertising on the stations, to be paid in cash at card rates (BT, May 7).

Similarly, Westinghouse Broadcasting Co. acquired RKO film rights for its stations—

![First You See Her, Then . . .](image)

U.S. TELEVIEWERS will be seeing a lot of this and other Playtex commercials if the multimillion dollar films-for-time deal goes through. They feature the so-called "ectoplasm" technique—first the girl is shown on the beach in normal attire, then she vanishes and the girdle carries on alone.

KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX (TV) San Francisco, WBZ-TV Boston—while at the same time signing C&C for an undisclosed number of spot announcements on the stations. Both Triangle and Westinghouse reserved the right to approve the products and/or services to be advertised in the time thus bought by C&C.

Latex's Playtex products—including baby pants, girdles, brassieres, and household gloves—and Isodine antiseptic and other pharmaceuticals being developed by the Latex company, will be promoted on the commercials. Spokesmen said the commercials would be 60-seconds in length, for the most part, with some of 20-seconds duration.

The commercials are being produced—at least thus far—by the Latex company itself, rather than by its agencies (Foote, Cone & Belding and Reach, Yates & Mattoon, both New York). They are being produced under the direction of Don McClure, well-known broadcasting and film figure who joined Latex several months ago as director of films.

Another widely known tv-radio and film executive, Edward D. Madden, former NBC vice president and more recently associated with Mr. Fox in Motion Pictures for Television, also is now associated with Latex. He is a vice president and is in charge of radio, tv and market operations.

Mr. Spanel made plain that Latex is relying on television, with an assist from radio, to accomplish the company's announced expectation of increasing sales from today's annual volume of $40 million to a $120 million annual volume within two years. He said the Playtex products are already the soft goods industry's heaviest advertiser in print media and that these expenditures—understood to amount to about $4 million a year—would be continued.

But he gave no indication that print expenditures would be increased.

It will be Latex's first "massive" use of television, Mr. Spanel noted. He said the company spent $1 million in tv during a 12-month period in 1950-51 and boosted its girdle sales from $10 million a year to $15 million.

Then, he said, he wanted "saturation" television but could not find what he wanted. Leaving at least some of his audience with the impression that he partly if not wholly inspired the activity which resulted in C&C's acquisition of the RKO package from General Teleradio, Mr. Spanel said he discussed his television "needs" with Mr. Fox, whom he described as a friend, as long ago as January 1954. What he needed, he said, was 10 spots a day in many markets.

He said Mr. Fox told him such a thing would not be impossible if a major library were avail-
**LIPSTICK MANUFACTURERS NOW READYING EXPANDED SCHEDULES FOR TV THIS FALL**

Heavy use of both spot and network television to be used by six leading cosmetic manufacturers: Revlon, Hazel Bishop, Avon, Coty, Max Factor, and Helena Rubinstein during coming season.

Six leading cosmetic manufacturers, together accounting for more than 75% of all lipstick sales in America, are readying for their lipstick expanded fall schedules which will include heavy use of spot and network television, according to a special survey made last week by B\*T.

The six advertisers are Revlon, Hazel Bishop, Avon, Coty, Max Factor, and Helena Rubinstein.

Revlon Products Inc., New York, whose shares in the cosmetics field are second only to Avon, 1954's lipstick sales has risen from 15 to 28%—with full credit for the leap frankly attributed to television by company spokesmen—is looking for an additional half-hour of network time on which to place its new campaigns. The agency is Happiness, Inc., New York, and the agency is agency.

Hazel Bishop Inc. is actively looking for another two shows and time period, Raymond Spector, president of the agency for Hazel Bishop, told B\*T. One order has been placed by the agency, reportedly with NBC-TV for Tuesday, 8:30-9 p.m., but acceptance by both network and advertiser will depend on the choice of program to be placed in that time period. Meanwhile Hazel Bishop is participating in sponsoring two evening shows, Artie Morrisey on CBS-TV and This Is Show Business on NBC-TV, and two daytime programs, Great American Beauty Queen and Bob Crosby, both on CBS-TV. Hazel Bishop's sales dropped from 28% to 24%. Hazel Bishop is also participating on Monitor on NBC Radio.

Avon Products Inc., a firm that relies exclusively on house-to-house selling of its product to sustain its third-ranking place in the lipstick derby, used television for the first time two years ago in three major cities as a test. The test proved so successful that last year the advertiser increased the spot coverage to seven major cities. Once again, the pattern of sales as a result of using television was so great that the company decided to use television this fall. Avon now accounts for about 14% of the lipstick market. Details and recommendations for its tv schedule are now being worked out by the company's advertising agency, Monroe F. Dreher, New York. September will probably be the starting date with Avon products expected to approve the recommendations by mid-August.

Coty Inc., through its agency, Franklin Bruck Inc., has decided to continue its fall plan and add an increase in television spot budget expected.

Coty lipstick sales jumped from 3 1/4% to 8%. The firm used an extensive spot schedule last year in about 70 markets. Specific details for fall are expected to be ready by late August.

Max Factor & Co., Hollywood, through Doyle Dane Bernbach, New York, recently [BUSINESS BRIEFLY, July 16] started participation on Tonight on NBC-TV and Famous Film Festival on ABC-TV for its Hi-Fi lipstick. In addition, the firm will continue its television spot schedule of minutes and station breaks in 83 markets, an increase is understood to account for 1 1/4% of lipstick sales.

Helena Rubinstein Inc., which has used a very limited television spot campaign in the past, is expected to use more this fall. But no advertising plans will be set until the return of Miss Rubinstein from a European trip the second week in September. The Rubinstein lipstick has about 1% of market, it is understood. Ogilvy, Benson & Mather, New York, is agency.

**Westinghouse Electric Corp. Recouping Losses from Strike**

AN intensive advertising campaign and a heavy backlog in consumer as well as industrial orders put Westinghouse Electric Corp. back in the black column for the second quarter following settlement of its five-month strike earlier this year.

In a report issued last week, Westinghouse Chairman and President Gwilym A. Price announced that the firm's second quarter net income was $6,862,000, equal to 38 cents a common share. Losses accountable at the end of the first quarter came to $18,575,000, equal to $1.14 a common share, Mr. Price recalled, saying that a disproportionate level of operations (production in "great excess" of actual sales) throughout April, May and June, narrowed the gap and replenished the pipelines to Westinghouse distributors. Net sales for the second quarter of $380,731,000 lagged only $7,527,000 behind those of 1955's second quarter.

The backlog of orders for industrial equipment is too high, Mr. Price told board members, that sales "soon" may be expected to surpass last year's.

Shortly after settlement of the 40-plant strike March 20, Westinghouse, through its two agencies, Ketchum, MacLeod & Grove, and Bob Moore Show and Bob Crosby, both on CBS-TV, Hazel Bishop's sales dropped from 28% to 24%. Hazel Bishop is also participating on Monitor on NBC Radio.

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**Hinkle Tentative Replacement For Mullen at Miller Brewing**

EDGAR E. HINKLE, branch office manager with Mathisson & Assoc., has been appointed to direct advertising of Miller Brewing Co. on a tentative basis following the resignation of Vernon S. Mullen Jr. from the post with Miller in Milwaukee (B\*T, July 23).

Mr. Hinkle has been resident manager of the New York office of Mathisson, which handles the Miller account, for the past four years. A permanent successor to Mr. Mullen will be chosen at a later date.

Mr. Mullen resigned after more than six years as Miller advertising manager. He has not yet announced his future plans.

During Mr. Mullen's tenure, Miller Brewing Co. was credited with a substantial rise among national breweries in sales volume and an acceleration of broadcasting activity.

**P. Lorillard Co. Elects Lewis Gruber President**

LEWIS GRUBER, vice president and director of sales, P. Lorillard Co., New York, has been elected president of the tobacco firm, succeeding William J. Halley, who resigned to become chairman of the finance committee. Both changes are effective Aug. 1. Mr. Gruber joined P. Lorillard in 1923 as a retail salesman. In 1946 he became sales manager and member of the board of directors. In 1947, he was named general sales manager, and in 1952, vice president and director of sales.

Mr. Gruber was division manager for the Manhattan area in 1925 and became headquar-
announced last week it will be Admiral's "most comprehensive advertising campaign in recent years." Admiral's $2.5 million purchase of particip-
tions on NBC-TV's Today and Tonight and other spots on ABC Radio's Breakfast Club over a 52-week spread will be focal part of the campaign [B/T, July 2].

In addition to radio and tv, newspaper ads, posters and Sunday supplements will be utilized to push the color and portable tv themes. Ad-

imal's ad format in newspaper pages will be built up. Local managers of the nation's second largest theatre chain to visit newspaper publishers and editors and ac-

quaint them with the trend, which he said is hurting both newspapers and movies. He em-

phasized that radio-tv get free directory listings while theatres must pay premium rates for them.

"Much to our amazement," Mr. Rhoden said, "our research papers are building up their biggest competitor for the advertising dollar—television and radio—with publicity running two-to-one for paid advertising. At the

same time, motion pictures, using five times as much advertising space as television and radio, received publicity and news on a ratio of 50% to advertising." He added figures for radio-tv publicity do not include space news-

gapers give to logs, except in two cities. If logs were included, ratio of free space for tv

would be even greater. In San Francisco, in-

clusion of free radio-tv logs raises publicity to three and one-half times that of paid advertising.

Mr. Rhoden said papers give free log space to radio-tv while theatres must pay higher than commercial rates for movie listing. "This disproportionate relationship between publicity and advertising is neither good business nor

journalism," he said. "We were astonished when Div. Manager Robert Selig initiated this survey in Denver to find out how much space was being given to tv and radio in relation to the movies. But Denver was not unique. The same conditions were found to prevail in other areas."

In Los Angeles and Milwaukee the survey was conducted for seven days in late April-

early May. Other cities besides Denver included San Francisco, Oakland, Seattle and Kansas City. Major dailies in each were checked.

Toigo Heads Stassen Study

ADOLPH J. TOIGO, president of Lennen &

Newell, New York agency, has been named a member of a group aiding Harold E. Stassen in a project to survey national political strength of Vice President Richard E. Nixon and Gov.

Christian C. Herter of Massachusetts. Mr. Toigo will directly supervise the project, according to Mr. Stassen. A professional polling organization will do the field work. Mr. Stassen, an assistant to President Eisenhower for disarmament, cre-

ated national excitement last week by proposing that Gov. Herter replace Mr. Nixon on the Republican ticket.

Free Radio-Television Space

In Newspapers Decreed

THE NATION'S newspapers are committing "journalistic suicide" by devoting excessive free space to radio-television while movies are buying far more space, Elmer C. Rhoden, president of National Theatres, has charged in Hollywood in releasing results of a survey of 16 metropolitan

tapaper newspapers. He called upon local managers of the nation's second largest theatre chain to visit newspaper publishers and editors and ac-

quaint them with the trend, which he said is hurting both newspapers and movies. He em-

phasized that radio-tv get free directory listings while theatres must pay premium rates for them.

PROGRAM INFLUENCE ON BUYERS SURVEYED

Study made for ABC by Ad-

vertist Inc. called "one of most comprehensive ever under-

taken," attempts to show ext-

tent viewers actually use prod-

ucts of the show's sponsor.

NEW research undertaking to determine the extent to which a program's viewers actually use the products of the program's sponsor—

and whether lightly or heavily, and to what extent as compared to competing products—

is being unveiled today (Mon.) by ABC.

The study, made for ABC by Advertist Inc., at a cost described as "well into five figures," was said by ABC research officials to be "one of the most comprehensive ever undertaken to evaluate the influence of programs on product purchases."

It covers such factors as light and heavy usage of products, brand loyalty and switching, viewing and listening habits, program selection and frequency of viewing, and the influence of children on family purchasing habits. In all, 13 product categories were studied and 50 dif-

ferent tv programs—25 daytime and 25 night-

time—were evaluated.

The data being revealed today deals with cake mixes. ABC emphasized that the data shows that ABC-TV's Mickey Mouse Club—

on which Betty Crocker cake mix is advertised—

is the only cake mix program whose audience gives Betty Crocker an advantage over Pills-

bury in sales. It also points up the effectiveness of children's programs in selling adult-pur-

chased products, ABC noted.

Among 3,015 housewives interviewed, 59% were found to use cake mixes of these, half spend over $1 a month on cake mixes and were classified as "heavy" users; the other half were "light" users. Pillsbury and Betty Crocker were found to be the brands used "most often,"

named respectively by 37% and 36% of the users.

Among all tv homes, 24% reported "regu-

lar" use of Pillsbury as against 22% for Betty Crocker. Even among audiences of programs on which Betty Crocker is advertised, the re-

port showed, Pillsbury still is used by more people than is Betty Crocker—except, ABC stressed, Mickey Mouse Club. Among homes in Mouse Club territory, 25% use Betty Crocker, one of the sponsors of the show, as against 26% for Pillsbury. (Among non-view-

ers of Mouse Club, the usage was 22% for Pillsbury and perhaps 19% for Crocker, the other sponsor.)

Another exception: The Saturday Lone Ranger program on CBS-TV, whose audience was divided equally between Betty Crocker and Pillsbury.

Donald W. Coyle, ABC-TV director of re-

search and sales development, took the pres-

centation to Chicago last week for showing to advertisers and agencies there. Mickey Mouse Club, an hour-long Monday through Friday program, is currently running at more than half sold out for fall, officials said.

For the 1956-57 season, ABC reported, Pills-

bury will be among the sponsors. General Manager of Betty Crocker, manufacturer, announced sponsorship of four-quarter-hours weekly.

Mr. Coyle emphasized that while "the tre-

mendous values of this program, in terms of circulation, are well known," the Advertist survey "proves that along with this great cir-

ulation comes tremendous sales effectiveness, and impact on the housewife as well as on the child."

Tabulations of many phases of the study are

still in progress. Product categories studies in addition to cake mixes are dessert mixes, cold cereals, dog food, candy bars, baked beans, face soap, evaporated milk, floor wax, frank-

furters, salt, scouring pads, and toothpaste.

The survey was conducted in Boston, Phila-

delphia, Detroit, Kansas City, Dallas-Ft. Worth and San Francisco.

Reassignments Announced

For Geoffrey Wade Adv.

TWO key appointments, involving the Mills Labs account and a switch of New York and Hollywood executives, were announced last week by Geoffrey Wade Adv., Chicago.

Robert E. Dwyer, executive vice president and manager of Wade Adv. Agency, Holly-

wood, transfers to the parent Geoffrey Wade Adv. in Chicago as senior account executive on the Mills account. Forren Owen Jr., manager of Geoffrey Wade Adv.'s New York office, succeeds Mr. Dwyer in Hollywood as vice president and general manager. Mr. Owen's suc-

cessor will be announced at a later date.

Mr. Dwyer has headed Wade's West Coast op-

erations for the past 15 years and will concen-

trate on the Mills account, which has been handled heretofore by Albert G. Wade II, presi-

dent of the Wade agencies in Chicago, and Hollywood. Since he headed Wade operations in Hollywood in 1941, Mr. Dwyer has worked on many accounts, including 15 national and regional advertisers. Before assuming manage-

ment of Wade's New York office, Mr. Owen was radio-tv director for Wade agency opera-

tions on the West Coast.

Miles reportedly spends between $8 and $10 million on overall advertising annually, with perhaps 75% of expenditures allocated to broadcast media, according to estimates.
Cox & Grace Agency Formed

THE FORMATION of Cox & Grace Inc., advertising counsel, with offices at 3037 Book Tower, Detroit, was announced last week by Florence E. Cox and Louise C. Grace. The firm will conduct a general advertising agency with emphasis on research, public relations and special merchandising promotions.

Louise Grace formerly was director of research and media for the Detroit office of Grant Adv. Florence Cox has been engaged in a regional agency business for a number of years as partner in Cox & Dunbargar and more recently in Cox Adv. Agency.

Grey Opens on West Coast

THE OPENING of Grey Adv.'s new west coast office—their first regional office—at 1750 N. Vine St., Hollywood, is being announced today (Monday) by President Arthur C. Fatt. Grey has been located solely in New York for more than 35 years. Named as vice president and head of the new west coast operations was Robert D. Wolfe, former vice president in charge of Kenyon & Eckhardt's Hollywood office.

Lee Joins Paris & Peart

KENNETH E. LEE, president of Lee&Bros Adv., N. Y., last week announced that he was closing his agency and its principal account, Remington-Rand Div., Sperry-Rand Corp., to Paris & Peart, N. Y., as senior account executive. The move becomes effective Wednesday. Leefoehad advertising for the Remington-Rand electric shaver with Young & Rubicam, the latter handling the tv portion only.

NETWORK NEW BUSINESS

John H. Breck Inc. (hair and scalp preparations), Springfield, Mass., through H. B. Humphrey, Alloy & Richards, Boston, has placed $150,000 gross billing order for 13 participations in NBC-TV's Matinee Theatre (Mon.-Fri., 3-4 p.m. EDT). Contract, which started July 20, calls for participations every Friday for 13 weeks over 143 NBC-TV affiliates.

Bojroits Inc., N. Y., for its Evening in Paris perfume has doubled television advertising budget for 1956 as result of last year's participation in Home and Tonight on NBC-TV. Expanded Christmas campaign for Evening in Paris will add sponsor participation on Today please, which stars Home, on 96 stations, running Nov. 27-Dec. 14. Agency is Lawrence C. Gum- binner, N. Y.

AGENCY APPOINTMENTS

Colgate-Palmolive Co., N. Y., to John W. Shaw Adv., Chicago, for all Colgate shaving products.


Miron Woolen Mills, Clinton, Mass., appoints Leber & Katz, N. Y.


Edward Petry & Co., N. Y., station representative firm, names Wesley Assoc., N. Y.

Walter H. Johnson Candy Co. (Power House candy bars), Chicago, with more than $1 million in billing, appoints Hicks & Greist, N. Y., for all advertising. Account will use 60 and 20-second tv animated commercials in Los Angeles and Indianapolis, starting late in August as test. Expansion is expected shortly.

ARLENE FRANCIS, editor-in-chief of Home (NBC-TV), in which Toastmaster is to buy participations, demonstrates the company's new steam iron to W. E. O'Brien (1), Toastmaster vice president, and Frederick J. Wachtler, general manager of Erwin, Wasey & Co., the company's ad agency. Miss Francis appeared in person on a closed-circuit color tv program broadcast by the appliance company to distributors in 21 cities from coast to coast. The company also will participate in Today and Tonight on NBC-TV.

Stokely-Van Camp, Indianapolis, to Lennen & Newell, N. Y.

Lever Brothers Co., N. Y., transferring its Spry and Instant Spry products from Foote, Cone & Belding to Kenyon & Eckhardt, both N. Y., effective immediately. Advertising budget for Spry is approximately $750,000. Foote, Cone & Belding continues to handle other Lever products.

A&A SHORTS

U. S. Borax & Chemical Corp., N. Y., has been formed with merger of U. S. Potash Co. and Pacific Coast Borax Co., with executive headquarters in New York, and administrative offices in Los Angeles. Four operating divisions, one of which will deal directly with consumer advertising, were set up. Aside from Pacific Coast Borax Co. Div. (industrial borax manufacturing), U. S. Potash Co. Div. (industrial potash manufacturing), and Research Div., US&B&C will maintain 20 Mule Team Products Div., which will handle sales and advertising of household products. McCann-Erickson, N. Y., will continue to service company.

The Edwards Agency, L. A., has bought Nine Fifteen N. La Cleenga Corp., and will move to that address Sept. 1.

Hoggan & Hall Adv., Salt Lake City, moved to 116 S. Fifth East.


SPOT NEW BUSINESS

Brading Breweries Ltd., Toronto, Ont. (beer), in September starts Rosemary Clooney Show weekly on WGR-TV Buffalo, WWJ-TV Detroit, and WCNY-TV Carthage, N. Y. Agency is F. H. Hayhurst & Co., Toronto.

A&A PEOPLE

Herman C. Nolen, executive vice president in charge of wholesale drug department, McKen- son & Robbins, N. Y., elected president, succeeding George Van Gorder, chairman of board and chief executive officer.

J. Lewis Ames, vice president and secretary, Ruthrauff & Ryan, N. Y., and J. E. Fleisch, vice president and account supervisor, Chicago office, elected directors of agency.

George B. Anderson, head of radio-tv department, Chicago office of Ruthrauff & Ryan Inc., elected vice president. Also elected to vice presidencies: Gerald V. Kelleher and Ray A. Washburn, account executives.

M. C. Patterson, vice president in charge of manufacturing operations, Dodge Div. of Chrysler Corp., Detroit, named president of Dodge, succeeding William C. Newberg, as signed as group vice president-automotive of Chrysler Corp.

William M. Nevin, director, market development department, Compton Adv., N. Y., named vice president. Mr. Nevin has been with agency since January 1955. Wilson A. Shelton, vice president and creative director, The Blom Co., N. Y., to Compton Adv., N. Y., as vice president and assistant creative director.

Alfred R. Tennyson, director, commercial productions department, Kenyon & Eckhardt, N. Y., elected vice president of agency. Roger F. Moran, creative director, North Adv., Chi- cago, to creative staff of K&E, Chicago.


Robert W. Wright, eastern divisional sales manager, Durkee Famous Foods, to Habitant Soup Co., Manchester, N. H., as general sales manager, with office in Boston.


K. C. Jones, associated with sales and public relations work at United Airlines Inc., Chicago, for nearly 20 years, promoted to public relations director, new UA post.

E. W. B. Lewis, staff assistant in treasury department of Westinghouse Electric Interna- tional Co., N. Y., elected treasurer, and J. P. Boyer, with Westinghouse International since 1944 in various accounting capacities, named auditor.

Harty Hoff promoted from Chicago sales division to assistant advertising director, Wilson Sporting Goods Co., same city.

Carroll O'Meara, freelance tv writer and advertiser consultant, to C. J. LaRocque & Co., N. Y., as director of tv commercials. He formerly was with Young & Rubicam, L. A., and NBC-TV on West Coast.

Lee Carran, executive producer, KGMV-TV Honolulu, Hawaii, to Van der Boom, Hunt, McNaughton Inc. as director of radio-tv department.

James Butz promoted to assistant director of advertising, sales promotion and public relations, and Dona Young to public relations manager at Wilson & Co., Chicago meat packer.

BROADCASTING • TELECASTING
A QUARTER will go a long way these days on WHO Radio!

Take 12 noon to 1 p.m. as an example . . .

When you consider that a shoe shine plus tip now costs you a quarter almost anywhere, twenty-five cents invested in radio is a tremendous value—especially on WHO Radio!

Let's look at the record . . .

On WHO Radio, a 1-minute spot between 12 noon and 1 p.m. will deliver a minimum of 100,058 actual listening homes, in Iowa alone!

That's at least 405 homes for a quarter, or 1000 homes for $.62—ALL LISTENING TO WHO!

That's the measured minimum. Over and above this proven audience, 50,000-watt WHO delivers thousands of additional listeners via Iowa's half million extra home sets and half million car radios—plus a vast bonus audience in "Iowa Plus"!

Your PGW Colonel will be glad to tell you the whole story on WHO Radio.

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

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

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

Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives
Louisville’s
BEST KNOWN FIGURE

Since January 1, this little fellow has been seen by more individuals than any other man, woman, child... creature or character... live or animated... in the Louisville market.

The Channel 11 figure of WHAS-TV is seen on every station identification and promotion slide, every poster and printed piece, every mailing and display.

At a glance he means WHAS-TV, the dependable friend of Kentuckians and Hoosiers... the selling friend of local and national advertisers.

He should remind you that for individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, Director
NEIL CLINE, Station Mgr.
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

BASIC CBS-TV Network
ABC DRAFTS PLAN FOR EQUALIZING TV FACILITIES IN TOP 200 MARKETS

Proposal, sent both to Senate Commerce Committee and to FCC, would equalize facilities' allocations, network contends. Included: reducing mileage separations to squeeze in v's, power reductions, directional antennas and move of some existing stations.

NEW PLAN to equalize tv facilities in the top 200 markets was submitted to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and to the FCC last week by ABC President Robert E. Kintner.

Key to the plan (detailed below) is ABC's request that stations on the same channel be relaxed in order to squeeze in more uhf assignments. ABC recommended a minimum of 150 miles separation between vhf co-channel stations (compared to 170 mile minimum in Zone 1 under present rules). Coupled with mileage separation reductions are recommendations that FCC permit also reductions in power and di-
rectional antennas to permit vhf assignments as well as to move some of the existing stations.

If adopted, the ABC president said, would place the following distribution in the top 100 markets: 5 cities with four or more tv services; 25 with three vhf, 23 all uhf, one with two vhf and one with one vhf. In the second 100 markets, the plan would permit 17 cities to have four or more vhf facilities, 49 with three vhf, 29 all uhf, two with two vhf and three with one vhf.

Among the all-uhf cities proposed by ABC are the following which at present have a vhf channel assigned: Hawaii—New Britain, New Haven-Waterbury, both Conn.; Fresno, Calif.; Utica-Rome, N. Y.; Peoria, Ill.; Erie, Pa.; Lancaster, Pa.; Madison, Wis.; Evansville, Ind.; Springfield, Ill.; Columbus, Ga.; Campagni-Urban, Ill.; Elmira, N. Y.; and St. Joseph, Mo.

The FCC has already instituted deintermix-
ture proceedings in Hartford, Fresno, Peoria, Madison, Evansville, Springfield and Elmira. This was part of its allocations report June 26 [BWT, July 2].

In its petition to the FCC to reconsider its June 26 report and order, ABC strongly urged that these additional deintermixure moves be made so that facilities in major markets would be equal. It said that in only 15 instances would mileage reductions be necessary to assure at least three competitive services in each of the first 100 markets.

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Present Commercial Vhf</th>
<th>Proposed Commercial Vhf</th>
<th>Remarks</th>
<th>Total Commercial Vhf</th>
<th>Resulting</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New York (Newark)</td>
<td>2, 4, 5, 7</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Chicago</td>
<td>2, 4, 5, 9</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Los Angeles</td>
<td>2, 5, 6, 8</td>
<td>same</td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td>Philadelphia-Wilmington</td>
<td>3, 5, 10, 12</td>
<td>same</td>
<td></td>
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<td></td>
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<td>5</td>
<td>Detroit-Windsor</td>
<td>4, 6, 7, 9</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Boston</td>
<td>4, 6, 7, 11</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>San Francisco-San Jose</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Pittsburgh (Pitts)</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Washington</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>10</td>
<td>Cleveland</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>11</td>
<td>St. Louis</td>
<td>4, 6, 7, 13</td>
<td>same</td>
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<td>12</td>
<td>Minneapolis-St. Paul</td>
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<td>13</td>
<td>Baltimore</td>
<td>4, 6, 7, 13</td>
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<td></td>
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<td>14</td>
<td>Buffalo</td>
<td>4, 6, 7, 13</td>
<td>same</td>
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<td>15</td>
<td>Kansas City</td>
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<td></td>
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<tr>
<td>16</td>
<td>Houston-Gaithes</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
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<tr>
<td>17</td>
<td>Milwaukee (White Fish Bay)</td>
<td>4, 6, 7, 13</td>
<td>same</td>
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<tr>
<td>18</td>
<td>Cincinnati</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
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<td>19</td>
<td>Dallas-Fort Worth</td>
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<td>20</td>
<td>Portland</td>
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<td></td>
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<tr>
<td>21</td>
<td>Seattle-Tacoma</td>
<td>4, 6, 7, 13</td>
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<td></td>
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<td>22</td>
<td>Miami</td>
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<td></td>
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<td>23</td>
<td>Atlanta</td>
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<td>24</td>
<td>Denver</td>
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<td>same</td>
<td></td>
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<td>25</td>
<td>Indianapolis-Bloomington</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>26</td>
<td>San Diego-Tijuana</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
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<td></td>
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<tr>
<td>27</td>
<td>Hartford-New London</td>
<td>4, 6, 7, 13</td>
<td>same</td>
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<tr>
<td>28</td>
<td>New Orleans</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
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</tr>
<tr>
<td>29</td>
<td>Providence-Fall River</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>30</td>
<td>Albany-Schenectady-Troy</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Bridgeport-Stamford-Norwalk</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>Louisville</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
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<tr>
<td>33</td>
<td>New Haven-Waterbury</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>34</td>
<td>Columbus</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>35</td>
<td>San Bernardino-Riverside</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>36</td>
<td>Rochester</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37</td>
<td>Memphis</td>
<td>4, 6, 7, 13</td>
<td>same</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Nobodys listening but people — all of them steady eaters!

What a time to talk about food...while 4,115,000 people a minute are listening attentively to daytime CBS Radio.

Mostly they're homemakers, too busy for other advertising media. They're listening to 11 serial dramas on CBS Radio, starting at 12:00 noon, cnyt, Monday through Friday.

In one week, these programs reach 20,548,000 different people.
this is the right time to buy...

THE CBS RADIO NETWORK

From left to right:
12:00 N. WENDY WARREN & THE NEWS
12:15 PM BACKSTAGE WIFE
12:30 PM ROMANCE OF HELEN TRENT
12:45 PM OUR GAL SUNDAY
1:00 PM ROAD OF LIFE
1:15 PM AUNT JENNY
1:30 PM YOUNG DR. MALONE
1:45 PM GUIDING LIGHT
2:05 PM RIGHT TO HAPPINESS
2:15 PM SECOND MRS. BURTON
2:30 PM THIS IS NORA DRAKE
<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Present Commercial Vhf</th>
<th>Proposed Commercial Vhf</th>
<th>Total Commercial Vhf</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>W. Palm Beach.</td>
<td>5, 12</td>
<td>same</td>
<td>2</td>
<td>Miami provides 4 or more services (ch. 4, 6, 7, all 10). See Market 22.</td>
</tr>
<tr>
<td>2</td>
<td>Ft. Lauderdale-Miami, Fl.</td>
<td>4, 6, 7</td>
<td>all</td>
<td>10</td>
<td>or all 10.</td>
</tr>
<tr>
<td>3</td>
<td>Saginaw-Bay City-Flint, Mich.</td>
<td>5, 12</td>
<td>all</td>
<td>12</td>
<td>Receives service from Bay City (ch. 5) and from Flint ch. 10 and 12. See Market 87.</td>
</tr>
<tr>
<td>4</td>
<td>Lorain-Elyria, Ohio</td>
<td>7</td>
<td>none</td>
<td>13</td>
<td>Move ch. 2 to St. Louis and Ex parte Haute. See Market 11.</td>
</tr>
<tr>
<td>5</td>
<td>Springfield, Ill.</td>
<td>2</td>
<td>none</td>
<td>13</td>
<td>Boston (ch. 4).</td>
</tr>
<tr>
<td>6</td>
<td>Manchester-Boston, Mass.</td>
<td>4, 5, 7</td>
<td>none</td>
<td>9</td>
<td>All provides services.</td>
</tr>
<tr>
<td>7</td>
<td>Lubbock, Tex.</td>
<td>5, 11, 13</td>
<td>same</td>
<td>13</td>
<td>Add ch. 17 and 13, or possible move all ch. 2 to New Orleans. See Market 58.</td>
</tr>
<tr>
<td>8</td>
<td>Baton Rouge, La.</td>
<td>2</td>
<td>7, 13</td>
<td>13</td>
<td>Spartanburg, S.C. and Ashville, S.C. ch. 13 provide if services are received.</td>
</tr>
<tr>
<td>9</td>
<td>Greenville-Ashville-Spartanburg, S.C.</td>
<td>4, 7, 13</td>
<td>same</td>
<td>13</td>
<td>Add ch. 2.</td>
</tr>
<tr>
<td>10</td>
<td>Augusta, Ga.</td>
<td>6, 12</td>
<td>none</td>
<td>13</td>
<td>Chg. ch. 13 to commercial and move from Charleston, S.C. Move ch. 8 from Florence. See Market 166.</td>
</tr>
<tr>
<td>12</td>
<td>Orlando, Fla.</td>
<td>6, 9</td>
<td>none</td>
<td>13</td>
<td>Receives service from Lynchburg, Va. (ch. 13).</td>
</tr>
<tr>
<td>13</td>
<td>Jamestown, N. Y.</td>
<td>6, 9</td>
<td>none</td>
<td>13</td>
<td>Temple ch. 6 provides service. Add ch. 12.</td>
</tr>
<tr>
<td>14</td>
<td>New London-Norwich-Conn.</td>
<td>7, 13</td>
<td>none</td>
<td>13</td>
<td>Chg. ch. 8 to commercial.</td>
</tr>
<tr>
<td>15</td>
<td>Roanoke-Lynchburg, Va.</td>
<td>7, 10, 13</td>
<td>none</td>
<td>13</td>
<td>Receives service from Valeo-Tepley, Tex.</td>
</tr>
<tr>
<td>16</td>
<td>Waco-Temple, Tex.</td>
<td>6, 10</td>
<td>none</td>
<td>13</td>
<td>All provides services.</td>
</tr>
<tr>
<td>18</td>
<td>Cedar Rapids- Waterloo, Iowa</td>
<td>2, 7, 9</td>
<td>none</td>
<td>13</td>
<td>Move ch. 11 from Cleveland.</td>
</tr>
<tr>
<td>20</td>
<td>Fort Wayne, Ind.</td>
<td>6, 9</td>
<td>none</td>
<td>13</td>
<td>Add ch. 2.</td>
</tr>
<tr>
<td>21</td>
<td>Reading, Pa.</td>
<td>none</td>
<td>none</td>
<td>13</td>
<td>Chg. ch. 10 to commercial and move from Charleston, S.C. Move ch. 8 from Florence. See Market 166.</td>
</tr>
<tr>
<td>22</td>
<td>$100,000-$100,000- $100,000-</td>
<td>5, 12</td>
<td>same</td>
<td>12</td>
<td>Miami provides 4 or 5 services (ch. 4, 6, 7, all 10). See Market 22.</td>
</tr>
<tr>
<td>23</td>
<td>Pekin-Quincy, Ill.</td>
<td>5, 12</td>
<td>same</td>
<td>12</td>
<td>Miami provides 4 or 5 services (ch. 4, 6, 7, all 10). See Market 22.</td>
</tr>
<tr>
<td>24</td>
<td>Des Moines</td>
<td>6, 12</td>
<td>none</td>
<td>13</td>
<td>Receives service from Bay City (ch. 5) and from Flint ch. 10 and 12. See Market 87.</td>
</tr>
<tr>
<td>25</td>
<td>Dayton-Ashville, Tenn.</td>
<td>6, 12</td>
<td>same</td>
<td>13</td>
<td>Move ch. 2 to St. Louis and Ex parte Haute. See Market 11.</td>
</tr>
<tr>
<td>26</td>
<td>Topeka-Kansas City, Kan.</td>
<td>6, 12</td>
<td>none</td>
<td>13</td>
<td>Cincinnati and Cleveland.</td>
</tr>
<tr>
<td>28</td>
<td>Knoxville, Tenn.</td>
<td>6, 10</td>
<td>none</td>
<td>13</td>
<td>Move ch. 2 to St. Louis and Ex parte Haute. See Market 11.</td>
</tr>
<tr>
<td>29</td>
<td>Charlotte-McMinnville, Tenn.</td>
<td>6, 12</td>
<td>none</td>
<td>13</td>
<td>Move ch. 2 to St. Louis and Ex parte Haute. See Market 11.</td>
</tr>
<tr>
<td>30</td>
<td>Bloomington- Normal, Ill.</td>
<td>6, 12</td>
<td>none</td>
<td>13</td>
<td>Move ch. 2 to St. Louis and Ex parte Haute. See Market 11.</td>
</tr>
<tr>
<td>31</td>
<td>Canton, Ohio</td>
<td>6, 12</td>
<td>none</td>
<td>13</td>
<td>Move ch. 2 to St. Louis and Ex parte Haute. See Market 11.</td>
</tr>
<tr>
<td>32</td>
<td>Bridgeport- Stratford, Conn.</td>
<td>6, 12</td>
<td>none</td>
<td>13</td>
<td>Move ch. 2 to St. Louis and Ex parte Haute. See Market 11.</td>
</tr>
<tr>
<td>33</td>
<td>Utica-Rome, N.Y.</td>
<td>6, 12</td>
<td>none</td>
<td>13</td>
<td>Move ch. 2 to St. Louis and Ex parte Haute. See Market 11.</td>
</tr>
<tr>
<td>34</td>
<td>Buffalo- Newark, N.J.</td>
<td>6, 12</td>
<td>none</td>
<td>13</td>
<td>Move ch. 2 to St. Louis and Ex parte Haute. See Market 11.</td>
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<td>New York-Philadelphia</td>
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<td>Move ch. 2 to St. Louis and Ex parte Haute. See Market 11.</td>
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<td>Erie, Pa.</td>
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<td>37</td>
<td>Brownsville- Harlingen-McAllen, Texas</td>
<td>6, 12</td>
<td>none</td>
<td>13</td>
<td>Move ch. 2 to St. Louis and Ex parte Haute. See Market 11.</td>
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<td>38</td>
<td>Savannah, Ga.</td>
<td>6, 12</td>
<td>none</td>
<td>13</td>
<td>Move ch. 2 to St. Louis and Ex parte Haute. See Market 11.</td>
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</tbody>
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**Broadcasting • Telecasting**
CONELRAD SUCCESS; DES MOINES 'RAIDED'

Iowa Marine reserves pull surprise 'attack' on city to show what can be done by small group. Broadcasters report that civil defense test accomplishes purpose.

Broadcast stations proved during a six-day civil defense maneuver that the Conelrad alert system is a successful way of maintaining air silence and delivering emergency messages to the public. The vulnerability of the communications network also was shown when a group of Marine reserves "captured" key facilities of Des Moines, Iowa, last Wednesday night.

Already informal protests have been made to civil defense officials about the incident at Des Moines, where the 10th Marine Reserve Rifte Company decided to capture the city's key facilities at the conclusion of its weekly drill. According to a Des Moines broadcast source, the Marines were led by Major Don Plato, acting on his own initiative and without any civil defense or Marine Corps authority. Sgt. Plato said their purpose was to "wake the people up to what a few men can do in a short time in silencing a city ahead of an air attack."

Radio-stations were invaded around 11 p.m. reserves carrying what appeared to be rifles and grenades. They induced stations to go off the air for a minute—all, that is, but KCBC, a 24-hour outlet. After 9 p.m., KCBC operated from the transmitter. Staff personnel on duty obeyed standing instructions not to let anybody in at night so the Marine squadron decided to leave. The Marines extended their maneuver, however, to WOI-AM-TV at 15 miles away.

Arthur S. Flemming, director of the Office of Defense Mobilization, told B&I it had not been officially informed of the Des Moines incident. He described the invasion and silencing of broadcast stations as "fantastic" but said ODM was taking no action at this point. ODM would have control, he added, in case of a general mobilization or emergency. He suggested FCC and civil defense authorities might investigate the incident.

FCC Defense Commissioner Robert E. Lee, who spent six days on location at the communications setup, told B&I, "This business of staging exercises for civil defense has to be done. It could be extremely important. I have no sympathy with anyone who gets cute. The act of forcing a broadcast station off the air could violate the Communications Act.

"The government spent a lot of money to learn important lessons. I can't treat these lessons lightly. When the facts come before me, I will refer the matter to the Commission. If the law has been violated, the Dept. of Justice may want to take a look at it."

The Conelrad portion of the week's drills [B&I, July 23] was handled efficiently, judging by official reports to CD and FCC officials.

Nathan P. Colwell, chief of the Audio-Visual Div. radio-television branch, Federal Civil Defense Administration, told B&I the exercises provided important lessons in restoration of communications in case of attack. Col. Richard F. Lynch, director of the Los Angeles civil defense unit, praised radio-television cooperation in the Conelrad test. He said the exercise "helped make the public far more alert and informed."

Joining FCC Comm. Lee at the FCC's location point during the exercises were Harland R. Morris, defense coordinator; Robert D. L'Heureux, secretary's office; Warren E. Baker, general counsel; J. Smith Henley, assistant general counsel; Harold G. Cowgill, chief, Communications, Carrier Bureau; Robert W. Cox, executive officer; James E. Barr, assistant chief, Broadcast Bureau; Curtis E. Plummer, chief, Safety & Special Radio Services Bureau; Frank M. Kratkovil, assistant chief, Field Engineering & Monitoring Bureau; George V. Stegemuller, representing the office of the chief engineer, and Annette E. Hutterly, secretary's office.

Hartford Ch. 3 Winner Files to Keep Allocation

PETITION asking that the FCC reconsider its June 26 allocation report which proposed to move Hartford, Conn., ch. 3 to Providence, R. I., was filed by WTIC Hartford last week.

The FCC approved the change of ch. 3 to WTIC two weeks ago but officially announced its decision last week [B&I, July 23].

WTIC claimed the deintermixture proposal for Hartford violates the equal facilities provisions of the Communications Act, it is designed to protect existing stations from competition, illegally modifies WTIC's grant without due process, and is repetitious rule-making.

When the Commission made its final determination in favor of WTIC by a 6-0 vote, it conditioned the grant on the outcome of its pending rule-making proceeding proposing to move ch. 3 to Providence. It therefore forbade WTIC to begin construction until completion of that proceeding.

In making the grant to WTIC and denying the application of Hartford Telecasting Co., the FCC upheld a June 1955 initial decision by former Examiner Fanny N. Lirvin. Comm. John C. Doerfer voted to make the grant without any conditions.

WTIC, owned by Travelers Insurance Co., was favored by the FCC in areas of local residence, civic participation and past broadcast experience. The Commission found that WTIC's broadcast preference lost some of its significance, however, because of the strong showing in that category by Telecasting—headed by Harry C. Butcher, owner of KIST Santa Barbara, and KTVT (TV) same city, wartime aide to Gen. Eisenhower.

Telecasting was given preference for diversification of business interests (Travelers owns stock in other insurance companies, banks, public utilities, railroads, among other businesses). Telecasting was criticized for what the FCC called "irresponsible" charges made against Traveler principals.

Page 44 ♦ July 30, 1956
It's rows of roses rambling over yards of unpressed pleats—in this fresh new cotton designed by Alex Colman of California.

It's acres of flowers—an eight-million-dollar garden, within the KRCA signal area, that produces 45% of America's rose crop.

It's millions of lasting impressions—made on big-earning, big-spending Southern Californians by advertisers who use...

KRCA 4...SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATION IN LOS ANGELES
ADJOURNMENT OF 84TH CONGRESS BRINGS COLLECTIVE SIGH FROM INDUSTRY, FCC

Questions and answers dominate seven-month session. Left undecided: Possible regulation of networks by Commission, prohibition of TV networks 'must buy' and 'option time' practices, and pay-as-you-see TV. Commission allocations report supported.

THEBuffeted broadcasting industry and its regulator, the FCC, breathed a collective sigh last week as the 84th Congress reached the end of its final session. They had borne a January-to-July grilling that totaled all advance billings as congressional committees on both sides of Capitol Hill put them through a rope-jumping session that radiated all the way through an endeavor to frank and brazen headline-hunting.

Anyone with a story to tell got to tell it several times as one congressional committee after another grabbed the ball and tried to outdo the last. Broadcasters and the FCC fed so much material—by choice and under duress—into the legislative maw that staff people in both groups complained of damaged health from working late into the night on short notice.

But out of it all there came a little legislation, thousands of pages of hearing records and a reallocations plan from the FCC that envisioned a long-term model of all television to uhf. Left undecided: whether there are such things as possible regulation of the networks by the FCC, prohibition of TV networks' 'must buy' and 'option time' practices and pay-as-you-see television.

SENATE COMMERCE COMMITTEE

In terms of accomplishments, the Senate Interstate & Foreign Commerce Committee was well ahead when the congressional group in its investigation of the television networks and the uhf-vhf allocations problem, the Senate group held 31 days of hearings and listened to nearly 150 witnesses during this session. There is a possibility, not definite, that the Commerce Committee, headed by Sen. Warren G. Magnuson (D-Wash.), will hold additional hearings this fall, according to a committee spokesman.

This Senate group heard from all phases of the television broadcasting industry—uhf and vhf spokesmen, the TV networks, network affiliates and non-affiliates, set and TV broadcasting equipment manufacturers, pay-TV advocates, community people, broadcasters, engineers, labor and talent unions and groups and others.

On the uhf-vhf problem, uhf spokesmen saw the end of uhf broadcasting and of without deintermixing or an allocation plan to help uhf, while vhf people generally favored the FCC's 1952 Sixth Report & Order. The TV networks held varying views on deintermixing and reallocations.

As a result of hearings, several witnesses charged the networks with monopolistic practices or violations of the antitrust laws. The two main charges against the networks were brought by Richard A. Moore, independent KTTV (TV) Los Angeles, who charged network must buy and time option practices violate antitrust laws, and Sen. John W. Bricker (R-Ohio), who issued a report, 'The Network Monopoly,' using figures obtained by the FCC on deintermixing from networks.

Networks and their affiliates denied these charges and added that must buy and time option practices are necessary to the present system of TV broadcasting and that these practices are responsible for the rapid growth of television in a few years.

Broadcasters, for the most part, formed ranks against the threat of toll television, insisting that pay-TV advocates are trying to make profits in an industry where they have taken no risks, and that a pay-TV system would destroy broadcast by skimming off the cream of the present 'free' video programs, while adding little of its own.

Under repeated demands from senators and witnesses, as yet a feasible reallocation plan, the FCC issued its Report & Order on TV Allocations [BT, June 25] after a reallocation proceeding which lasted eight months. The Senate committee gave support to the FCC's plan in a unanimous report issued last week [BT, July 16, et seq.].

The Senate group expects allocation recommendations from the volunteer industry ad hoc engineering committee named by Sen. Jacob Javits (R-N.Y.) of the Massachusetts Institute of Technology Prof. Edward L. Bowles. Committee spokesmen did not know last week when this report will be forthcoming, but hope for it "shortly."

The committees on reallocations, will be faced with consideration of whether TV networks should be regulated by the FCC, as proposed by Sen. Bricker in his bill ($825); or whether must buy and time option practices should be prohibited; whether legislation is needed to limit multiple TV station ownership, and the pay television question.

During the Senate committee's hearings several witnesses commented on the threat of over-commercialism and misleading advertising in radio and TV commercials. Sen. Magnuson asked the FCC whether it was exercising its full power to curb commercialism. Sen. Magnuson had been a member of a Senate Appropriations subcommittee, also was instrumental in appropriating extra money to the Federal Trade Commission to increase its enforcement of radio TV commercials. The committee asked FCC and FTC to establish closer liaison in curtailing offensive advertising.

The Senate Commerce Committee also held three days of hearings in February on a bill (S 923) to prohibit advertising of liquor on radio and TV in other media. Dry proponents of the bill spoke for the measure and broadcasters, advertising spokesmen and the beer, wine and distilling industries against it.

HOUSE COMMERCE COMMITTEE

The House Interstate & Foreign Commerce Committee's Harris subcommittee held hearings on several bills to amend Sec. 315 (a) (political broadcasting) of the Communications Act and other measures affecting the broadcast industry (see bills). The parent committee also heard pro and con arguments on the House bill (HR 4627) to prohibit liquor advertising.

EVINS SUBCOMMITTEE OF HOUSE SMALL BUSINESS COMMITTEE

This House group, after announcing in the first session that it would hold hearings, opened up in March this year with sensational charges in which it said FCC Chairman George C. McConnaughy, in talks with the committee staff, admitted that FCC staffers are reluctant to participate in a decision against networks for fear of losing their jobs. Mr. McConnaughy denied this statement and said he had been misquoted.

To open its hearings, the House group, headed by Rep. Joe L. Evans (D-Tenn.), subpoenaed thousands of documents from CBS and NBC concerning their correspondence and transactions with the FCC. Charging White House influence in FCC decisions, the House also subpoenaed two principals of WXEK-TV Petersburg, Va., and questioned them on allegations influence was used in the grant of ch. 8 at Petersburg to WXEK-TV. The committee's staff's questioning brought charges from GOP committee members and other Republicans that the House group was taking part in a "fishing expedition." The committee also heard testimony from uhf broadcasters, but asked few questions.

HOUSE ANTITRUST SUBCOMMITTEE

The second blast from the double-barrel shotgun aimed at the FCC came when the Commission was brought before the House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N.Y.).

Congressmen asked the FCC in a late-June session why it had approved the NBC-Westinghouse Broadcasting Corporation's request to operate new radio TV stations in Cleveland and Philadelphia, pointing to an FCC staff investigation, made before the FCC approval, which indicated NBC was strong with the firm was afraid that otherwise it would lose its NBC-TV affiliations in Philadelphia and elsewhere. The staff study also saw a possibility of NBC concentration of owned-station coverage from "Connecticut to Virginia."

Commissioners replied that McFarland letters sent afterward to both parties brought back replies that indicated there was no pressure involved. The House subcommittee earlier had heard Sen. Percy Bardley, then head of the Justice Dept.'s Antitrust Division, testify that the Justice Dept. had the WBC-NBC swap under investigation.

In a second session in early July, the subcommittee staff strove mightily to make the FCC admit that CBS and NBC are monopolies and that must-buy and time option practices violate the antitrust laws. The FCC refused to agree.

The House Antitrust Subcommittee has announced it plans lengthy hearings in New York in September at which the TV network presidents and others in the industry will testify.

HOUSE GOVERNMENT OPERATIONS SUBCOMMITTEE

This House unit heard testimony from the FCC Feb. 17 in the former's inquiry to find if government agencies and departments are withholding information from the public and from congressmen.

HOUSE UN-AMERICAN ACTIVITIES COMMITTEE

The House Un-American Activities Committee held a week-long hearing in mid-July on the controversial "Report on Blacklisting," sponsored by the Ford Foundation's Fund for the
Who is watching TV on weekday afternoons in BUFFALO?

21.4% of all TV homes or 114,490 in Western New York, per average quarter-hour, plus a big Canadian Bonus.

Which stations are they watching?

<table>
<thead>
<tr>
<th>STATION</th>
<th>SHARE OF AUDIENCE</th>
<th>HOMES PER AVERAGE QUARTER-HOUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGR-TV</td>
<td>53%</td>
<td>60,680</td>
</tr>
<tr>
<td>Station B</td>
<td>39%</td>
<td>44,651</td>
</tr>
<tr>
<td>Station C</td>
<td>8%*</td>
<td>9,159</td>
</tr>
</tbody>
</table>

*Does not broadcast complete period

What's my best buy?

The station with more of what you want! Whether it's live participation, film participations, housewife audience, children, you'll find it on WGR-TV...the Buffalo Station with the Buffalo Personality.

Only on WGR-TV can you get...

- Most quarter-hour wins — 7 A.M. — 6 P.M. MON. — FRI.
- Highest average rating — 7 A.M. — 6 P.M. MON. — FRI.
- All at an average cost of $1.15 per 1,000 homes.

ABC Basic Affiliate

CALL Peters, Griffin & Woodward, Inc.

Source: June Telepulse
Frank Stanton to authorize stations and networks to allow candidates of major political parties to appear on interview, forum, debate and similar programs without having to give "equal time" to candidates of minority parties. Died in Senate Commerce Committee.


S 2321, Sen. Carl Hayden (D-Ariz.) and Homer Capehart (R-Ind.). Prohibit FCC from denying grants to competing newspaper applicant for station on grounds other than news monopoly in community if newspaper's other qualifications are superior to competitor. Died in Senate Commerce Committee.

S 2628, Sens. Olin D. Johnston (D-S.C.) and Frank Carlson (R-Kan.). Raise FCC salaries from $15,000 to $20,000. Died in Senate Post Office & Civil Servic Committee. Senate passed similar House-approved bill (HR 7619). Senate Commerce Committee.

S 2639, Sen. Magnuson. Increase salary of FCC members and those of certain other agencies from $15,000 to $21,500 yearly. Died in Senate Commerce Committee. Senate passed similar House-approved bill (HR 7619).

S 2891. Prohibit use of letters "U.S." by certain firms in their advertising. Passed by Senate and died in House Judiciary Committee.

S 3074, Sen. Carl T. Curtis (R-Nebr.). Similar to S 636 (see Senate bills), but aimed against political spending by labor unions. Passed in Senate Rules & Administration Committee.


S 3295, Extends Daylight Saving Time an extra month in District of Columbia to conform with time schedules of other eastern cities. Passed by Senate and House and signed into law by President.

S 3308, Sen. Lyndon B. Johnson (D-Tex.) and 44 other senators. Make equal time opportunities available to presidential candidates to appear in television commercials. Placed on Senate calendar. Died in Senate Commerce Committee.


S 3645, Sen. Alexander Wiley (R-Wis.). Same as S 3674. Died in Senate Commerce Committee.

S 3674, Sen. Magnuson. Prohibit disfranchising with regard to radio or tv on international as well as domestic basis. Passed by Senate and House and signed into law by President July 12, 1956.

S 3745, Sen. Joseph C. O'Mahoney (D-Wyo.). Establish a U.S. Court of Appeals for Patents and set a maximum limit of 20 years for protection of patent monopolies, respectively. Died in Senate Judiciary Committee.


S 3859, Sen. Bricker. Base limitation of multiple ownership of tv stations on percentage (25%) of U.S. population covered by all tv stations owned by same person or firm. Died in Senate Commerce Committee.

S 3962, Sen. Hubert Humphrey (D-Minn.) and others. Require tv stations and tv networks to furnish 7 hours during election campaign to presidential candidates of major political parties. Bill also would deny equal time opportunities to minority party candidates for Presidency or Congress. Died in Senate Commerce Committee.

S 3994, Sen. Edward Martin (R-Pa.). Reduce federal excise tax on all-channel tv sets from present 10% to 3%. Died in Senate Finance Committee.


S Res 13, Sen. Magnuson. Authorizes Senate Commerce Committee to make investigations, including networks and uhf-vhf probe, with funds of $200,000 for 1955. Approved by Senate.

S Res 17, Amend Senate rules so witness at committee hearing can object to appearing before tv cameras on grounds of harassment and distraction. Also, members deciding whether cameras are to be allowed (most Senate committees follow this practice generally). Placed on Senate calendar and passed over several times. Returned to Senate Rules & Administration Committee where it died.


S Res 241. Cites Herman Levinright, former program director of WDSU-TV New Orleans, for contempt of Senate for refusal to answer questions on alleged communist associations. Passed by Senate in May 1956.

IN THE HOUSE

HR 177, Rep. Katherine St. George (R-N.Y.). Require stations to investigate persons and groups for whom contributions are solicited on radio and tv programs. Died in House Commerce Committee.


HR 524, Rep. Carl Hinshaw (R-Calif.). Divide subcommittee on radio and television as common carriers. Died in House Commerce Committee.

HR 626, Rep. Emanuel Celler (D-N.Y.). Prohibit commercial sponsorship of televised or broadcast coverage of congressional hearings. Died in House Commerce Committee.


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S 1648, Sen. Magnuson. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Hearing held by Pastore subcommittee. Senate Commerce Committee approved identical. House-passed version (HR 5614) which was passed by Senate Jan. 12, 1956, and enacted into law by President's signature Jan. 20.

S 1898, Sen. Russell Long (D-La.). Allow federal tax credit of $7 on each of tv sets equipped for all uhf channels. Died in Senate Finance Committee.

S 1909, Sen. Neuberger. Require tv stations to inform viewers when political candidate being televised is using face make-up or prosthetics. Died in Senate Commerce Committee.

S 2128, Sen. Magnuson. Provide reasonable notice to agency (including FCC) of applications to courts of appeal for interlocutory relief against orders of agency. Died in Senate Commerce Committee.

S 2306, Sen Frederick G. Payne (R-Me.). Implement proposal by CBS President
RES 33). Died in House Commerce Committee.

HR 3461, Rep. J. Percy Priest (D-Tenn.). Anti-gambling bill (see HR 789 and similar Senate bill). Died in House Commerce Committee.


HR 4070, Rep. Frank Ikerd (D-Tex.). Exempt tv sets equipped to tune all uhf channels from 10% federal excise tax. Considered by House Ways & Means Committee, but not acted on. Treasury Dept. made unfavorable report. Died in committee.

HR 4073, Rep. Kenneth Keating (R-N.Y.). Anti-gambling (see HR 789, HR 3461 and similar Senate bill). Died in House Commerce Committee.


HR 4903, Independent Offices Supplemental Appropriations bill, giving FCC $85,000 to maintain its staff level for fiscal 1955. Hearings held by House Appropriations Committee. Approved by House, signed by President.

HR 5240, Independent Offices Appropriations bill, for fiscal 1956. House approved $170,000 increase of FCC fiscal 1956 budget over Budget Bureau recommendations, including $90,000 for work on applications backlog and $80,000 for study of network broadcasting industry. Senate approved House-passed $68,700,000 figure after hearings by Senate Appropriations Subcommittee.

HR 5614, Rep. Priest. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Hearings held by House Commerce Committee's Harris subcommittee and on identical Senate bill (S 1644) by Senate Commerce Committee. Passed by House with amendments July 21, 1955, Approved by Senate Jan. 12, 1956, and enacted into law Jan. 20.

HR 5741, Rep. John W. Hesseltine (R-Mass.). HR 7916 (D-Wash.). Provide for FCC regulation of amount of radio and tv program time which may be devoted to advertising. Died in House Commerce Committee.

HR 667, Rep. Walter J. Hensley (R-Kan.). HR 976 (D-Calif.). Survival of $90,000 for work on applications backlog. Died in House Commerce Committee. Hearings held by Harris subcommittee.

HR 6810, Rep. Oren Harris (D-Ark.). Implements Stanton proposal on time for political candidates (see S 2306). Died in House Commerce Committee. Hearings held by Harris subcommittee.


HR 6913, Rep. Frank Chalf (D-Ky.). Deny FCC right to decide subscription tv question. Died in House Commerce Committee.

HR 6968, Rep. John V. Beamor (R-Ind.). Forbid FCC discrimination against newspaper ownership of radio-tv facilities. (Also see S 2321). Died in House Commerce Committee. Hearings held by Harris subcommittee.


HR 7024, Rep. Richard M. Simpson (R-Pa.). Exempt radio and tv sets used in business from 10% federal excise tax; also radio and tv components used in manufacture of any article. Passed by House and Senate, enacted into law in August 1955.

HR 7387, Rep. Sid Simpson (R-Ill.). Raise FCC salaries from $15,000 to $22,500. Died in House Post Office & Civil Service Committee.

HR 7619, Rep. John Murray (D-Tenn.). Raise FCC salaries from $15,000 to $19,000. Reported to House floor by House Post Office & Civil Service Committee. House passed first session. Senate P. O. & C. S. Committee held hearings and Senate passed, with amendments agreed to by both bodies, setting FCC salaries at $20,000 with $20,500 for chairman.

HR 961, Rep. Edward H. Rees (R-Kan.). (Same as HR 7619.) Died in House Post Office & Civil Service Committee.

HR 9739. Independent Offices Appropriations Bill for fiscal 1957. Provide FCC with $7,828,000 budget for fiscal 1957 and Federal Trade Commission with $5,550,000, with understanding FTC will increase monitoring of radio-tv commercials. Passed by House and Senate and signed into law by President.


HR 10,529, Rep. Priest. Give equal time privileges to presidential and vice presidential candidates for nomination and nominees of major parties and deny equal time to candidates of minority and splinter parties. It also would give equal time to major party nominees seeking election to Congress. Died in House Commerce Committee.

HR 10,944, Rep. Don Magnuson (D-Wash.). Require FCC to license tv boosters and reflectors. Died in House Committee on Manufactures. (2nd bill on similar subject with congressmen also introduced identical bills.)


HR 11,473. Splits Joint Senate-House Recording Facility (which produces low-cost tapes and films for congressmen to use on home state radio and tv stations) into separate facilities for Senate and House. Passed by House and Senate.

H J Res 138, 139, identical bills by Rep. Harris and Hinshaw to limit radio-tv antenna towers to 1,000 feet. Died in House Commerce Committee. Hearings held by Harris subcommittee.


Government

Republic. The report, published in June, had charged that a few powerful "clearance" men in Hollywood have the power to make persons unemployable in radio-tv and in the movies and legitimate theatre by maintaining a list of such persons who are alleged to have been affiliated with communist or communist front organizations.

The House group, headed by Rep. Francis Walter (D-Pa.), subjected John Cogley, director of the report, to intense questioning. Also testifying were several persons named in the report as "clearance" men. All the latter denied they are "clearance" men, but said they have helped persons in the entertainment industry to "rehabilitate" themselves. This "rehabilitation" commission they said, acknowledged past communist associations and repudiates communism by a written statement or before a congressional committee.

During testimony Rep. Walter criticized the report as "not quite the picture it printed on."

The House Un-American Activities Committee had held hearings in August 1955 on alleged communist infiltration of the radio-tv industry and other entertainment media, and afterward charged that active Reds still are members of American Federation of TV & Radio Artists.

Senate Internal Security Subcommittee

This Senate group on March 20 questioned Herman Liveright, then program director of WDSU-TV New Orleans, on alleged Red activities. The unit recommended that Mr. Liveright be cited for contempt of Congress after he refused to answer several questions. Mr. Liveright was fired by WDSU-TV and later was cited by the Senate.

Senate Permanent Investigations Committee

The Senate Investigations Sub- poenaed Murray Chotiner, Vice President Richard Nixon's former campaign manager, and questioned him in a closed session about alleged influence on the governor. He under- stood Mr. Chotiner was questioned about other things on the FCC's grant of ch. 12 in Fresno, Calif., to KFRE there.

Senate Post Office & Civil Service Committee

This group held hearings on a House-passed bill (HR 7916) to raise the salaries of FCC members and other top government officials (see story, page 54).

Other hearings were planned but never held. These included a proposed hearing by the Senate Government Operations subcommittee on a bill which, among other things, would exempt radio-tv stations from provisions of the Federal Lobbying Regulation Act, as newspapers and other printed media are at present; Senate Small Business subcommittee on problems of day-light broadcasters; House Commerce Committee on a bill (HR 395) to create uniform laws regulating Daylight Saving Time over the nation.

Hearings during the first session of the 84th Congress included: (1) Senate Juvenile Delinquency Subcommittee, on tv programs as a possible factor in juvenile delinquency, with a report issued calling for FCC control of tv programming and redistribution of broadcasting; (2) Senate Elections Subcommittee, on a bill (S 636) to raise legal amount political committees may spend in election campaigns; (3) Senate Commerce Committee, on bill to amend Sec. 309 of the Communications Act (identical bill enacted last January); (4) Senate Internal Security Subcommittee, testimony from CBS newsmen Winston Burdett on past communist activities.
Network Regulations
Not Needed—Magnuson

CHAIRMAN Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee said last week he disagrees with Ohio GOP Sen. John W. Bricker’s position that networks should be subject to regulation by the FCC.

Speaking on NBC’s Meet the Press July 22, the Washington Democrat said he felt that although “there have been some network practices that are subject to some criticism, I think by and large they have done a fairly good job in this country giving the people good programs.”

He said the Senate committee hasn’t gone into network profit figures in its series of hearings in the 84th Congress, but that the networks will “submit their profit figures to us in writing before we finish our investigation.”

Regarding the committee’s interim report supporting the FCC’s plan eventually to switch all tv to color, Sen. Magnuson said the committee is recommending that the 10 percent federal excise tax be eliminated from all-channel color tv sets. With the price of color sets steadily being brought down, this means color programs can be brought to the owners of both uhf and vhf sets, he said.

He said the committee felt color tv “will phase into the national television picture in a period of 3 4/5 to 4 years” and that by that time a black-and-white set “will be like an old automobile. The color sets will be so attractive and low you’ll probably want to trade in.” He added that NBC-TV and other networks are “having more and more programs every day in color.”

Although vhf-only tv sets would be outlawed by a switch to uhf, “that will come in the future,” Sen. Magnuson said.

Sen. Magnuson, who is chairman of the Senate Appropriations subcommittee which added funds to the Federal Trade Commission budget with the understanding that the FTC will increase its monitoring of radio and tv commercials, said he thinks “we’ve been very successful” in this effort. He said the FTC has monitored “over 7000 programs” already. The Better Business Bureaus all over the country have been working in cooperation with us and I think that it’s well on its way toward being cleaned up.” He did not feel legislation is necessary to stop overcommercialism and misleading advertising on radio and tv.

1955 TV REVENUE REACHES $744.7 MILLION

FCC revenue figure for stations and networks is $151.7 million ahead of last year. Income reaches $150.2 million.

TELEVISION broadcasters took in $744.7 million in revenues in 1955, the FCC reported Friday, and total income for the four networks (DuMont ceased operating as a network in September last year) and 437 stations reached $150.2 million before payment of federal income taxes.

This compares with total 1954 revenues of $593 million and income of $90.3 million.

Highlights:

- Twelve of the pre-freeze 108 vhf stations reported losses in 1955, and 96 reported profits.
- Of the 187 post-freeze vhf stations operating for a full year, 104 reported profits, 80 losses and in the case of three no data was available.
- Of the 92 post-freeze vhf’s operating all year, 28 reported profits, 57 losses, data was unavailable from seven. However, it was noted, two of the profitable stations and six of the loss stations ceased operations by July 1, 1956.
- The four networks and their 16 owned stations in 1955 took in $374 million with income of $68 million, compared to 1954’s $306.7 million revenues and $36.5 million income.
- Four stations, all vhf pre-freeze outlets, reported revenues of over $8 million; five of the same reported revenues of between $6 and $8 million; 10 between $4 and $6 million; 46 between $2 and $4 million; 38 between $1 and $2 million, and one between $800,000 and $1

Table 1

<table>
<thead>
<tr>
<th>Number of Networks</th>
<th>All Networks and Stations</th>
<th>TV Networks (incl. owned stations)</th>
<th>Pre-Freeze (All VHF)</th>
<th>TV Stations: Post-Freeze VHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Stations</td>
<td>437</td>
<td>16*</td>
<td>93</td>
<td>225</td>
</tr>
<tr>
<td>Total Broadcast Revenues—1955</td>
<td>$744.7 million</td>
<td>$374.0 million</td>
<td>$230.0 million</td>
<td>$112.2 million</td>
</tr>
<tr>
<td>1954*</td>
<td>593.0 million</td>
<td>306.7 million</td>
<td>200.9 million</td>
<td>60.0 million</td>
</tr>
<tr>
<td>Total Broadcast Expenses—1955</td>
<td>$594.5 million</td>
<td>$306.0 million</td>
<td>$148.1 million</td>
<td>$107.4 million</td>
</tr>
<tr>
<td>1954</td>
<td>502.7 million</td>
<td>270.2 million</td>
<td>133.3 million</td>
<td>63.8 million</td>
</tr>
<tr>
<td>Broadcast Income (Before Federal Income Tax)—1955</td>
<td>$150.2 million</td>
<td>$68.0 million</td>
<td>$81.9 million</td>
<td>$4.8 million</td>
</tr>
<tr>
<td>1954</td>
<td>90.3 million</td>
<td>36.5 million</td>
<td>67.6 million</td>
<td>$(3.8) million</td>
</tr>
</tbody>
</table>

* Includes one post-freeze station (UHF).  
* Three networks offered September 15, 1955, when DuMont ceased network operations.  
1954 data cover 4 networks (excluding 16 owned and operated stations); 92 pre-freeze, and 302 post-freeze stations (177 VHF and 123 UHF).

Denotes loss.

Table 2

<table>
<thead>
<tr>
<th>Item</th>
<th>4 Networks and Their 16 Owned and Operated TV Stations*</th>
<th>421 Other TV Stations</th>
<th>Total 4 Networks and 437 TV Stations*</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Revenues from the sale of times:</td>
<td>(2)</td>
<td>(3)</td>
<td>(4)</td>
</tr>
<tr>
<td>1. Network time sales:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. National-wide networks</td>
<td>$225.7 million</td>
<td>$83.0 million</td>
<td>$308.7 million</td>
</tr>
<tr>
<td>b. Miscellaneous networks and stations</td>
<td>0.2 million</td>
<td>0.2 million</td>
<td>0.2 million</td>
</tr>
<tr>
<td>Total network time sales</td>
<td>225.7 million</td>
<td>83.2 million</td>
<td>308.9 million</td>
</tr>
<tr>
<td>2. Non-Network time sales to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. National and regional advertisers</td>
<td>47.6 million</td>
<td>174.8 million</td>
<td>222.4 million</td>
</tr>
<tr>
<td>b. Local advertisers</td>
<td>24.8 million</td>
<td>125.0 million</td>
<td>149.8 million</td>
</tr>
<tr>
<td>Total non-network time sales</td>
<td>72.4 million</td>
<td>299.8 million</td>
<td>372.2 million</td>
</tr>
<tr>
<td>Total time sales</td>
<td>298.1 million</td>
<td>383.0 million</td>
<td>681.1 million</td>
</tr>
<tr>
<td>3. Deduct—Commissions to agencies, representatives, etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>57.9 million</td>
<td>50.8 million</td>
<td>108.7 million</td>
</tr>
<tr>
<td></td>
<td>240.2 million</td>
<td>332.2 million</td>
<td>572.4 million</td>
</tr>
<tr>
<td>B. Revenues from incidental broadcast activities:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talent</td>
<td>102.1 million</td>
<td>10.4 million</td>
<td>112.5 million</td>
</tr>
<tr>
<td>Sundry broadcast revenues</td>
<td>31.8 million</td>
<td>28.0 million</td>
<td>59.8 million</td>
</tr>
<tr>
<td>Total incidental broadcast activities</td>
<td>133.9 million</td>
<td>38.4 million</td>
<td>172.3 million</td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>374.1 million</td>
<td>376.6 million</td>
<td>744.7 million</td>
</tr>
<tr>
<td>C. Total broadcast expenses of networks and stations</td>
<td>306.0 million</td>
<td>288.5 million</td>
<td>594.5 million</td>
</tr>
<tr>
<td>D. Broadcast income before Federal income tax</td>
<td>$68.1 million</td>
<td>$82.1 million</td>
<td>$150.2 million</td>
</tr>
</tbody>
</table>


1954 data cover 4 networks (excluding 16 owned and operated stations); 92 pre-freeze, and 302 post-freeze stations (177 VHF and 123 UHF).

GOVERNMENT

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8
Miami, Fla., ch. 10; Seattle, Wash., ch. 7; Jacksonville, Fla., ch. 12; Paducah, Ky., ch. 8; Indianapolis, Ind., ch. 12; St. Louis, Mo., ch. 11; Charlotte, N. C., ch. 3; Orlando, Fla., ch. 9.

AWAITING ORAL ARGUMENT: 8
Biloxi, Miss., ch. 12; San Francisco-Oakland, Calif., ch. 2; Lebanon-Reading, Pa., ch. 4; Pittsburgh, Pa., ch. 11; Cocoa Bay, Ore., ch. 10. 10.

AWAITING INITIAL DECISION: 3
Hattiesburg, Ind. (Owensboro, Ky.), ch. 8; Toledo, Ohio, ch. 11; Onondaga-Parma, Mich., ch. 10.

IN HEARING: 3
Beaumont, Port Arthur, Tex., ch. 4; Charleston, S.C., ch. 4; Mayaguez, P. R., ch. 3.
Breezin' along at the top in San Antonio

is KTSA

KTSA is now first in both Hooper and Trendex

Cool, man! We're talking about those air-conditioned new ratings for KTSA. If you can shake loose to study a different type of figure, cast your peepers at this:

**MONDAY through SATURDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Station E</th>
<th>Station F</th>
<th>Station G</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>7 AM - 12 Noon</strong></td>
<td>28.3</td>
<td>3.3</td>
<td>5.0</td>
<td>24.2</td>
<td>3.3</td>
<td>18.3</td>
<td>12.5</td>
</tr>
<tr>
<td></td>
<td>(Trendex)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>27.4</td>
<td>6.8</td>
<td>7.9</td>
<td>20.6</td>
<td>3.1</td>
<td>17.5</td>
<td>12.1</td>
</tr>
<tr>
<td></td>
<td>(Hooper)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>12 Noon - 6 PM</strong></td>
<td>27.0</td>
<td>3.5</td>
<td>25.9</td>
<td>7.1</td>
<td>15.3</td>
<td>21.2</td>
<td>0.0</td>
</tr>
<tr>
<td></td>
<td>(Trendex)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>35.2</td>
<td>4.0</td>
<td>10.3</td>
<td>13.3</td>
<td>4.8</td>
<td>15.1</td>
<td>13.5</td>
</tr>
<tr>
<td></td>
<td>(Hooper)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(TRENDEX, Inc., Monday through Saturday index—June 25-30, 1956)

(HOOPER, Inc., Monday through Saturday index—July 2-11, 1956)

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

*In operation soon

America's largest group of independent radio stations
Table 3
TELEVISION STATIONS REPORTING PROFIT OR LOSS CLASSIFIED BY FULL YEAR OPERATION AND PART YEAR OPERATION
1955

<table>
<thead>
<tr>
<th>Pre-Freeze</th>
<th>Post-Freeze</th>
</tr>
</thead>
<tbody>
<tr>
<td>All VHF</td>
<td>VHF</td>
</tr>
<tr>
<td>A. Stations in operation on December 31, 1955:</td>
<td>108</td>
</tr>
<tr>
<td>Full year operation:</td>
<td>108</td>
</tr>
<tr>
<td>Profit</td>
<td>96</td>
</tr>
<tr>
<td>Loss</td>
<td>12</td>
</tr>
<tr>
<td>Data not available</td>
<td>3</td>
</tr>
<tr>
<td>Subtotal</td>
<td>108</td>
</tr>
<tr>
<td>Part year operation:</td>
<td>48</td>
</tr>
<tr>
<td>Profit</td>
<td>10</td>
</tr>
<tr>
<td>Loss</td>
<td>31</td>
</tr>
<tr>
<td>Data not available</td>
<td>7</td>
</tr>
<tr>
<td>Subtotal</td>
<td>48</td>
</tr>
<tr>
<td>B. Stations in operation during 1955 but ceasing operations prior to December 31, 1955:</td>
<td></td>
</tr>
<tr>
<td>Profit</td>
<td>24</td>
</tr>
<tr>
<td>C. Total stations operating all or part of 1955:</td>
<td>108</td>
</tr>
</tbody>
</table>

* Two stations in this group ceased operations by July 1, 1956.
* Six stations in this group ceased operations by July 1, 1956.

Table 4
TV STATIONS CLASSIFIED BY VOLUME OF TOTAL BROADCAST REVENUES SHOWING REPORTING PROFIT OR LOSS
1955
[Stations Operating Full Year 1955 Only]

<table>
<thead>
<tr>
<th>Pre-Freeze</th>
<th>Post-Freeze</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF</td>
<td>UHF</td>
</tr>
<tr>
<td>Over $8,000,000</td>
<td>4</td>
</tr>
<tr>
<td>6,000,000-8,000,000</td>
<td>5</td>
</tr>
<tr>
<td>4,000,000-6,000,000</td>
<td>10</td>
</tr>
<tr>
<td>2,000,000-4,000,000</td>
<td>33</td>
</tr>
<tr>
<td>1,000,000-2,000,000</td>
<td>1</td>
</tr>
<tr>
<td>800,000-1,000,000</td>
<td>1</td>
</tr>
<tr>
<td>600,000-800,000</td>
<td>2</td>
</tr>
<tr>
<td>400,000-600,000</td>
<td>1</td>
</tr>
<tr>
<td>200,000-400,000</td>
<td>1</td>
</tr>
<tr>
<td>100,000-200,000</td>
<td>3</td>
</tr>
<tr>
<td>Less than 100,000</td>
<td>1</td>
</tr>
</tbody>
</table>

* Two stations in this group ceased operations by July 1, 1956.
* Six stations in this group ceased operations by July 1, 1956.

N. H. to Get Educ. Outlet

If Storer WMUR-TV Buy OK'd

STORER BROADCASTING Co., which just three weeks ago filed for FCC approval of its purchase of New Hampshire's only operating television station—WMUR-TV Manchester—has offered to give the U of New Hampshire, or the state itself, a complete educational tv station, with equipment valued at about $250,000. The offer hinges on FCC approval of the purchase.

Also filed with the WMUR-TV purchase application, was a request seeking permission to move the station's transmitter to Georgetown Township, Essex County, Mass., 32 miles southeast of Manchester (Manchester is 48 air-miles from Boston) and to boost power to maximum 316 kw. The Greater Boston market presently has only two operating v's.

The offer came as a result of a conference between New Hampshire Governor Lane Dwinell, George B. Storer, president of Storer Broadcasting Co., and Norman A. Gittleson, executive vice president of WMUR-TV. Storer said that when and if its WMUR-TV purchase is approved, it will provide equipment and furnish essential engineering supervision and labor necessary to install an educational outlet at Durham, where educational ch. 11 is allocated.

In its $850,000 purchase of ch. 9 WMUR-TV, Storer, which already holds the maximum number of vhf stations currently allowed by the FCC, told the Commission that it will divest itself of one of its existing v's "if required to do so." If FCC should lift the limit on tv station ownership from present seven (five v's and two u's), to coverage of 25% of population, as advocated by Storer and in pending bills in Congress, necessity of selling one of the existing v's would be obviated.

Last week's announcement marks Storer's second move in the educational tv field. WBIQ (TV) Birmingham, educational outlet operating on ch. 10 with 30.9 kw, was built in part with Storer's contribution of $120,000 worth of equipment, including transmitter, antenna, tower and camera chain. The New Hampshire gift would be the present WMUR-TV gear, it was understood.

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative

WCDA-B • ALBANY
WAAM • BALTIMORE
WBEN-TV • BUFFALO
WJRT • FLINT
WFMY-TV • GREENSBORO
WTPA • HARRISBURG
WDAF-TV • KANSAS CITY
WHAS-TV • LOUISVILLE
WTMJ-TV • MILWAUKEE
WMTW • MT. WASHINGTON
WRVA-TV • RICHMOND
WSYR-TV • SYRACUSE

New York
Chicago
San Francisco
Atlanta
COME to HARTFORD

... why almost everyone in the Hartford-New Britain Market (third richest in the U.S.A.) considers WKNB-TV its very own station.

... why WKNB-TV packs such a powerful advertising wallop ... over 375,000 sets ... 93% saturation in Hartford County.

SEE

WKNB RADIO...
the leading independent music-news-sports station in Hartford County. Broadcasts all Yankee games.

WKNB-TV
Basic NBC channel 30

WEST HARTFORD, CONN. — Represented by The Bolling Company, Inc.
Broadcast Wages Are 2nd Highest in U. S.

BROADCAST personnel enjoy the second highest pay level in all American industry, according to the annual wage-salary report of the U. S. Dept. of Commerce. Their average 1955 pay of $6,333 represented a 14% gain since 1952.

Only group having a higher pay scale is the security-commodity broker bracket, where average 1955 earnings were $8,078. Average pay in all industry was $3,830.

The department showed these average earnings in the last four years: 1955: 74,000 radio-television employees earned $6,333 average; 1954: $72,000 earned $6,029; 1953, 65,000 earned $5,889; 1952, 61,600 earned $5,539.

Radio-television employees paid $465 million in 1955, $456 million of it in wages and salaries; $430 million in 1954, $422 million of it in wages and salaries; $379 million in 1953, $371 million of it in wages and salaries; $335 million in 1952, $328 million of it in wages and salaries. The difference between total wages and salary payments is due to fringe benefits.

Fulltime radio-television employees numbered 72,000 in 1955, with an average of 79,000 fulltime and parttime employees compared to 77,000 in 1954, 70,000 in 1953 and 65,000 in 1952.

Department studies show radio-television broadcasting accounted for $412 million of the nation's income and compares with $361 million in 1954, $491 million in 1953, $429 million in 1952.

In its Survey of Current Business, the department found that the public paid $664 million for repairs to radio and tv sets and $2,360 million for new radio-television sets, musical instruments and phonograph records. The public paid $1,286 million to attend motion picture theatres in 1955 compared to $1,284 million in 1952.

FCC Commissioners Raise Sent to Ike by Congress

THE Senate and House Thursday adopted the report of joint conference committee on HR 7619—the Executive Pay Bill—clearing it for the White House. The measure provides increases in the salaries of FCC members and other top government officials.

The House agreed to a Senate amendment increasing the FCC chairman's salary from $15,000 to $20,500 and the other six FCC members from $15,000 to $20,000. The bill as originally approved by the House had provided salary boosts to $19,000 for both the FCC chairman and other members.

The House approved the bill in the first session of the 84th Congress and it was placed on the Senate calendar, where it remained at the end of the first session after several senators objected and asked for a hearing. The bill was heard by the Senate Post Office & Civil Service Committee (B-7, July 9) and the $25,500 and $20,000 figures recommended. The Senate approved the measure as amended (At Deadline, July 23) and the bill then went to conference.

WTIK, KXXL Sales Filed; KDON Goes for $225,000

SALE of KDON Salinas-Monterey, Calif., for $225,000 was announced last week. Other ownership developments last week included the filing of applications seeking FCC approval of sales of KOOL (TV) and WAPL (AM), both in Milwaukee; of WCBS (TV) and of WTIK Durham, N. C., for $39,000.

Sale of KDON Salinas-Monterey, subject to usual FCC approval, is from Frank Oxarart and Jack Feldmann to Glenn Sadler and Clark Fee. Mr. Sadler is president of KEED Springfield-Eugene, Ore. Independent KDON operates on 1460 kc with 3 kw. Broker for the sale was Albert Zugsmit Corp.

KXXX is being sold by Stephen A. Cisher to Pacific Ventures Inc. Mr. Cisher is president-major stockholder of KEAR San Francisco, sale of which to Mid-American Broadcaster is pending at the FCC. Mr. Cisher is also 50% owner of KXXK San Francisco, 50% owner of KINS Bishop, Calif., and holds minority interest in KLMS Lincoln, Neb.

Pacific Ventures principals include Norman H. Blitz, 20.98%, Dollar Assoc. Inc., 9.20%, and Morton Downey, 1.84%, singer-radio-television. Only broadcast connection of Pacific Ventures is through minority stockholder G. Wells Jr., 92.0%, former vice president of KOLO Reno and KORK Las Vegas. KXXX is independent on 630 kc, using 1 kw.

WTIK Durham is being sold by Hugh Holder to Mid-Carolina Broadcasting Co., licensee of WSAT Salisbury, N. C. C. H. Wentz is Mid-Carolina principal. WTIK is affiliated with ABC and operates on 1310 kc, using 1 kw. The sale was negotiated by Paul H. Chapman Co., Atlanta brokers.

FCC Orders Reopening of Beaumont, Tex., Ch. 6 Case

THE Beaumont, Tex., ch. 6 case, turned back to the FCC last December by the U. S. Court of Appeals [B&I, Jan. 2], was reopened and remanded to the hearing examiner by FCC order last week. In two other contested tv cases, ch. 5 Bristol, Va., (WCBY-TV grantee) and ch. 10 Knoxville, Tenn. (WBBR-TV), FCC denied protests by the losing applicants against grants of transmitter-site changes.

Crux of the Beaumont remand deals with the prospective ownership change in KFDM-TV which received the final grant for ch. 6 when W. P. Hobby (Houston Post-KPRC-AM-FM-TV there), following the final decision, acquired an option to purchase 32.5% of KFDM-TV stock. Before the grant, Mr. Hobby held an option to buy 35% of KTRM Beaumont, which was favored for ch. 6 in an initial decision. The other unsuccessful applicant was the Enterprise Co. (KRIC-Beaumont Enterprise and Journal).

In the Knoxville (protestants WNOX Knoxville, Tennessee Tv Inc.) and Bristol (protestant WOPI Bristol) cases the FCC noted the protestants have requests pending on of the final grants. The protestants were not parties in interest to the permit modifications, the Commission said.

Applications Filed for Tvs In Michigan, North Carolina

APPLICATIONS for new television stations were filed at the FCC last week by Stevens-Wismer Broadcasting Co., for Port Huron, Mich., ch. 34, and United Broadcasting Co. for Wilmington, N. C., ch. 3.

Stevens-Wismer is licensee of WHLS Port Huron and WLEW Bad Axe, both Mich. Principals are H. L. Stevens and John F. Wismer. Wilmington, N. C. ch. 3 was formerly held by WFTV (TV), which was deleted by the FCC in June for failure to prosecute. United principal is President Richard Eaton. Richard Eaton stations are WOOK, WFAN (FM) Washington, D. C. (cp for ch. 14 WOOK-TV), WSID Battleboro, N. C. (cp for ch. 18 WTLP TV there); WACH Newport News, Va. (cp for ch. 33 WACH-TV); WARK Hagerstown, Md.; WANT Richmond, Va.; WJMO Cleveland, Ohio; WINX Rockville, Md.
YOU MIGHT GET A PERFECT BRIDGE HAND*

BUT... YOU NEED WKZO RADIO TO MAKE YOUR BID IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

For really grand-slam results in Western Michigan, use the 5000-watt voice of WKZO—CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

Pulse figures, left, tell the story. WKZO leads in all 72 quarter hours—actually gets more than any other TWO stations in the area combined!

Avery-Knodel can give you all the facts.

The Four Stations
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO-RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA
Associated with WMID RADIO—PEORIA, ILLINOIS

WKZO
CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

*The mathematical odds against it, however, are 635,013,559,600 to 1!
RKO Teleradio Pictures Outlines New Video Policy

RKO Teleradio Pictures Inc. last week disclosed details of a new television policy under which a central executive staff will supervise the acquisition of filmed properties for the company's owned television stations; acquire new TV film properties for distribution by the company's film syndication division, and cooperate with RKO production executives on new properties to be produced for TV.

The announcement of the new system of operation was made by Board Chairman Thomas F. O'Neill in New York, following talks with headquarters executives and division officers representing the company's six TV stations, its film syndication division and RKO Radio Pictures. Previously, RKO Teleradio separate units had engaged in TV operations virtually on an independent basis.

Commenting on the move, Robert Manby, vice president of RKO Teleradio Pictures said: "This move represents further integration of the various activities relating to television film in which this company is now engaged. While this overall activity will ultimately be formalized in an operating department, development of the methods of operations for purchasing, selling, production and planning will go forward under the direction of Peter M. Robec, together with Arnold Kaufman and Bill Finkeldey."

Mr. Manby also announced that two new film properties have been added to the RKO Teleradio TV film catalogue. They are The Big Idea, a half-hour program created by Donn Bennett and currently in production at the RKO Pathé studio in New York, and War in the Air, a half-hour program detailing the story of air power in World War II, which was produced in London in cooperation with the Allied Air Forces.

TPA Names Manny Reiner As Head of European Sales

APPOINTMENT of Manny Reiner as European sales manager of Television Programs of America, New York, was announced last week by Michael M. Silberman, executive vice president of TPA. Mr. Reiner will fly to Europe Thursday for a six-to-eight-week sales trip, covering the United Kingdom and such markets as Paris, Brussels, Amsterdam, Frankfurt, Copenhagen, Stockholm, Rome and Geneva.

Mr. Reiner, who has had a long background in the motion picture field, served most recently as general sales manager of IFE Releasing Corp. (Italian film export). He started in the motion picture industry in 1933 with Warner Bros. and has served in sales and production capacities with Metro-Goldwyn-Mayer, Monogram Pictures, Paramount Pictures and David O. Selznick Enterprises. From 1930-33 he was with Louis G. Cowan Inc. (now Entertainment Productions Inc.), radio-TV producers, as sales manager.

NBC Subsidiary Changes Name As Result of Its Expansion

CHANGE in name of the Kagran Corp. to California National Productions Inc. was announced last week by Alan W. Livingston, president, who said the move was undertaken to highlight the expanding activities of the NBC subsidiary in the area of television film production, distribution, merchandising and related enterprises.

California National Productions Inc., according to Mr. Livingston, now encompasses the California National Studios, including a fully-managed production staff; NBC Television Films, world-wide syndication and network sales organization; the NBC Theatrical Division, which administers the NBC Television Opera Theatre and the new NBC (tours) Opera Company, and the merchandising division.

Mr. Livingston revealed that, at California National's newly-acquired sound stages, two film series—The Life of Riley and The Adventures of Hiram Holliday—are already in production. He said filming will begin shortly on six new pilots, four for national sponsorship and two for syndication. Mr. Livingston added that co-production arrangements are being negotiated with producers in England, Italy and Mexico, as well as in the U.S.

Mr. Livingston will make his headquarters in Hollywood. The company's activities originating in New York will be under the direction of Robert D. Levitt, recently appointed general manager of California National Productions.

Five Advertisers Sign For Ziv's 'Dr. Christian'

FIVE regional television advertisers have signed to sponsor Ziv Television Programs' new half-hour TV film series, Dr. Christian, in a total of 31 markets, it was announced last week by M. J. Riffkin, Ziv TV vice president in charge of sales.

Lee Optical Co., an optometry chain in the southwest, has bought the series in 14 Texas markets, plus Mobile, Ala. & W Fine Foods, San Francisco, through Foote, Cone & Belding, San Francisco, has signed for 10 Pacific Coast markets, and C. F. Mueller Co. (macaroni products), Jersey City, through Beck & Werner, New York, has purchased the series in New York, Boston and Philadelphia. Hospital Service Corp. (Blue Cross) has signed for Dr. Christian in Buffalo and Sealy Inc. (mattresses), Chicago, through Weiss & Geller, in Toledo and Lima, Ohio.

Warner Bros. Inc. Closing Its Newsreel Subsidiary

WARNER BROS. Inc. reported last week that it is discontinuing its newsreel subsidiary, Warner News Inc., with the last newsreel to be distributed on Aug. 23.

Although Warner Bros. had not effected a television tie-up for its newsreel, such as 20th Century Fox and Mutual, there was speculation that the Warner News Inc. library of films and special subjects might be sold to a TV network. A spokesman said the company also is trying to sell the entire operation to a buyer who possibly could operate it as a service exclusively to the TV field.

UPA Announces Expansion

UPA PICTURES Inc., Burbank, Calif., has expanded its TV commercial production department, calling for the increase of production facilities and personnel. President Stephen Boustow announced last week. In line with the expansion, Peter De Negro, former San Francisco agency executive, has been named UPA's west coast sales manager. He will headquarter in Burbank and work with Herbert Klynn, TV department supervisor.

UPA also announced the addition of two services to its TV commercial operations. These include six syndicated spots for national and regional use and special TV spot series territorial leasing to agencies and clients, geared to specific local-level sales requirements.
WBAP-TV Land — a luxuriant 53-county area in North Central Texas and Southern Oklahoma, centered around two great metropolitan areas, Fort Worth and Dallas ... rich in natural resources and friendly progressive people who have the money to buy your product. WBAP-TV Land — top industrial market, busy producing automobiles, aircraft, work clothes, the latest in women's fashions, a variety of foods, and countless other articles in light and heavy industry. WBAP-TV Land — populated by easy going, informal folks who believe in doing big things to uphold the tradition of the biggest state! Southwesterners like comfort — are ready to buy what they want.

WBAP-TV Land — NUMBER ONE MARKET IN THE SOUTH

WBAP-TV is the pioneer station of the South, serving 53 counties with maximum power of 100,000 watts on low-band channel 5 — as powerful as any television station in the United States. The antenna towering 1,113 feet in the air is strategically located between the Fort Worth and Dallas skylines. In addition to offering the largest studio facilities in the Southwest, WBAP-TV is the only station in the area offering complete COLOR telecasting facilities. WBAP-TV delivers top quality programs from both NBC-TV and ABC-TV Networks combined, plus outstanding live studio presentations — including award-winning News and Weather programs.

*Plus 5 Counties in Oklahoma

FORT WORTH & DALLAS METROPOLITAN MARKETS

CITY GRADE SERVICE IN BOTH CITIES

WBAP-TV CHANNEL 5

THE STAR-TELEGRAM STATION • ABC—NBC • FORT WORTH, TEXAS

AMON CARTER | AMON CARTER, JR. | HAROLD HOUGH | GEORGE CRANSTON | ROY BACUS
Founder | President | Director | Manager | Commercial Manager
PETERS, GRIFFIN, WOODWARD, Inc.—National Representatives

Broadcasting • Telecasting

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Moore to Head Sales
For CBS-TV Film Sales

PROMOTION of Thomas W. Moore from manager of the Los Angeles office to general sales manager of CBS-TV Film Sales was announced last week by Lewis C. Harris, vice president and general manager of the company. Mr. Moore succeeds Wilbur S. Edwards, who has resigned to join Encyclopaedia Britannica Films as director of distribution.

Mr. Moore, who will assume his new duties in New York on Aug. 13, joined CBS-TV Film Sales in 1952 when the unit opened a Los Angeles sales office. Previously, he had been vice president and director of advertising and publicity for Forest Lawn Memorial Park, Los Angeles, and with the advertising department of the Meridian (Miss.) Star.

Film Production Firm Set Up
In Texas by Carrillo, Tanco

HOLLYWOOD actor Leo Carrillo and tv producer Felix Tanco are incorporating a Texas production firm to be known as Film Corp. of America, which will headquarter in Dallas where it plans to construct a $2 million studio to be available to independent film and motion picture producers. The new firm also would produce its own films and plans eventual capitalization of between $5 and $10 million.

Members of the board in addition to Messrs. Carrillo and Tanco will include E. A. Hicks, owner of Mayan Dude Ranch, where a "movie town" already has been constructed; Fred Meyers, American Releasing Co.; Maurice Beck, of Texas Radio, and Harry Preston, writer, and Larry Giannessi, Big "D" Film Labs.

FILM DISTRIBUTION


Louis de Rochemont Assoc., N. Y., distributing new quarter-hour filmed sport series, Field & Stream produced by Field & Stream Magazine. Series, designed for family audience, is having trial run on KDKA-TV Pittsburgh under sponsorship of Carling Brewing Co.

FILM SALES

CBS Television Film Sales, N. S., has sold CBS Newsfilm service to KOTV (TV) Tulsa, WRGB (TV) Schenectady and YVLT-TV Caracas, Venezuela.

Guild Films Co., N. Y., reports five new sales each on 1 Spy and Confidential File tv film series and seven renewals on Limousine Race.

INS Television Dept., N. Y., has sold This Week in Sports to WTVT (TV) Fort Lauderdale, Fla., and Telenews daily film service to WCKT-TV Miami.

FILM PEOPLE


Nita Nagler, Pyramid Productions, N. Y., tsp producer, named administrative assistant to sales department of Guild Films Co., N. Y.

Harold W. Fish, 60, assistant to president of Wilding Pictures Inc., Chicago tv and motion picture firm, died July 19 after 25 years service with company.

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NATIONAL BROADCASTING COMPANY

Networking

NBC RADIO BEGINS 'BANDSTAND' TODAY

Opening program in morning successor to 'Weekday' to have James C. Petriello leading 'all-star' band. Half-hour session to be simulcast by NBC-TV.

NBC RADIO'S new-two hour NBC Bandstand program, morning successor to Weekday (8-10, July 2 and et seq.), gets underway today (Mon.) with a leadoff of participating sponsors and with James C. Petriello, president of American Federation of Musicians, in the role of bandleader.

Charles T. Ayres, vice president in charge of the radio division, said Milam Labs, Warson Productions and Wabc (for quick home permanent), Manhattan soap, and Realemon already had signed for participations in Bandstand and that a number of others are "interested. The program is sold in the same way as its universal predecessor, Weekday—in participations of 60 seconds, 30 seconds, and 6 months.

Mr. Ayres listed the starting sponsors at a Tuesday news conference at which he and other NBC key officers of the new series and the thinking behind it.

William R. (Billy) Goodheart Jr., co-founder and former executive vice president of Music Corp. of America, is an NBC consultant last May and is credited with the idea for Bandstand, revealed that AFM Chief Petriello will participate as a bandleader in today's kickoff program.

Mr. Petriello, described as "enthusiastic" about the Bandstand concept of presenting name bands in a daily two-hour live program, volunteered to appear on the opening show, Mr. Goodheart said. The union chief will "concur" in a group of top-name bandleaders in a medley of their most popular tunes. Bandleaders slated to play under his baton include Guy Lombardo, Tommy and Jimmy Dorsey, Ted Lewis, Carmen Cavallaro, Russ Morgan, Johnny Long, and Larry Clinton.

Bandstand will be heard at 10 a.m. to 12 noon EDT, Mondays through Fridays. The 10:30-11 a.m. segment each day will be simulcast by WBNR, with a half-hour portion of the new program seen on this simulcast portion today.

The tv portion is as yet unsponsored, Mr. Ayres said.

Explaining the Bandstand concept, Mr. Goodheart asserted his view that the "band business" is in the process of recapturing the national interest it held some 20 years ago. The new NBC program, he said, is designed to contribute to the revival as well as capitalize on it.

Other NBC officials on hand for the news conference included Board Chairman Sylvester L. (Pat) Weaver Jr., who stressed that Bandstand will be much more than "a big disc jockey show": President Robert W. Sarnoff, and Kenneth W. Bilby, public relations vice president. Guy Lombardo and his orchestra, which will be featured on the opening week's shows, also were on hand. Mr. Lombardo saw Bandstand as a "key" in the growing popularity of dance orchestras.

Mr. Bilby said affiliates' support of a cooperative advertising campaign in behalf of Bandstand was stronger than in the case of a similar campaign in Monitor's early days, and Mr. Ayres said station clearance for the program had been "excellent."

Bert Parks is permanent M.C. for the two-hour series. Songwriter Johnny Mercer will appear as "Mr. Music" during the first week, with other music figures alternating in this role in succeeding weeks. Bands scheduled to appear during opening week are those of Mr. Lombardo, Tommy and Jimmy Dorsey, Wayne King, and Freddy Martin. Different bands will be slated approximately every two weeks after the series begins.

Bandstand replaces the morning portion of Weekday, but a new lineup of dramatic programs will take over the afternoon portion, along with Today on WNBC, tomorrow. Part of the program has been of a program that wound up its run last Friday, has been carried at 10-12 noon and 2:30-3 p.m. The new afternoon lineup will start at 3 p.m., meaning that there now will be no network service from noon to 3, instead of noon to 2 p.m. as under Weekday.

WHK SUCCEEDS KYW

AS NBC AFFILIATE

Cleveland station is first to fill gap created by disaffiliation of Westinghouse stations from network this month.

FIRST hole punched in the NBC Network lineup by the disaffiliation of Westinghouse stations was plugged late last week by the signing of WHK Cleveland as an NBC affiliate in that area (CLOSED CIRCUIT, July 23).

NBC announced the signing on Friday. Officials said it becomes effective today (Mon.) in part.

They said WHK will begin carrying parts of the new NBC Bandstand series and parts of the new afternoon lineup when those new network fetaures are launched today (see story, this page). It will begin NBC nighttime programming on Aug. 26, effective date for WBC stations' dropping of NBC nighttime programming. The WBC outlets quit carrying NBC daytime programs as of July 16.

WHK, which is celebrating its 35th anniversary this year, is a longtime affiliate—and also a minority stockholder—of Mutual. Effect of the NBC signing on its MBS affiliation could not be determined.

WHK, which replaces Westinghouse's 50 kw KYW Cleveland in the NBC lineup, is licensed to the Forest City Pub. Co. (Cleveland Plain Dealer and News). It operates on 1420 kc with Sterling J. Graham, president, and Kenneth H. Kackath, general manager.

NBC meanwhile was still searching for new affiliates to replace the three other WBC defections: KDKA Pittsburgh, WBZ Boston, and WOWO Fort Wayne. These, too, are 50 kw.

The four WBC stations pulled out of the NBC lineup in a disagreement over network programming policies. WBC maintained that neither NBC nor any other network is providing the kind of radio programming that "meets the requirements of radio as it now exists." So these four WBC stations moved to independent status (a fifth, KEX Portland, Ore., is still affiliated with ABC).

Meanwhile, WBC cited its stations' coverage of news developments last week as a sample of how they intend to develop their audiences abreast of national news under their new "home town" programming concept.

WBZ newsmen, they said, were the first to tell Gov. Christian A. Herter that Harold Stassen had tossed a political bombshell by recommending him over Richard A. Nixon for GOP vice presidential candidate. They said WBZ also predicted Gov. Herter's announcement that he himself would nominate Mr. Nixon, and then relayed the prediction to other
We have a little announcement for a few select friends:  

ABC's Morning Drama Bloc outrates all competition, by an average margin of 50% according to Nielsen's latest radio report. Incidentally, twice as many homes tune to radio in the morning as tune to television according to Nielsen. You're free to draw your own conclusions. The one we draw is this: you get more (homes) for less (cost per commercial minute) on ABC Morning Radio—Breakfast Club, My True Story, When a Girl Marries, Whispering Streets, Grand Central Station, The Jack Paar Show. For full facts, call your ABC Radio representative.

ABC Radio Network

<table>
<thead>
<tr>
<th>All Network Sponsored Programs</th>
<th>10:00 AM-12:00 Noon (NYT), M-F (Common Morning Network Option Time)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nielsen Average Audience Rating</td>
<td>Homes Reached Per Average Minute</td>
</tr>
<tr>
<td>ABC Radio</td>
<td>2.7</td>
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<tr>
<td>Network B</td>
<td>2.3</td>
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<td>Network C</td>
<td>1.8</td>
</tr>
<tr>
<td>Network D</td>
<td>1.3</td>
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</tbody>
</table>

*The cost efficiency margin over the other networks is even greater.*
WLB stations. Other Westinghouse outlets also were given a recorded telephone interview conducted by WBZ with Mr. Stassen.

Donald H. McGannon, WBC president, also has announced that three of WBC’s top newsmen—News Directors Rod MacLeish of WBZ, Sanford Markley of KYW, and Jim Snyder of KDKA—will provide Westinghouse stations with regular on-the-scene reports, interviews, bulletins and features from the Democratic and Republican national conventions next month.

**WLW Affiliation With NBC To Continue, Says Dunville**

WLW Cincinnati conceivably may carry additional ABC and Mutual radio shows in the future but this will not affect WLW’s NBC affiliation or mean that the station is changing affiliation, WLW President Robert E. Dunville said last week.

The continuing WLW-NBC affiliation was emphasized in a statement reporting that WLW last Monday began carrying, on a delayed basis, an hour-long block of three ABC Radio dramas in addition to its presentation of the ABC Breakfast Club [B’T, July 23]. This, he said, in no way affects WLW’s continuing to carry programs. WLW will carry part of the new NBC Bandstand program and at least part of the new afternoon schedule.

Mr. Dunville also reported that the station currently is developing plans for several new local programs designed to meet “the modern demand” of radio in the WLW area.

If other ABC or Mutual programs are added by WLW in the future, it will mean only that “WLW is carrying more network shows from more networks,” the announcement asserted. It said that many stations in the area apparently have decided to localize their schedules, with the result that “satisfactory network service throughout the WLW area could not be maintained.”

**Mutual Shows for Chicago To Be Carried by ABC’s WLS**

WLS Chicago, owned jointly by Prairie Farmer and American Broadcasting-Paramount Theatres Inc., and affiliated with ABC, has agreed to carry some MBS programs in that city, it was learned last week.

The pioneer 50 kw outlet is considering pickups of “several” Mutual shows consisting of its own local commitments and schedule of ABC programs. No formal affiliation papers have been signed, it was understood. First MBS program to be carried by WLS was Martha Roundtree’s Press Conference last week.

MBS has been seeking a Chicago outlet since severance of its long-standing affiliation with WGN last spring [B’T, May 7]. Termination of pact with WGN, the Chicago Tribune radio property, is effective Aug. 31, with the latter attaining status of an independent.

What Mutual programs WLS will carry was not ascertained last week beyond the understanding it would accept “certain shows.” Major points left for conjecture evolved around coverage this fall of Notre Dame football, to which MBS has obtained rights, and certain afternoon programs now carried by WGN, WCFL, another Chicago independent, also is reportedly seeking the football coverage. It formerly was the Irish Football Network outlet in Chicago.

WLS Inc. was organized as a new corporation over two years ago at the time of the WLS-WENR merger, with Prairie Farmer and AB-PT each reportedly attaining 50% of the stock. WLS became affiliated with ABC, a division of AB-PT [B’T, Feb. 8, 1954].

**MGM Leases ‘Wizard’ For CBS-TV Showings**

In its first sale to television, Metro-Goldwyn-Mayer last week leased “The Wizard of Oz” feature film to CBS-TV for four presentations at a total cost of $900,000. The contract contains a cancellation clause permitting CBS-TV to withdraw after two presentations for a cost of about $450,000, according to an MGM spokesman.

The contract represents MGM’s initial sales activity following the announcement in June by Loew’s Inc., parent company, that the studio’s library of 770 feature films and 900 short subjects produced from 1929-49 would be released to tv through its own distribution company [B’T, June 27]. Previously reports had circulated that Loew’s had been offered up to $50 million for the library by one tv film distributor.

A CBS-TV spokesman confirmed that the transaction had been completed, but said he could not offer additional details. It is reported that the network is planning to carry “The Wizard of Oz” as a special Christmas show this year and again in 1957. It is presumed that CBS-TV will exercise its rights for two additional showings of the feature film if the initial performances prove successful.

The film, released in 1939, stars Judy Garland with a cast including Ray Bolger, Bert Lahr, Jack Haley, Billie Burke, and Charles Grapewin. The picture was produced by Merwin LeRoy and directed by Victor Fleming. The music and words, including “Over the Rainbow” are by Harold Arlen and E. Y. Harburg. In its original form, the feature film had a running time of 101 minutes, and it is reported that CBS-TV will cut it to an hour and one-half.

An MGM spokesman said the company currently is negotiating with several networks, stations and advertising agencies for other feature films in the library. He reported that some of the outstanding films are being offered either singly or in groups of 5, 10, 15 or 25 pictures.

The contract with CBS-TV was negotiated by Charles C. Barry, former NBC vice president, who heads MGM’s television operation. Mr. Barry currently is in the process of assembling a staff for the tv unit.

When Loew’s announced its tv plans, it revealed that the company intends to acquire interests in tv stations. In negotiations with tv stations for its feature films and short subjects, the company reportedly is asking stations for a stock interest in return for the library. A company spokesman declined to elaborate on this point.

**NBC-CTV Buys ‘Noah’s Ark,’ Series Made by Jack Webb**

ACQUISITION by NBC-TV of television rights to Noah’s Ark, a series of color tv programs produced by Jack Webb’s Mark VII Ltd., was announced Thursday by Thomas A. McAvity, NBC-CTV vice president in charge of programs. Mr. Webb, president of Mark VII and producer-director-star of the firm’s radio and television Dragnet episodes, will direct the Noah series but will not star in them, Mr. McAvity said.

The series, to be shown in color at a time and date to be announced later, stars Paul Burke, May Wynn and Victor Rodman and is based on the experiences of a veterinarian, NBC said.

**Broadcasting • Telecasting**
Talbot Named to Coordinate Olympic Film Coverage Plans

APPOINTMENT of Paul Talbot, president of Fremantle Overseas Radio & Tv Inc., New York, as exclusive agent of the organizing committee for the Olympic Games in Australia was announced last week by W. S. Kent Hughes, chairman of the committee. In his new capacity, Mr. Talbot will arrange for television, theatrical and newsreel coverage of the 1956 Olympic Games, to be held in Melbourne, Nov. 22-Dec. 8.

Mr. Talbot told B&W that tv coverage is being set in every country where tv service is available. He said that geographic editions of Olympic tv film programs will be sent from Melbourne to appeal to the viewers of a particular region. These editions include North American, South American, Western European, USSR, Eastern European and Japanese.

A controversy which developed several months ago over the issue of charging for tv coverage was settled. Mr. Talbot said, in the following manner: Film footage will be provided free of charge for regularly scheduled tv news programs, restricted to three minutes in length; no special programs may be carried free of charge, and no film may be carried in a segment that is not a regularly scheduled news show. Mr. Talbot added that several Olympic tv programs will be produced and will be available for sponsorship on an exclusive basis in various areas of the country.

A pool for the daily coverage of the games will be formed by television and theatrical newsreel organizations, according to Mr. Talbot. He added that plans are now being discussed for fast delivery of film to the West Coast, so that the output may be placed on the coaxial cable from California originating points. He said there is a possibility that such delivery may include the use of jet planes.

WKOW-TV New ABC Affiliate

WKOW-TV Madison, Wis. (ch. 27), has signed as an ABC-TV affiliate, effective Sept. 29, network officials confirmed last week. On that date WISC-TV Madison (ch. 3) replaces WKOW-TV as CBS-TV’s primary affiliate in that area [B&W, May 14]. WKOW-TV and its affiliated radio station, WKOW, are licensed to Monona Broadcasting Co., headed by Stewart Watson as president.

WEAB Joins ABC Radio

WEAB Southern Pines, N. C., heretofore an independent station, will become an affiliate of ABC Radio this Wednesday, it was jointly announced last week by Jack S. Younts, president of Sandhill Community Broadcasters Inc. (WEAB), and Edward J. DeGray, ABC Radio station relations director. The new ABC affiliate is a daytime station on 990 kc with 1 kw.

NETWORK PEOPLE

Theodore F. Grant, ABC-TV program department, N. Y., promoted to assistant manager of ABC-TV co-op programing.

Kenneth McKay, former assistant director of public relations, Madison Square Garden, N. Y., to CBS-TV press information as sports publicist.

Dr. Frank Briston, president and member of board of CBS Inc., elected to board of directors of N. Y. Life Insurance Co. to fill vacancy left by late Devereux C. Josephs, chairman of board of insurance firm.

Phyliss Ginsberg, ABC press information staff, N. Y., married to Stanley Vogel of Jasco Aluminum Co.

WIBC-Leads in Indiana

WIBC is the only Indianapolis radio station ever to receive the National Safety Council’s 1955 Public Interest Award for exceptional service in the field of Traffic Safety. The station received this award recently, adding it to five consecutive awards from NSC in the field of Farm Safety, also exclusive with WIBC in Indianapolis.

WIBC not only does an outstanding job in public service, but WIBC’s community service programs build big audiences. In the 31-county Indianapolis trading area, WIBC programs rank first during 447 out of 504 rated quarter hours each week.*

*Pulse Area Study, Sept.-Oct. 1955

WIBC’s well known personality salesmen... Al Brooks, Robin Bright, Jim Shelton, Harry Andrews and many others, are chiefly responsible for the station’s success in community service and big audiences. These same personalities are available on a “first come, first serve” basis to help you sell your product or service.

To Sell Indianapolis, and Indiana, the Best Buy...the Only Buy Is...WIBC!
'HOPEFULS' IN CHICAGO WILL NOT HAVE SANCTUARY FROM RADIO-TV 'EYES, EARS'

Wherever they go, Democratic delegates will find that AT&T or Illinois Bell have been there first in preparing for all eventualities in media coverage. Regular convention plans progressing rapidly under Reinsch. 'Teletronnic Terrace' replaces soap box.

POLITICAL CANDIDATES who would seek sanctuary from the public eye of tv (and ear of radio) during the forthcoming Democratic national convention had best look to their ingenuity and imagination.

Wherever they may stay, the teleprompters from Chicago's International Amphitheatre and convention proceedings—or take refuge—the Illinois Bell Telephone Co. and AT&T's Long Lines Dept. is prepared to install extra facilities for the convenience of radio-television broadcasters.

Not that the political candidates are publicity-shy—but the telephone company recalls the 1952 Democratic national convention when candidate Adlai Stevenson 'holed up' at an Astor St. residence on Chicago's near north side and caught the company with its preparations down.

Aside from its routine assignment of installing television, radio, teletype, telephoto and telephone equipment, AT&T and Illinois Bell are gearing in 1956 along more anticipatory lines. As a result, extra cable, wire, portable unit and other equipment will be on tap for any emergency.

Facilities will be ready for installation at such strategic sites as hotels (including the Democratic Convention Headquarters in the Conrad Hilton, Chicago's Midway and other airports, railway stations—and even at such remote points as Libertyville, Ill. (where Mr. Stevenson owns a farm).

This typifies the magnitude of facilities planning now underway at Illinois Bell in Chicago and the extent of actual work by technicians and engineers in providing basic equipment for network radio-tv 新闻 teams and cameramen (BTV, July 23).

Naturally also are starting to make news in various Chicago convention planning quarters. MBS has hired Marion (Maxie) Baer to head engineering groundwork for Mutual convention operations. BDO New York, writer who has worked on U. S. Steel Hour commercials among other assignments, will join the staff of the Stevenson campaign committee today (Monday). He will work with Bill Wilson, former CBS-TV Chicago producer-director, who joined the Stevenson group last February and who has been handling Mr. Stevenson's radio-tv appearances during the primaries.

Work also is progressing at Democratic National Committee Headquarters under J. Leonard Reinsch, convention manager and executive director of the Cox stations. Arrangements have been completed for the appearance of Frank Sinatra, Howard Keel and Vaughn Monroe in singing roles before evening sessions. They will sing the National Anthem on successive evenings. Dave Schary of MGM is in charge of entertainment for the convention.

Referring to plans for the rostrum area conceived by TelePrompTer Corp. (BTV, July 16), Mr. Reinsch points out "the soap box at political conventions is gone" and described equipment of 1956 as a sort of "teletronnic terrace complete with the latest and finest equipment."

Mr. Reinsch has appeared in radio-television interviews, expressing gratitude on behalf of network radio-television company and the Democratic committee, to Promoter Fred Kohler for postponing a scheduled wrestling card in the Amphitheatre Aug. 3 (Closed Circuit, July 23). The postponement will enable workmen to install necessary equipment on time (it should be ready by Aug. 8) and avert estimated additional costs of $30,000 for the network pool and $75,000-$100,000 for the national committee.

Mr. Reinsch explained convention planning on CBS-owned WBMM's For the Record July 14 and took part in a panel on WBMM-TV's Convention Preview July 21. He answered questions on "The Role of the Communications industry" in conventions, held in conjunction with Loyola U.

Democratic delegates will be cushioned for any entrance to the convention area of wire by construction of an amphitheater.

Other telephone company preparations were in full swing last week. Twenty of the 54 microwave antenna "dishes" planned (BTV, July 9) have been installed and eight more will be hoisted up to a 35-ft. runway on the International Amphitheatre roof overlooking the Chicago stockyards. Remaining 26 dishes are being installed at Comiskey Park, home of the Chicago White Sox, and at four loop locations. (Ten already are in place atop the Conrad Hilton Hotel.)

Twelve coaxial cables will be utilized to connect Amphitheatre cameras with downtown t.v network studios, besides microwave channels. The number of switchboards needed for the convention has been increased from 32 to 50 and an additional 11,500 miles of wire will be used to link Amphitheatre phones with Chicago's telephone system. (More than 300 miles of telephone wire will be needed for the majority of 4,000 telephones inside the Amphitheatre.)

Carpentry and electrician work also is going forward at the Bell Telephone Center in the Amphitheatre to serve radio-television personnel, convention officials and delegates. The center is located in the north wing of the building. In the south wing newsrooms, installers are placing telephone and teletype equipment to link newsmen with their respective newspapers.

Nearly 2,500 radio-television newsmen, commentators, engineers and other personnel have been accredited thus far for the Democratic national convention along with 1,450 from printed media, including 300 from weeklies, 200 from periodicals and 950 working newspapers—or nearly 4,000 press people. Another 100 theatre newsreel representatives have been accredited, plus additional Western Union personnel.

From 325 to 350 representatives are listed for each of the three radio-television networks, plus
DU MONT INCREASES ELECTRONICAM FACILITIES
Now Better Equipped to Save You Time and Money!

Adds 5 new pick-up units to assist agencies, producers and advertisers in getting commercials and shows on top-quality film at minimum cost.

Here's How These Top Agencies, Advertisers and Stars Get Finer Film in Less Time...at Lower Cost!

K & E—filmed three 1-minute and one 2-minute commercials for Beech-Nut—including set-up, lighting, rehearsal, and shooting—in a single day! Had prints on the air on 20 stations across the country 7 days later!

McCann-Erickson—shot two 1-minute commercials for Nu Soft in just 1 afternoon!

Westinghouse—set, rehearsed and shot a full 15-minute show in one morning—had final prints 18 hours later!

Les Paul and Mary Ford—delivered 35 5-minute shows for the Instructo Corporation in just seven shooting days!

George Jessel—shot three ½-hour films on a new show before two separate live audiences in just 1 day!

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Electronicam Division

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Telephone: JUdson 2-6590

West Coast Offices
11800 West Olympic Boulevard, Los Angeles, Calif.
Telephone: GRanite 7-4711
Four-pound camera developed by Philco Corp. for ABC is described as 'very simple' to operate.

Four tv cameras to be used by CBS at convention. French scientist Raymond Cohen (l) demonstrates 2-pounder, while CBS Vice President Sig Mickelson explores the "vest pocket" size, which weighs 1 ½ lbs. and is said to be the world's tiniest. It is held like a revolver.

RCA made this four-pound camera, which NBC will use experimentally in covering conventions.

75 for Mutual, with the remaining 1,400 from independent stations.

Mr. Reinsch is hopeful that the convention program will proceed on schedule. He pointed out the platform committee will meet this year in advance of the convention and probably have its report ready for Tuesday, thus saving time in this instance. The actual convention program Monday evening involving Gov. Clement's speech and keynote tv production techniques has not been determined as yet, he added.

TINY TV CAMERAS COME INTO VOGUE

NEXT MONTH'S political conventions loomed last week as testing grounds for an array of new, lightweight television camera equipment, with all three tv networks announcing entries in the portability sweepstakes.

CBS reported not one but two new small-camera developments. ABC and the sponsor of its political coverage, Philco Corp., also came up with a hand-held portable camera. Earlier, RCA announced it had developed a four-pound camera and 15-pound portable pack-back transmitter which NBC will use experimentally in covering the conventions [BT, July 23].

The CBS developments were announced by news and public affairs Vice President Sig Mickelson during special closed-circuit orientation programs for Democratic and Republican delegates last Monday and Wednesday [also see story, page 66].

One, designed and developed by French electronics engineers, consists of a four-pound camera (including two-pound lens and view-finders) and 32-pound back-carried portable unit composed of video transmitter, synchronizing generator, and power supply (batteries). The camera measures 7 by 4 by 3 ½ inches. It is a product of Intercontinental Electronics Corp.

The other development announced by CBS was a "vest pocket" camera, described as "tiniest in the world." This was developed by the engineering research labs of Lockheed Aircraft Corp. to flight-test the new Electra project airliner. Mr. Mickelson said it weighs 1 ½ pounds, measures 5 by 1 ½ by 2 inches, and is smaller than a flashlight. Fitted with a special pistol-grip, it is held and aimed like a revolver. Cables connect it to a transmitter.

The camera developed for ABC by Philco, which supplied four for use in convention coverage, was described as weighing four pounds and measuring 3 ½ by 6 ½ by 10 ½ inches. ABC said it is "very simple," requiring fewer adjustments by the cameraman than does a standard tv camera. Like the CBS Lockheed camera, it is linked to transmitter by cable.

In another area of new equipment, ABC announced it also will use two special lens attachments for improved panoramic shots with standard cameras in covering the conventions. One, developed by ABC-TV engineers at KGO-TV San Francisco and called the "Bazooka" because it resembles the cylindrical anti-tank weapon of World War II, is 48 inches long (but has a focal length of 65 inches because of a series of mirrors inside the cylinder), is 7 inches in diameter and contains a 6-inch reflector. The other, developed by Marvin Jacobs, ABC-TV chief lens engineer in Hollywood, and named the "Big Jake" in his honor, is 51 ½ inches long and has a diameter of 1 ½ inches.
**Southern Rating Reports**

<table>
<thead>
<tr>
<th>City</th>
<th>Availability</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>Baltimore</td>
<td>Monthly</td>
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<tr>
<td>Birmingham</td>
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<tr>
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**Eastern Rating Reports**

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<td>Johnstown</td>
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<tr>
<td>New York</td>
<td>Monthly</td>
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</table>

**Advertising Agency rates for these reports are listed below with procedure for ordering.**

- For firm's home city report: $30.00
- For additional market reports: 15.00
- Under $2,000,000: $30.00
- $2,000,000-$10,000,000: $25.00

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July 30, 1956 • Page 65
CBS-TV Gives Preview For Convention Goers

ELECTRONIC JOURNALISM, which promises to gain in stature during coverage of the political conventions next month Wednesday was utilized by CBS last week to provide Democratic and Republican convention delegates and alternates with a "television-eye-view" of the network's convention plans.

In separate closed-circuit telecasts carried to 167 CBS-TV affiliated stations where convention delegates were gathered, the network offered a glimpse of over-all facilities in Chicago and San Francisco as convention opens. The delegates saw the location of the floor of Chicago's International Amphitheatre and San Francisco's Cow Palace, the speakers' platforms and facilities for the working television and radio crews, as well as equipment to be used.

The delegates also saw the locations of the various delegate and party headquarters hotels, scenic highlights, airports and rail terminals and routes to the convention sites. Large-scale exploded drawings or "mock ups" of the interior of the convention halls were shown to illustrate the talks given by CBS officials.

The closed-circuit programs, held for Democrats on Monday and Republicans on Wednesday, originated in New York and included pick-ups from Washington for brief talks by Paul M. Butler and Leonard Hall, chairmen respectively of the Democratic and Republican national committees. Others who appeared on the programs were Dr. Frank Stanton, president of CBS; Sig Mickelson, CBS vice president in charge of news and public affairs; and CBS newsmen Walter Cronkite, Bob Trout, Douglas Edwards, and Charles Collingwood.

Some 4,500 Democratic and 2,500 Republican delegates and alternates were invited to attend the telecasts at CBS-TV affiliates' studios throughout the country, but the network reported it had no count of the actual number of visitors who viewed the broadcasts.

Pre-Convention Sidelights Furnished by UP to Clients

IN THE two weeks left before the Democrats meet in Chicago, United Press will service its radio-station clients with a series of 13 daily scripts titled "The Convention Story." Beginning today (Monday), UP will feed the scripts to stations, giving them a chance to tell their audiences about highlights of past conventions and factors involved in this year's election campaign.

UP also will give its broadcast clients a 10-program series titled "Names in the Convention News," a daily analysis of political developments and special women's programs. During the course of the conventions themselves, the wire service will carry running spot news, hourly recaps and political analysis, as well as the routine "lighter side features."

Finishing Touches Readied On WU Conventions Coverage

WESTERN UNION TELEGRAPH reports that, with 2,000 miles separating the convention sites and barely a weekend open between the time the Democrats leave Chicago and the Republicans roll to San Francisco, it is assembling the largest single staff of telegraph operators in its history. Over 400 WU operators will be located in both cities, sending over 600,000 words per hour to press centers in San Francisco, Chicago and New York. These three cities will in turn feed a network of 15 high-speed regional message centers connecting all principal WU offices throughout the country.

NARTB Group Discusses Public Relations Program

A PUBLIC RELATIONS program designed to meet concentrated attacks on the broadcast industry was discussed Wednesday at a meeting of a special NARTB board committee authorized at the June board meeting [BT June 26, July 3]. Committee members now are reviewing these plans to start a special program, including financing problems.

With much criticism of broadcasters originating in New York and Los Angeles, where entertainment industry commentators center, NARTB's Washington office is designed to service these two cities. No word about the plans was divulged after the Wednesday meeting.

Although the next board meeting isn't scheduled until Feb. 4, 1957, it was believed the special committee might agree on a program by mail and telephone, after which it could be submitted to the combined radio and tv boards for referendum vote.

Attending Wednesday's meeting were John M. Butler, WSB Atlanta, Radio Board chairman; Campbell Arnoux, WTAR-TV Norfolk, Va., TV chairman; Arthur Hull Hayes, CBS Radio; William D. Pabst, KFRC San Francisco; Ernest Lee Jahncke Jr., ABC; John E. Fetzer, Fetzer Stations, and NARTB President Harold E. Fellows.

Voice of Democracy Contest Organization Is Announced

AN ORGANIZATION to direct the 10th annual Voice of Democracy Contest was announced Thursday by NARTB and Radio-Electronics-TV Mfrs. Assn., co-sponsoring the competition with the U. S. Junior Chamber of Commerce. Harold E. Fellows, NARTB president, is chairman of the policy committee.

On the policy group with Mr. Fellows are James D. Secrest, executive vice president and secretary of RETMA; William R. Risher, Jaycee vice president; Dr. Samuel M. Brownell, commissioner, U. S. Office of Education; Dr. Paul E. Ellicker, executive secretary, National Assn. of Secondary School Principals, and Robert K. Richards, NARTB consultant, committee secretary.

Co-chairmen of the action committee are Frederick H. Garrigus and Peter H. Cousins, of RETMA. Other members are Dean Burton and Albert Watson, Jaycees; Herbert F. Hodge, RETMA; Gertrude Broderick, U. S. Office of Education, and Joseph M. Strick, NARTB.

The contest is open to all 10th, 11th and 12th grade students in any public, private or parochial school in the United States and its possessions. It is supported by the U. S. Office of Education and is on the approved contest list of the National Assn. of Secondary School Principals. Contest winners in all state and territorial contests will be given a week trip to Washington and the four top winners will receive $500 scholarships.

RAB Limits Registrants To Ad Clinic in October

DESPITE widespread demands by industry members to attend the second annual National Radio Advertising Bureau this fall, advertiser and agency attendance will be limited to 500 persons, RAB announced last week. Advance invitations to the two-day meeting in New York, Oct. 29-30, will rebut that number of key agency executives and advertisers this week.

In announcing preliminary plans for the
Is federal government electricity really “cheap”? 

Federal government electricity isn’t “cheap” at all—it’s subsidized.

Consider the subject of taxes alone. The more than 400 independent electric companies pay their fair share of taxes. Federal power systems pay no federal taxes at all, and little or no state taxes. This means that their electric rates can be lower, because you and other taxpayers have to pay the share of taxes they don’t pay.

These days, when all tax practices are under review, shouldn’t the inequality and basic unfairness of this kind of subsidy and tax exemption be given full publicity and critical study?

This question affects you and everyone else who pays part of the subsidy. That’s why these facts are brought to you by America’s Independent Electric Light and Power Companies*.

*Names on request from this magazine
<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>ABC</th>
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<td>First &amp; 5 Terrace News</td>
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<td>No Service</td>
<td>News</td>
<td>NBC</td>
<td>No Service</td>
<td>No Service</td>
</tr>
<tr>
<td>11:15 PM</td>
<td>No Service</td>
<td>News</td>
<td>NBC</td>
<td>No Service</td>
<td>No Service</td>
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First in PHILA.

TRADING ASSNVS.

CROWELL-COLLIER Pub. Co. last week entered phase two of its diversification move into aural communications by acquiring the Concert Hall Society, a New York phonograph record manufacturer, and its four record clubs, Musical Masterpiece Society, Chamber Music Society, Jazztone Society and Opera society. It is the publishing company’s intention to take Concert Hall’s direct mail order subscription list of 600,000 and add it to its own subscriber roster, in an effort to capture a large slice of the booming mail order phonograph record market.

While spokesmen for Crowell-Collier declined to specify the amount of the transaction involved, Samuel Josefowitz, co-founder with his brother David of the concert hall society, said the deal “involved a substantial amount in the seven figures, part cash, part in other considerations.” William H. Fowler, former vice president of Capitol Records who joined Crowell-Collier last March as general manager of the embryo recording division, will head the new subsidiary.

Suit Asking $1 Million Filed Against Muzak in New York

A SUIT seeking more than $1 million in treble damages was filed last week against Muzak Corp., New York, by Muse-Art Corp., Phila, delphia, a Muzak affiliate, charging the defendant with “conspiracy to obtain and maintain a monopoly in the field of furnishing music and other entertainment by sound reproduction to customers under contract.”

In starting the action in the U. S. District Court for the Southern District of New York, Muse-Art claimed that Muzak is “practicing discrimination” against particular franchise holders, including Muse-Art, by “charging excessive royalties than that charged to more favorite franchisees.” The suit further charged that “a conspiracy” exists between Muzak and WCAU Philadelphia to “destroy Muse-Art’s business and prevent lawful competition between Muse-Art and WCAU by the delivery by Muzak, directly or indirectly, into the possession of WCAU of confidential information pertinent to Muse-Art’s business which Muzak acquired over a period in excess of 15 years.”

A spokesman for Muzak said the action had “no basis” and the company was prepared to refute Muse-Art’s charges.


ENTRANCE into facsimile was reported by Stewart-Warner Electronics Div. of Stewart-Warner Corp., Chicago, last Monday with announcement of the purchase of Allen D. Cardwell Electronics Products Corp., Plainville, Conn., for an undisclosed price.

Included in the transaction is Cardwell’s license agreement with Hogan Labs Inc., which owns basic electrolytic facsimile system patents. The Stewart-Warner division plans to expand both military and commercial facsimile activities, including picture transmission and reception for press associations, according to Dr. Lloyd T. DeVore, general manager.

Car cards on the most traveled transit routes.

Outdoor boards

24 Sheet & Painted Billboards around the town.

Direct Mail

intensive, frequent mailings to select lists.

Trade paper

scheduled ads in leading trade papers.

Pennsylvania’s most powerful independent!

plus bonuses for WIBG advertisers!

plus a new selling sound...!

‘Most Honest Guy’

HONESTY, always the best policy, can take on added impact when illuminated against the backdrop of a big city. Just ask Sherril Taylor, vice president and director of promotion of Radio Advertising Bureau.

In Chicago for sales presentations to top local advertisers in that market, Mr. Taylor arrived back at his hotel (the Drake) by taxi one day to discover that $31 in loose currency was missing from his pocket. The money, he felt sure, had dropped from his pocket when he paid his cab fare.

The next man in the cab happened to be Al Pierce, chief engineer at CBS-TV, whom Mr. Taylor had never met. Mr. Pierce gathered up the money, asked the driver where he’d picked up his last fare, and on learning that it was National Tea Co., telephoned that concern on the slim chance that someone had phoned for a taxi from there. The receptionist told the CBS-TC chief engineer that she’d called a taxi for a Sherril Taylor. The taxi driver already had told Mr. Pierce, where he had dropped off his last passenger, and so Mr. Taylor at last was located and his money returned—“money I never expected to see again.”

Mr. Pierce’s reward: A bottle of Kings Ransom addressed to “the most honest guy in Chicago.”

RAB Publishes New Brochure

SUPERCHARGED radio impressions at a cost of 5½ cents a thousand are the topic of Radio Advertising Bureau’s latest brochure, “High Test Radio.” The booklet tells how Sinclair Refining Co., New York, through its agency Morey, Humm & Warwick, built a national radio campaign out of a safety announcement overheard in an Atlanta, Ga., taxicab. The folder outlines the growth of the 50-market Sinclair safety campaign and allows radio salesmen to show the ease with which radio delivers the giant automobile audience to petroleum and auto appliance manufacturers.
of all TV Towers over 1,000 feet
BEAR THIS IDECO PLATE

...and so do hundreds of other radio and TV towers, all over the world.

Just a year ago we reported "Over 40% of all TV towers over 1,000 feet tall are towers by Ideco."
TODAY OVER 50% are labelled "Built by Dresser-Ideco Company."

MORE TALL TOWERS have been built by Dresser-Ideco than by all the other tower companies combined!

No, we're not bragging just to inflate our own ego. Rather, we're reminding you of that very essential intangible in your tower job ... peace of mind ... the feeling of complete security that is yours when you deal with the leader. Your confidence is well placed in Dresser-Ideco's proven ability to design, fabricate and construct the tower you need ... whatever the height, whatever the antenna and wind load requirements.

All the way from knowledgeable counsel in early planning, through to a complete final inspection ... you can place your trust in the world's most experienced tower engineers.

So when you're ready to push up for greater coverage ... or when you're planning a new station ... come to Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.

*Tower height data from TV Factbook, Spring, 1956
OCEAN TRAGEDY STEPS UP NEWS COVERAGE

Collision of liners 'Andrea Doria' and 'Stockholm' causes radio and TV networks and individual stations to increase usual reportorial stints to bring flashes, bulletins and eyewitness accounts to listeners.

RADIO AND TV networks and many individual stations stepped up their news coverage last Thursday to bring flashes, bulletins, eyewitness accounts and other reports of the collision of the liners Andrea Doria and Stockholm off Nantucket Island just before midnight Wednesday.

Networks and some stations flew reporters and cameramen to the disaster area and assigned other newsmen to the Coast Guard headquarters in New York, where latest ship-to-shore information was received. Many New York stations and others near the disaster remained on the air all night Thursday—beyond usual sign-off time—after news of the collision was flashed at 11:40 p.m. Wednesday.

CBS Radio early Thursday flew newsmen Douglas Edwards to the Quoetet R. L., Naval Station, and he was aloft in time to see the Andrea Doria disappear beneath the ocean's surface. At 10:20 a.m., a bulletin was telephoned to the network by Mr. Edwards and carried on Arthur Godfrey's morning program. At noon, pre-empts the time usually occupied by Wendy Warren and the News, CBS Radio presented a combined report from Mr. Edwards, Richard C. Hottelet from Coast Guard headquarters and Dallas Townsend from CBS News headquarters. Ned Calmer was "anchor man" for the report.

CBS Radio affiliates, including WCBS New York, WPRO Providence and WBRY Waterbury, Conn., remained on the air all night to give listeners a status report of the condition of the two disabled vessels and the rescue chances of the passengers and crews.

Charles Ashley, news editor of CBS-owned WEEI Boston, had that station stay on all night (it usually signs off at 1:15 a.m.) to follow rescue developments. Newsman Ed Myers flew to the scene in a chartered CBC plane and Art Smith went to the wreck aboard the Coast Guard cutter Casco. Ralph Morse, vacationing on Nantucket Island, fed the station news of survivors landing there. WEEI had new flashes on the air by 2 a.m. and fed CBS Radio newscasts through the early morning.

WHDH Boston carried its first bulletin on the disaster at 11:30 p.m., and by 4 a.m. had its entire staff on hand preparing and broadcasting reports. After on-the-air interviews with Coast Guard search and rescue squadron members at 6 and 9:30 a.m., the station presented at 10:35 an interview with a doctor who described the landing of four early survivors, including one fatally injured, at Nantucket.

Two other interviews dealt with preparations and procedures regarding helicopter delivery of injured passengers to a Boston hospital. WHDH also made contact with a freighter which picked up one survivor, and later with the Ile de France, which carried several hundred survivors back to New York. In addition to special interviews, WHDH presented regular summaries of rescue operations.

Mutual began feeding reports compiled by its New York-owned station, WOR, at 6 a.m. Thursday. Bob Garrity, pilot-newscaster who recently was hired by WOR to report particularly on traffic information, flew out to sea above the Ile de France and reported back by shortwave to WOR and Mutual. Mr. Garrity made subsequent trips and reports for the station and the network in the late afternoon and evening.

WOV New York, which specializes in Italian-language programming, maintained continuous broadcasting of news developments in Italian to reassure relatives and friends of Andrea Doria passengers. One highlight of its coverage was a ship-to-shore interview with Morris Novik, president of WOV, who was among those rescued from the sinking ship. Another was a tribute to the Andrea Doria by Renzo Sacerdoti, WOV staff, who had been a passenger on the maiden voyage of the ship.

ABC's WABC New York remained on the air virtually all night, broadcasting bulletins on the disaster. At 8:55 a.m., the station carried a report by beeper telephone from ABC reporter Al Mann, stationed at Coast Guard headquarters.

WMGM New York's Happiness Exchange, featuring Joe Rosenfeld, was on the air when news of the collision was received. The station decided to keep the program on the air all night, broadcasting latest developments. After 3 a.m., the program began receiving calls from relatives and friends of passengers aboard the Andrea Doria. Mr. Rosenfeld suggested they come down to the Happiness Exchange headquarters where coffee would be made available to them and up-to-the-minute news developments provided. Many took advantage of the offer and were interviewed over the air by Mr. Rosenfeld. A WMGM spokesman said some were sent on to WCBS-TV for TV interviews.

WXJR New York, which normally comes on the air at 6 a.m., began broadcasting at 4 a.m. Thursday and carried news bulletins continuously until 11 a.m. Subsequently, the sta-
What you can learn from the deep sea diver about high blood pressure...

Though deep sea diving is hazardous, divers can work for years without serious mishaps. They do so by avoiding situations that mean trouble... and by taking other precautions for underwater safety. For instance, they never work too long at great depths under great pressure. Anyone with high blood pressure (hypertension) of the moderate, uncomplicated type... should face his situation in much the same way as the deep sea diver does his work.

This is because successful control of this disorder may depend upon knowing what to do and what not to do. In fact, by avoiding situations and conditions that adversely affect blood pressure, it is possible in many cases to bring an elevated blood pressure down... or keep it from rising to excessively high levels.

What is high blood pressure and what does it do?

When hypertension occurs, the very small terminal portions of the arteries contract. Pressure within these narrowed blood channels rises... and the heart works harder to force needed amounts of blood through them.

If the blood vessels are strong enough to withstand the extra pressure, harmful effects may not be noticed for many years. The continuous strain, however, may eventually overwork the heart... and weaken many of the blood vessels throughout the body.

If hypertension develops, then what?

If the disorder is mild and not caused by some underlying disease, the patient can do a great deal to help himself just by taking it easy... emotionally and physically.

Since tension, anxiety and worry are believed to be related to this disease, it is important to live calmly and to be moderate in eating, working and everything else. One good rule is this: do everything your doctor permits, but no more. Following this rule alone is often all that is needed to help patients live long, comfortably and usefully with hypertension.

If more rest and recreation, and avoiding tension and strain, fail to control this disorder, then the doctor may try diet, drugs or surgery. Newer drugs give promise that dietary and surgical treatment are less likely to be needed.

What about guarding against hypertension?

When hypertension is discovered early, it is usually easier to control. So, everyone should have periodic health examinations, especially those who are middle-aged and older, are overweight or have a family history of the disorder.
tion maintained a schedule of news of the disaster every half hour.

NBC-TV presented a special 90-minute, on-the-scene report Thursday (5:6:30 p.m. EDT) of the arrival of the *Ile de France* with survivors of the collision. NBC reporters John Rich and Chet Huntley worked with a mobile unit at a pier on the Hudson River interviewing survivors. Earlier in the day, NBC-TV’s Today carried film footage of the disaster at 9:30 a.m. CBS-TV’s Good Morning With Bill Rogers Jr. (Mon.-Fri., 7:9 a.m. EDT) was alerted to the story of the disaster by Producer James Fleming at 3 a.m. Thursday and arranged for live interviews with families of Andrea Doria passengers. Appearances also were made on the program by Walter Lord, author of *A Night to Remember*, which described the Titanic’s sinking, and Frank Brinard, author on ships who wrote Famous American Ships.

ABC-TV’s WABC-TV New York presented films of the disaster on a special six-minute program, beginning at 9:42 a.m. The footage was taken by Bill Cooper, cameraman for WJAR-TV Providence, an ABC-TV affiliate, and by INS-Telenews. ABC-TV camera crews later filmed other footage of the wreck and interviews with survivors for presentation on news programs Thursday evening.

WBZ Boston sent News Director Rod McLeish aboard a chartered plane to Nantucket Island, from where he sent hourly reports by beeper phone to WBZ, starting at 7 a.m. These and other recordings, including an eye-witness account of the sinking of the Andrea Doria, were supplied by WBZ to other Westinghouse-owned stations.

Philadelphia Mayor Richardson Dilworth, who was aboard the Andrea Doria with his wife, was contacted via ship-to-shore telephone by three Philadelphia stations following his rescue by the *Ile de France*. The three—WCAU, WRCV and WIP—recorded the individual interviews for later rebroadcast. The mayor’s wife suffered a black eye.

Up Movietime News assigned 12 cameramen to the disaster area, with men sent to points between New York and Boston. By 9:30 p.m. EDT Thursday, the organization had processed 480 feet of cut film and sent it to tv station clients. Gene Broda of Movietime was the pool cameraman who shot the film sequence showing the sinking of the *Andrea Doria*. Special film coverage was provided to the Italian broadcast service, RAI, for distribution to Italian tv outlets.

**Media Principals Rescued Following Liners’ Collision**

Many individuals prominent in the broadcasting industry were among the approximately 1,130 passengers rescued when the liners *Andrea Doria* and *Stockholm* collided last Wednesday night off Nantucket Island.

Among them were Morris Novik, president of WOV New York and radio consultant, and his wife, who were picked up by the *Ile de France*. They had boarded the *Andrea Doria* at Naples, Italy, after a European vacation.

Others who were rescued included Robert W. Orr of the New York advertising agency bearing his name, and members of his family; George P. Kerr, European manager of Procter & Gamble, and Mrs. Kerr; and Ruth Roman Hall, former wife of Mortimer W. Hall of KLAC Los Angeles, and son Richard Roman Hall.

**Westinghouse Sales Meeting Takes Up Local Programming**

Sales managers of Westinghouse Broadcasting Co. radio stations met at WBC headquarters in New York last Tuesday and Wednesday for a series of discussions related to the current increase in local programming on company stations in Boston, Cleveland, Fort Wayne, Ind., and Pittsburgh.

A. W. (Bink) Dannenbaum Jr., WBC vice president in charge of sales, presided over the two-day session. Among the speakers were Donald H. McGann, president; Bill Kaland, national program manager; Perry Bascom, eastern sales manager; M. A. Goldberg, director of research and David E. Partridge, advertising and sales promotion manager.

Station sales managers who attended the meetings were John Stilli, KDKA Pittsburgh; Bill Williamson, WBZ-WBZA Boston-Springfield; John McIntosh, KYW Cleveland; Tom Longworth, WOWO Fort Wayne and Bob Rudolph, KEX Portland, Ore.

**WROL Knoxville to Merge With WATE (TV) That City**

MERGER of WROL and WATE (TV) Knoxville, Tenn., was announced last week by W. H. Linebaugh, vice president and general manager of both stations. WROL, with studios sold to Storer Tennessee Tv Inc., licensee of the ch. 6, NBC, ABC affiliated station, Mr. Linebaugh reported. Transaction involves about $200,000. The am station’s call letters will be changed to WATE and the tv station, serving 100,000 tv receivers, will be WATE-TV. WROL, NBC affiliated on 620 kc with 5 kw, is owned by Paul Mountcastle. Both Mr. Mountcastle and Mr. Linebaugh also have 50% voting control of WATE through a voting trust. Mr. Mountcastle is chairman of Life & Casualty Co., owner of WLAC-AM-TV Nashville, Tenn. New studios and offices are being planned to house both radio and television facilities when the transfer is approved by the FCC, the announcement said. No change in management of either station is contemplated, it declared.

**WBIR Stations Building**

WBIR-TV Knoxville, Tenn., which plans to go on the air early in August, has started construction of a new building to house the am-fm-tv operations. The cb. 10 outlet will be a CBS-TV affiliate with a power of 316 kw emanating from an RCA antenna atop a 700-ft. tower.

The new building is scheduled to be completed around the first of the year and the tv operations will be headquartered at the transmitter site until then.

**New Tower for WMBR-TV**

NEW 1,000 ft. television tower is under construction at WMBR-TV Jacksonville, Fla., and will provide "greatly increased television service" to rural and urban families in north Florida and south Georgia. It was announced last week by Glenn Marshall Jr., president and general manager of the station.

Mr. Marshall said a new tower purchased recently by the station at a cost of more than $250,000 "will eliminate a great deal of what were heretofore "fringe" areas, and will provide a much clearer picture to thousands of viewers in the WMBR-TV area." He added that the tower, described as the tallest structure on the east coast south of New York, will enable the station to provide remote broadcasts up to a 30-mile radius.
WFIL-TV Philadelphia Begins Local Live Color Programs

WFIL-TV Philadelphia began local live color last Monday on a regular basis with the color-casting of Bandstand (Mos. -Fri., 2:30-5 p.m.), according to General Manager Roger W. Clipp. The ch. 6 ABC affiliate did not reveal its plans until the day of its first local colorcast.

Mr. Clipp said WFIL-TV will colorcast at least one of its local live programs weekly. The station has been transmitting color slides and film since December 1954.

KPTV (TV) Begins Program On Honesty in Advertising

A NEW half-hour program, Good Afternoon, Madam, which deals with honesty and integrity in advertising, made its debut July 21 on KPTV (TV) Portland, Ore. Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, introduced the first program with a filmed talk.

Idea for the program was conceived by Station Manager F. J. Riordan after he read about Sen. Magnuson's activities regarding the problem [WBT, April 23]. The show is a joint endeavor of KPTV and the Portland Better Business Bureau to show the public how misleading advertising and sales practices are used. The theme is carried out through a series of vignettes directed by Skeets McGrew, the station's production director.

WKNY-TV Kingston, N. Y., ‘Temporarily’ Shut Down

WKNY-TV Kingston, N. Y., ch. 66, has “temporarily” suspended operations, according to an announcement last week by Joseph K. Close, president of the outlet. WKNY-TV started commercial operations on May 31, 1954 and is affiliated with CBS, NBC and ABC.

In a statement outlining the reasons behind the suspension of operations, Mr. Close said the three networks had worked closely with WKNY-TV to establish good programming, but the station has still not been successful in getting local and national advertisers to show interest in a uhf outlet. However, Mr. Close also said he is working on several plans to permit resumption of operations.

WKNY-AM will continue to operate on 1490 kc with 250 W. It is affiliated with MBS.

Oxart Replace Hogan As Continental President

FRANK OXARART, secretary of Continental Telecasting Corp. (KRRK-AM-FM Los Angeles and KITO San Bernardino), has been elected president and member of the board of directors, Albert Zugsmith, chairman of the board, announced last week.

Mr. Oxart replaces Arthur B. Hogan, who resigned to become president of Hogan Broadcasting Corp., which has purchased KFOX Long Beach, Calif., subject to FCC approval. Ruth Zugsmith replaced Mr. Oxart as secretary of Continental.

KMTV (TV) Presents Eight Boxing Matches in Color

KMTV (TV) Omaha, Neb., one of the nation’s pioneer stations in the use of color, recently presented eight amateur boxing matches in tinted tv. As part of its promotion of the events, the stations announced locations of tv receivers available to the public and an estimated 180,000 persons viewed the fights.

Reaction was “immediate and unanimous” and business establishments with color sets reported overflow crowds, KMTV reported. The bouts, sponsored by RCA and Best Appliance & Furniture Co. of Omaha, were sanctioned by the Amateur Athletic Union.

Eastern Carolina’s No. 1 TV Station

is pleased to announce the appointment of

The George P. Hollingbery Co.

as their exclusive National Sales Representative with offices in New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles, Seattle, Minneapolis

First in every minute of every hour, every day—day and night, according to Jan. ’56 Pulse.

July 30, 1956 • Page 75
WDSU-TV COVERS STORMY LOUISIANA LEGISLATURE

ONE of the stormiest sessions in Louisiana legislature's history was brought to tv homes by means of sound film over WDSU-TV New Orleans. For the first time, an Auricon camera was on the state legislature floor at Baton Rouge recording the sight and sound of major controversies for viewers at home. WDSU-TV News Director Bill Monroe and cameramen Bob Buchanan and Mike Lala set up their camera in front of legis-

ators' desks and at a 45-degree angle from the rostrum, giving a three-quarter shot of speakers without being blocked by the public address system microphone. They operated in House or Senate, depending on where the liveliest issues were scheduled to be debated. And they also took their camera into numerous committee meetings. No special lights were used, except during the infrequent night sessions.

“..."The result was one of the most solid outpourings of citizen appreciation WDSU-TV has ever received in eight years of telecasting and public service," said Mr. Monroe.

The WDSU-TV coverage began in the third week of the eight-week session as the tax raises began to come up for committee hearings. After that, the camera monitored the proceedings daily, followed the governor as he walked about the legislative chambers talking to lawmakers, recorded the vigorous appeals he made to joint sessions, watched the debates on a dozen major issues to produce carefully impartial pro-and-con segments for viewers at home.

There were only two occasions when television's right to cover the legislature was threatened. Once a sergeant-at-arms told the cameraman that he could not set up to cover a gubernatorial address to the legislature—governor's order, he said.

The entire press corps covering the Louisiana House, including wire service, newspaper and radio men, went to the governor's office to make a protest. A number of legislators began to organize a movement to make an issue of the threat to tv coverage. But, after learning that no lights were involved and after conferring with advisers, Governor Long changed his mind and withdrew his order.

On another occasion a representative said he was going to introduce a resolution to ban television. The resolution, however, never materialized.

WDSU-TV's coverage cost $500 a week in excess of regular news costs for film, film processing, personnel overtime and commuting expenses to Baton Rouge 90 miles away. By sending film clips to New Orleans via bus, the station was able to present sound coverage of legislative debates up to 2 p.m. on its 6:45 p.m. Eso Report show and the late afternoon debates on the 11 p.m. World Tonight newscast.

Two Baton Rouge tv stations—WAFB-TV and WBRZ (TV)—covered the legislature by silent film, bringing in sound cameras only on two or three occasions to shoot speeches by the governor, and WBO Baton Rouge broadcast large segments of the floor proceedings day by day, either live or taped.

Powell Resigns as Director Of WRUF Following 26 Years

GARLAND POWELL, director of the U. of Florida's WRUF Gainesville for 26 years, has been retired by the board of control at his own request, effective Nov. 1. He was designated director emeritus in recognition of his long service.

Mr. Powell is widely known for his many activities both in broadcasting and other endeavors. Among these, he was advisor to the North American Regional Broadcast Conference in Washington in 1950 and president of the Associated Press Radio Broadcasters in 1952.

Forjo Appoints Haddix

CHARLES E. HADDIX, for six years San Francisco sales manager of KLX Oakland, Calif., has been named general manager of the San Francisco office of Forjoe & Co. and Forjoe-Tv Inc., it was announced last week by Lawrence B. Krasner, vice president and general manager of the representative firms' west coast operations. Appointment is effective Aug. 1. Mr. Haddix also has represented Tracy Moore and Assoc. in San Francisco for the past year.

Lawton L. "Red" McLaughlin

Newsy Neighborhood

In Port Huron let WJL deliver the full time newsmental—deliver your message between newscasts.

PORT HURON, MICHIGAN

Represented Nationally by Gili-Perma

For Detroit—Michigan Sales
Hurleigh to Supervise
WGMS-AM-FM Operations

ROBERT F. HURLEIGH, director of Washington operations for MBS, will add the additional duties of supervising the operations of WGMS-AM-FM Washington, it was announced last week by the New York office of RKO Teleradio, parent firm of Mutual and WGMS. Mr. Hurleigh is moderator of the weekly Mutual program, Reporters Roundup. He entered radio with WOL Washington and subsequently served with various stations, CBS and the Associated Press before joining Mutual. He is founder and past president of the Chicago Press Club.

RKO Teleradio received FCC approval for its purchase of WGMS-AM-FM July 19 from Good Music Stations Inc. for $400,000 (B&T, July 23).

Under the contract, M. Robert Rogers, former WGMS president, and his wife, Teresa, ex-WGMS manager, continue as active consultants to RKO and Mutual at an annual $30,000 retainer. They will work on development of an FM good music network proposed by the new owners, with WGMS-FM as program headquarters. The AM outlet will lean toward a “middle-haired” level.

Mr. Rogers will go on a temporary leave in a week or so to become director of a new independent committee supporting President Eisenhower in the coming campaign.

Herluf Provenson, formerly of WRC Washington, becomes program director of WGMS under the new regime.

WGTH Hartford Now WPOP

CALL LETTERS of WGTH Hartford, recently acquired by Tele-Broadcasters Inc. from General Teleradio Inc., have been changed to WPOP, it was announced last week. Philip Zoppi has been named commercial manager of the station, which will carry programming from ABC, Mutual and the Yankee networks.

King Takes DJ Title

WBML Macon, Ga., disc jockey Don King today claims the world marathon record for continuous broadcasting: 125 hours.

The 25-year-old Mr. King began his platter-chatter derby at 6 p.m., July 20 and continued for the next five days and nights. He finished 11 p.m. Thursday.

Retail merchants in Macon were quick to take advantage of the public interest in the marathon, keeping the WBML sales department busy with timebuying requests.

Mr. King’s record tops that of Ed Sullivan, manager of KSET El Paso, Tex., by 35 minutes. Mr. Sullivan a fortnight ago completed a marathon that lasted 122 hours, 25 minutes and 13 seconds (B&T, July 23).

From where I sit
by Joe Marsh

"Keep the Change"

If you’ve seen “Mac” Johnson this week, chances are he’s told you his waitress story. For those who haven’t heard:

“Mac” recently stopped at an out-of-town diner. He ordered the chef’s special—and his waitress (brand-new on the job) made every possible mistake. She confused the order, spilled the soup, dropped the rolls, brought him a wrong dessert.

Despite it all, “Mac” left a substantial tip. But she smiled and handed the money back. “Keep it, Mister—you’ve sure earned it more than I have,” she said.

From where I sit, that girl deserves credit for admitting her shortcomings—something not everyone is big enough to do. For instance, I’m convinced lots of folks know they’re wrong when they deny me the right to a glass of beer with my supper . . . just because they happen to prefer some other beverage. They wouldn’t like me ordering them to accept my choice.

Joe Marsh

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July 30, 1956 • Page 77
KWFC Hot Springs Names Willis General Manager

STEPHEN P. WILLIS, a veteran of 25 years in radio, has been named general manager of KWFC Hot Springs, Ark., according to President Walter E. Husman. C. J. Dickson, station manager, will continue in that position.

From 1940-52, Mr. Willis was owner-general manager of WWINO West Palm Beach, Fla., and before that was general manager of WPPO Providence, R. I., and WSBT South Bend, Ind. For the past four years, he has been owner of the Ford dealership in Plymouth, Ind.

KWFC recently boosted its power to 1 kw and is affiliated with ABC and Mutual.

WSRW Now Broadcasting

WSRW Hillsboro, Ohio, is now on the air with 500 w at 1590 kc. The daytimer is owned and managed by David Winstow. Other officers include Joe Klarke, commercial manager; Russell Willis, manager; and Wally Fansler, news director. The station had been operated under the name WSRP.

KOTA-TV Power to 75 Kw

KOTA-TV Rapid City, S. D., President Helen S. Dushamel has announced that the station will boost its power to 75 kw, effective Sept. 1. The increase is being made possible with a new Standard Electronics 25 kw transmitter and use of a three-bay antenna.

KLAS-TV Power to 55 Kw

KLAS-TV Las Vegas, Nev., celebrated its third anniversary July 13 with a power boost to 55 kw and a special birthday telecast featuring stepped aerials.

STEPHEN P. WILLIS (r), new general manager of KWFC Hot Springs, Ark., receives congratulations from C. J. Dickson (l), who remains as station manager, and President Walter E. Husman.

local dignitaries. Bert Lown, CBS-TV western manager of station relations, threw the switch which placed the CBS affiliate on increased power.

NBC Sales Promotes Fuerst

GEORGE FUERST, tv spot sales manager in NBC Spot Sales' San Francisco office, has been named to the newly created post of NBC Spot Sales Western Div. radio sales manager, it was announced last week by George S. Dietrich, director of Radio Spot Sales. Mr. Dietrich also said that Ed McCauley had been transferred from Radio Spot Sales to Tv Spot Sales in San Francisco.

REPRESENTATIVE APPOINTMENTS

WHUM-AM-TV Reading, Pa., appoint Weed & Co., N. Y.

WIBW New Orleans names Robert S. Keller Inc., N. Y., for national sales.

KAGER Albuquerque and KSNY Los Alamos (Sunshine Broadcasting Co.), both N. M., to Devney & Co., N. Y.

KWIZ Santa Ana, Calif., names W. S. Grant Co., San Francisco, national representative.

KBOX Modesta, Calif., also to Grant.

KOVY-TV San Francisco names Frank King & Co., L. A. and San Francisco, for California sales.

REPRESENTATIVE SHORTS

Peters, Griffin, Woodward Inc., N. Y., has retained Robert W. Bloch, N. Y. public relations firm, as consultant and for special project assignments.

CBS Radio Spot Sales office in Atlanta moved to new quarters at 805 Peachtree St., N. E.

STATION SHORT

WDVA Dunville, Va., has put into operation new 40 kw mobile transmitter for spot news reporting. City Manager T. Edward Temple inaugurated service from steps of Municipal Bldg. July 19.

KWK-TV St. Louis appoints Fleissner & Johnson Inc., St. Louis advertising agency for campaign in newspaper, outdoor and trade publications.

STATION PEOPLE

Earl Jay Watson, vice president of KOVY-TV San Francisco, named sales manager of station.

William A. Vaughan, WGEM-TV Quincy, Ill., to WIST Charlotte, N. C., as assistant managing director.

Bob Edell appointed promotion manager of WGBS-TV Miami, Fla.

Jim Brown, account executive, KFUG San Francisco, appointed assistant commercial manager.

Wayne Anderson, formerly publicity director, WSB-AM-TV Atlanta, Ga., to WFMY-TV Greensboro, N. C., as promotion director.

James W. Evans, sales promotion and merchandising manager of WNHC-TV New Haven, Conn., to WEXF-TV Petersburg-Richmond, Va., in same capacity.


Tom Hoover, general manager of KTIL Tillamook, Ore., and former Portland, Ore., radio personality, to KPOJ there as program director. Arthur Sipherd Jr., special events director and chief announcer, KCMJ Palm Springs, Calif., promoted to program director.

Bobby Peters, musician, to WBAP-FM

MR. HOOVER

Fort Worth, Tex., as program director.

BROADCASTING • TELECASTING
GOVERNMENT and civic leaders were represented at ground-breaking ceremonies for WISN-AM-TV Milwaukee's new $1.25 million Communications Center a fortnight ago [BT, July 23]. Taking part in ceremonies are (l to r) Lester Olsen, president of Milwaukee Assn. of Commerce; Mayor Frank P. Zeidler; John B. Soell, manager of WISN and WISN-TV; FCC Comm. John C. Doerfer, and D. L. (Tony) Provost, vice president in charge of radio-television division of Hearst Corp., which owns the stations. WISN-AM-TV plans to be in operation from the building by February 1957.

John Jennings, KCRG-TV Cedar Rapids, Iowa, to KARD-TV Wichita, Kan.
Ralph Polson, WICA Ashtabula, Ohio, to news staff of WRSR Cleveland.
Susie Davis, journalism student, Tex. State College for Women, to publicity-promotion department, WBAP-AM-FM-TV Fort Worth, Tex.
John P. Bosch, maintenance director, Philadelpia Bulletin color plant, to WCAU-AM-FM-TV Philadelphia as superintendent of building maintenance and services.
Saul Stockman and Garry Walsh, both of Boston, to announcing staff of WCCO Minneapolis, as announcer-copywriter; Richard Bertolin, WSPD-TV Redding, Calif., head of film department; Pete Ryan to KUBE Pendleton, Ore., announcer; Rudy Vasteka to KRWC Pendleton, Ore., announcer; George Skinner to KGGM-TV Albuquerque, N. M., cameraman; James Bertis to KULE Ephrata, Wash., time salesmen; C. S....
WESO Does Something

AFTER giving an on-the-scene report of an automobile crash in which two girls were orphaned, Joe Capillo, news editor of WESO Southbridge, Mass., asked his boss, Vice President-General Manager Joe Amaturo, if "we couldn't do something for the kids?"
The 500 w daytimer immediately began to "do something" and raised over $8,000 from 13,000 contributors. Money continued to roll in long after the drive officially ended. Over 400 contributors were interviewed on the air while the 1954-hour campaign was in progress. Many of the givers were children who donated the contents of their piggy banks. The orphaned girls are Sandra (13) and Diane (8) Johnson. Their parents and a sister and brother were killed in the crash.

Chresman to KRIV Camas, Wash., time sales-man; Russell Hawkes to WNBF-TV Birming-ham, N. Y., cameraman; Edna Swah to KOOK-TV Billings, Mont., continuity and sales; Anna M. Faulkner to WCYB-TV Bristol, Va., floor.

Carl Hebenstreit, KGMB-TV Honolulu personality, married to dancer Johnny Frisbie, July 21.

Barbara Bridges, secretary, publicity depart-ment, WEEI Boston, married to Roger Preston of Braintree, Mass.


Ed Penney, program manager, WTAO Boston, father of girl, Linda. Perry J. Brown, sales manager, father of boy, Ronald.

Bob Hawkins, technical director, KERO-TV Bakersfield, Calif., father of boy.

Robert Hoyt, news director at WSBT-AM-TV South Bend, Ind., father of girl, Karen JoAnne, July 11.

Chester R. Cooper, production-operations manager, WFIL-TV Philadelphia, father of boy, Chester Russell Jr.

Gene Miller, program m.c., WIP Philadelphia, father of girl, Cheryl Leigh.

Dick Palmquist, announcer, WOW-TV Omaha, father of girl, Laurie.

Aaron Hanger, 46, account executive with WOV New York since 1941, died July 24 at Manhattan's Veteran's Hospital after nearly year's illness.

Norris Heinenman, 25, production director, educa-tion station KCON-TV Lincoln, Neb., died July 13 after one-month illness.

William Grant, president-general manager, KOA-AM-FM-TV Denver, to serve as state chairman for 1957 Heart Fund drive of Colo. Heart Assn.

George A. Koehler, station manager, WILAM-TV, named to board of governors of Heart Assn. of Southeastern Pennsylvania.

Herb Comstock, manager of KAVI Lancaster, Calif., elected president of Lancaster Chamber of Commerce.

GE Color Television Used in Missile Test

GENERAL DETAILS were released by General Electric Co. last week about a test hailed as the "first successful demonstration of closed-circuit color television to observe firing of bal-listic missiles."

News of the demonstration was announced by Paul L. Chamberlain, general manager of GE's broadcast equipment section in Syracuse, who said that for security reasons specific details could not be released. He disclosed that the color demonstration was recently at U. S. Army facilities at the Missile Test Center at Cape Canaveral, Fl., afforded Army observers "a close-up view for the first time of actual variations in flash and flame at the launching of a Redstone Missile."

Mr. Chamberlain said that remote-controlled cameras used during the demonstration were standard, field-sequential closed-circuit color equipment developed by GE television engineers at Electronics Park in Syracuse. Observers viewed the firings on monitors similar to, but of higher quality than, home-type receivers, according to Mr. Chamberlain.

Though the firing was viewed from a distance of 300 ft. and on home-size screen, Mr. Chamberlain pointed out, it is feasible to view such events from thousands of miles and on large, theatre-size screens. He claimed that prior to the GE demonstration, Army observers had to view missile firing through narrow tinted-glass ports, or at extreme distances with the aid of telescopes, movie cameras or complicated trans-mitters. He said that tinted glass distorted true colors of the flash, while use of the other de-vices was limited by weather and atmospheric conditions.

During the demonstration, Mr. Chamberlain reported, color television cameras were mounted atop a concrete blockhouse about 300 feet from the launching platform, and were focused on the Redstone's tail section. Describing the missile launching, Mr. Chamberlain said the predawn darkness was "suddenly lighted by a brilliant flash, brighter than the noon-day sun."

Despite the extremes in light variation, he continued, color reception was "excellent, with great sta-bility, true color and no noticeable sonic vibration."

Hoffman Electronics' Profits Rise 87% First Half of '56

NET PROFIT of Hoffman Electronics Corp. for the six months of 1956 increased 87% over the first six months of 1955, H. Leslie Hoffman, president, announced Thursday. In a report to shareholders he said that sales for the half-year ended June 30, 1956, were $22,875,561, an increase of 31% over the $17,354,339 for the similar period of 1955. Profits for the period, after provision for federal income taxes, were $783,972 or $1.07 per share on the 727,375 common shares outstanding. This compared with earnings of $419,179 or 57 cents per share on the present number of shares out-standing for the first half of 1955.

Mr. Hoffman told shareholders that at the present time the company's position and out-look are as good as at any time in the past. He said the present situation indicated that sales and profits during the last six months of 1956 will exceed those of the first six months. He reported that orders received for television receivers at the annual showing of new mer-chandise in June were substantially higher than in 1955. Ten new distributors have recently been added by the company, he said.
**Loxterman, Pottmeyer Promoted at Blaw-Knox**

TWO EXECUTIVES of the Blaw-Knox Equipment Div. (transmission towers), Blaw-Knox Co., Pittsburgh, have been promoted, according to A. H. Jackson, division vice president and general manager.

H. R. Loxterman, assistant general sales manager, succeeds Arthur A. Levison as general sales manager. Mr. Levison has been transferred to the Fabricated Products Group. Mr. Loxterman has been with Blaw-Knox since 1930 and was made assistant general sales manager in 1952.

Edward W. Pottmeyer, who has served in a variety of engineering capacities since joining the company in 1927, has been named manager of engineering and development. He succeeds Mr. Jackson, who recently was promoted to his present position.

**Blaw-Knox Sales Increase**

BLAW-KNOX Co., Pittsburgh, reported net income of $3,557,972 or $2.27 per share for the first six months of 1956. Total sales were $78 million. In the corresponding period of 1955, net income amounted to $968,740 or 62 cents per share on sales of $48 million. Second quarter 1956 results show net income of $2,137,930 ($1.37 per share) on sales of $40 million, compared with earnings of $826,763 (53 cents per share) on sales of $30 million for the same period last year.

**Packard-Bell Sales Up**

SALES of Packard-Bell Co., tv, radio and electronics firm, increased 29% during the nine months ending June 30, it was announced last week by Robert S. Bell, executive vice president and general manager. A total of $19,663,788 in sales was realized during the period, as compared to $15,267,973 for the same 1954-55 period.

**Radiotelephony Pioneer Dead**

CARL R. ENGLUND, 71, retired member of the Bell Telephone Labs, Holmdel, N. J., who was recognized as an expert in radiotelephony, died July 22 at his home in Fullerton, Calif. He was credited with having contributed to the development of ship-to-shore and long-wave trans-Atlantic radiotelephony.

As early as 1914, Mr. Englund is said to have pointed to the existence of side bands in radio transmission. His contributions to the technique of radio field strength measurements and propagation of ultra-short waves also are considered fundamental.

**Shipments of Radio Sets Increased by 25% Over '55**

SHIPMENTS of radio receivers from factories to dealers for the first five months of 1956 increased 25% over last year, according to Radio-Electronics-Tv Mfrs. Assn. (auto radios not included).

Five-month shipments this year totaled 2,472,395 sets compared to 1,973,425 in the same 1955 period. May shipments totaled 551,712 sets, an increase of 39% over May of last year when they totaled 395,942 units and April's 449,810 units.

Five-month shipments of radio sets from factories to dealers follow, by states:

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<thead>
<tr>
<th>State</th>
<th>Total Units Sold</th>
<th>Total Sales</th>
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<tbody>
<tr>
<td>Ala.</td>
<td>39,617</td>
<td>14,599</td>
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<tr>
<td>Ark.</td>
<td>15,207</td>
<td>4,607</td>
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<td>Calif.</td>
<td>249,220</td>
<td>82,665</td>
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<td>Calif.</td>
<td>18,700</td>
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<td>Conn.</td>
<td>39,707</td>
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<td>Del.</td>
<td>4,073</td>
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<td>D. C.</td>
<td>21,427</td>
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<td>Ind.</td>
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<td>Me.</td>
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<td>Md.</td>
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**TV in Fresno - the big inland California market - means KMJ-TV**

- **Best local programs**
- **Basic NBC-TV affiliate**

Paul H. Raymer Co., National Representative
DuMont New Model Releases Planned on Year-Round Basis

UNDER a new merchandising policy instituted by the television receiver division of Allen B. DuMont Labs., company tv receivers, radios and high fidelity units will be introduced periodically throughout the year instead of following the industry custom of holding them for mass introduction.

The policy was announced last week by William C. Scales, sales manager of the division, who said it “will make for greater flexibility, enabling DuMont to supply the right merchandise at the right time to meet consumer and dealer demands.” He said the company also will withdraw individual models during the year to meet market conditions. Mr. Scales indicated that DuMont would continue to have showings for distributors in June of each year, with the largest number of new models introduced at that time.

Gates To Show ‘Autostation’
At NARTB, IRE Conferences

GATES RADIO Co., Quincy, Ill., plans to demonstrate its new “Autostation” radio programming system at NARTB regional conferences and meetings of the Institute of Radio Engineers this year.

The automatic production-playback units will be shown at NARTB meetings starting next September. Number of initial models to be produced will be geared to demand in the months ahead, it was reported. The system incorporates special recording facilities developed by Magnecord Inc.

It differs from other automatic radio systems essentially in the capacity for integration with network programs as well as taped announcements and the inclusion of a Seeburg 100-disc record changer assembly, with up to as many as 12 hours of complete, continuous unattended programming [BET, July 23].

MANUFACTURING SHORTS

General Electric Co., Schenectady, reports it has shipped 35 kw transmitter to WCYB-TV Bristol, Va. (ch. 5), and three-bay antenna to KOTI (TV) Klamath Falls, Ore. (ch. 2), and has received order for a 20 kw transmitter to be shipped to KVIP (TV) Redding, Calif. (ch. 7).

Prodelin Inc., Kearny, N. J., producing G-Line, single wire surface wave transmission line assembly designed to eliminate coaxial line and wave guide in low power microwave and standard television broadcasting.

General Precision Laboratory, Pleasantville, N. Y., marketing new pulse distribution amplifier which firm says provides greater output voltage, more rapid pulse rise and more complete pulse clipping than other models. Unit, Model PA-1004, is designed for sync distribution requirements of multiple camera chain installations in broadcast tv operations and can be used for both color and monochrome signals. Firm also announces new, compact video distribution amplifier, Model PA-1002, for use in distribution and transmission of video signals, both color and monochrome, within broadcast stations and equipment design laboratories. Unit is capable of any number of outputs from common input signal source, all isolated from input.

MANUFACTURING PEOPLE

Morgan A. Gunst Jr., product manager, Chromatic Television Laboratories Inc. (color tv, tv development affiliate of Paramount Pictures), named vice president and general manager of firm’s west coast development laboratory in Emeryville, Calif.

Ross H. Snyder, manager of theatre equipment and custom products sales, audio division of Ampex Corp., Redwood City, Calif., named to additional duties as manager of new video sales section, set up to handle Ampex Videotape recorder.

Walter D. Goldsmith, audio custom products, to video sales in charge of customer relations. Charles P. Ginsberg, project engineer for development of videotape recorder, appointed chief engineer of new video engineering department, with Charles E. Anderson as senior project engineer of department. Russell J. Tinkham, manager, audio marketing department, named manager of audio custom engineering.

Allan A. Ogilvie, manufacturing vice president, General Electric Co. (radio, communications equipment), San Francisco, named vice president of Hancock Electronics Corp. (closed circuit tv equipment), Redwood City, Calif.


Floyd S. Anderson, former Washington, D. C., district sales manager for General Electric Co’s. radio-tv department, and Robert P. Fisher, Phila. district sales manager, named to head GE’s new tube and electronic components district sales office in Philadelphia. Mr. Anderson will serve as district sales manager for southeastern Pennsylvania, southern New Jersey, eastern Maryland and Delaware (Phila., Atlantic City, Wilmington, Trenton and Salisbury) and Mr. Fisher will handle Allentown, Harrisburg, Reading, Scranton, Wilkes-Barre and Williamsport area. John F. McElfish, distributor sales specialist in tubes sales for General Electric Co., Schenectady, since 1955, appointed to newly-created GE post of district sales manager for tubes and other electronic components in Lansing, Mich.

Lyle O. Keys, television transmitter department, Allen B. DuMont Labs., to Visual Electronics Corp. (microwave technical broadcast equipment), N. Y., as territorial representative for northwest area, headquartering in Denver.

Wynne Stewart, Dallas, Tex., district manager, Dage Television Div. of Thompson Products Inc. (closed circuit tv equipment), Michigan City, Ind., promoted to assistant sales manager in charge of equipment demonstrations.

[Box: The QUINT CITIES]

5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it. WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . a market with money in its pockets . . . a market blanketed by WOC.

The Quint city area is ideal for test campaigns. Five cities combined into one metropolitan area of rural listeners.

Select WOC for successful sales campaigns. Get the facts from your nearest F & P office . . . or from WOC.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

[Box: MANUFACTURING]
SAG Moves To Collect Actors’ Residual Pay

A DRIVE to collect delinquent residual payments due actors from TV entertainment films was started by the Screen Actors Guild in Hollywood Thursday with an announcement that SAG is taking legal action against Telemount Pictures Inc., headed by Henry B. Donovan.

SAG said "this is the opening of a guild campaign to bring delinquent producers into line."

The guild said, however, that only 5% of residual payments from TV are in the delinquent class. SAG said that since the first residual payments were made in 1954, the guild has distributed to members the sum of $1,408,404 in residuals from TV films up until the end of June of this year. In the month of June itself, SAG distributed TV residuals totaling $169,327 and in the eight months since the start of the guild’s fiscal year, Nov. 1, 1955, residuals totaling $666,770 have been distributed.

SAG said that "while the rate of residual collection in a field as complicated and difficult to police as that of television entertainment films is very high, the guild is determined to do everything within its power to make it even better. . . . Most of the (delinquent) money is due on telefilm series that have gotten into financial difficulties . . . most producers [of which] are making diligent efforts to pay the residuals due actors. The guild has determined to crack down on those who owe residuals and seemingly don't care about their just obligations to the actors."

SAG said Telemount Pictures is the first producer against whom the guild is launching legal action. Series involved is Cowboy G-Men. SAG said "other delinquent producers are being thoroughly investigated and legal action against them may be taken."

SAG said it also has distributed $150,000 to actors on post-Aug. 1, 1948 theatrical films released to TV "and in addition there are millions of dollars paid directly to actors for use payments on film television commercials."

KLRJ-TV Dispute Dropped

A COMPLAINT of unfair labor practice filed by NABET against KLRJ-TV Las Vegas, has been dismissed by NLRB Regional Director Louis Penfield on grounds of insufficient evidence. NABET charged the station with refusing to pay scale plus violation of several fringe benefits after employees voted to accept the union.

IBEW, KHJ-TV Sign Pact

A NEW contract between IBEW and KHJ-TV Los Angeles covering stagecraft technicians was signed last week giving $5 across-the-board raises in various categories, retroactive to May 1. The two-year agreement also provides for another raise of about $5 next May and for three-week vacations with four weeks after five years of employment.

Read Secures Injunction

CECIL READ, rebel leader at Hollywood Local 47 of the American Federation of Musicians, last week won an injunction in Los Angeles Superior Court which stayed his suspension from AFM membership pending formal court trial of the AFM expulsion edict. Mr. Read earlier led a revolt within Local 47 against AFM President James C. Petrillos's music performance trust fund policies but was disciplined and ordered suspended for one year. The court injunction protects his right to work but does not restore his right to hold office or attend business meetings.

Radio, TV to Play Big Part In Slum Clearance Campaign

THE urgent need for slum clearance and area improvement will shortly be driven home to nationwide radio-TV audiences by the American Council to Improve Our Neighborhoods in an all-media campaign estimated at "at least $2 million" in time, space, talent and production costs.

ACTION, a private, non-profit organization, which last year conducted a $1 million campaign, this year will double its efforts in a two-point program to conserve and rehabilitate existing homes and neighborhoods while eliminating slum conditions. Details of the 1956 drive were spelled out last week by spokesmen for the organization and its two co-operating organizations, The Advertising Council, and Young & Rubicam, ACTION’s volunteer agency.

Though James E. Lash, executive vice president of ACTION, and Louis N. Brockway, board chairman of The Advertising Council and Y&R executive vice president, both declined to specify how much of the campaign will be in various media, it was understood that 45 to 50% of the effort will be devoted to radio-TV. Transfilm’s “Man of Action,” a 13-minute, 16 mm film “sponsored” by the Continental Can Co., will be made available free to TV stations through Association Films Inc., San Francisco, Dallas, LaGrange, Ill., and Ridgefield, N. J. Also available through The Advertising Council will be 10, 20 and 60-second TV spot announcements, slides, radio spot announcements of varying lengths, TV film cards and fact sheets for "ad lib" commentary.
LYDE REMBERT (r), manager of KRLD-TV Dallas, is presented a plaque by Forrest C. Freezer (l), executive secretary of the Baptist General Convention of Texas, and Dr. Robert Goodrich, star of the KRLD-TV-initiated national series, The Pastor, for “outstanding contributions made to the growth of religion through public service programming on KRLD-TV.”

KBIF Hospital Drive Over the Top
LAST-MINUTE appeals by KBIF Fresno, Calif., helped put a drive for a new community hospital over the top. Station Manager Dave Maxwell put the station’s full publicity resources to work on the campaign, still $117,062 on June 19. The goal was $1.5 million. By July 5, extensive KBIF promotion was responsible for raising $15,000 more than the goal.

WJJD-WAAF Star Aids UCP Fund
SIG SAKOWICZ, WJJD and WAAF Chicago disc jockey, has been instrumental in raising money for United Cerebral Palsy and the Knights of Columbus-Catholic Youth Organization benefits. Former Gov. Dwight H. Green, Illinois chairman for United Cerebral Palsy, was among participants at the UCP presentation when Mr. Sakowicz gave a check for $500 on behalf of the Mothers’ Fan Club. The disc jockey also produced and directed the K. of C.-CYO show at Chicago Stadium, which raised $100,000 for the benefit.

Blood Plea for KTLA (TV) Star
THREE Los Angeles area radio stations helped to save the life of hospitalized Joyce Ray, local tv personality. Appeals for her rare type blood, aired by KMPC, KBIG (Avalon) and KGFJ, brought large numbers of donors. Miss Ray, Roller Derby star of KTLA (TV), had been injured in an auto accident.

WKEI Helps Alona Get Her Wish
NEWS DIRECTOR Bert Jackson of WKEI Kewanee, III., found human interest in the story of nine-year-old, blind Alona Bickers, who has been saving her pennies and nickels to buy a braille typewriter. Alana has been blind from birth, and attends the Jacksonville, III., School for the Blind. She will be old enough to start taking typing lessons when the school reopens in the fall. News caster Jackson appealed to WKEI listeners to send their contributions to the station and make the girl’s dream a reality. An overwhelming response was received. More than $140 was collected over and above the amount needed to purchase the typewriter, and at last notice contributions were still coming in.

Ad Council Plans Drive to Raise Education Interests
THE ADVERTISING COUNCIL has agreed to conduct a nationwide campaign in mass media to increase public interest in, and support of, American higher education, both private and tax-supported, Frank W. Abrams, chairman of the executive committee of the Council for Financial Aid to Education, has announced. The campaign, set to begin early next year, will utilize volunteer services and facilities contributed by advertising agencies, national advertisers and media as arranged by the Advertising Council.

KTLD Airs Rare-Blood Plea
RARE TYPE A-B POSITIVE BLOOD needed for Mrs. Mabel Lane of Vicksburg was secured in an emergency plea by KTLD Tallulah, La. The station aired the announcement at 8 a.m., and the blood was received in sufficient quantity by four that evening.

MILESTONES

- HAROLD C. LUND, vice president of Westinghouse Broadcasting Co. in charge of KDKA-AM-TV Pittsburgh, has celebrated his fifth anniversary with the stations.
- CHARLIE STONE, vice president, WMBR-TV Jacksonville, Fla., has observed his 20th anniversary with the station.
- ELEANOR NICKERSON, secretary to station President Franklin M. Doolittle, WDR Hartford, is observing her 20th anniversary with the station during August.
- HARRY JORDAN, KING Seattle staff announcer, has marked his 25th anniversary in broadcasting.
- CBS RADIO’s Romance of Helen Trent (Mon.-Fri., 12:30-12:45 p.m., EDT) has begun its 24th year.

A SPECIAL program was broadcast recently by WFBL Syracuse, N. Y., marking the 3,000th newscast on the station sponsored by Marine Midland Trust Co. of Central New York. Checking the script for the special program are (I to r) Charles F. Phillips, W FBI manager; Arthur B. Ziegler, advertising officer of Marine Midland, and Russell H. Kienzle, assistant vice president of Marine Midland. The bar has sponsored newscasts on WFBL since September 1943.
Canada loses $1.3 million in fiscal '56

Canada's government-operated radio and tv networks had total revenues of $39 million. Extension of tv service, drop in radio revenues get major blame for deficit.

A DEFICIT of $1,358,621 for the fiscal year ending March 31, 1956, was reported at Ottawa in the annual report of the Canadian Broadcasting Corp. to the Minister of National Revenue. CBC income from government grant, excise tax on radio and tv sets and parts and commercial programs for radio and tv totaled $38,942,402. Expenditures amounted to $38,572,512. After allowing for depreciation of $7,128,511, the publicly-owned system showed a net deficit.

Part of the deficit was attributed to continued extension of television coverage and development of national program service, along with licensing of new radio networks. At the end of the fiscal year there were 33 Canadian tv stations, eight owned and operated by the CBC and 25 privately-owned and affiliated with CBC to carry commercial and sustaining national programs. CBC's report states that between 40 and 45 hours a week of programming was supplied through the national program service to the six CBC and 22 privately-owned English language stations, and between 35 and 40 hours a week to the two CBC and three privately-owned French-language stations. It was estimated in the report that 55% of the English-language programs and 85% of the French-language programs were Canadian-produced.

CBC expenditures for the English and French tv network services increased from $15,915,901 in the 1954-55 fiscal year to $25,274,260 in the 1955-56 fiscal year. Commercial tv revenue in that time increased from $4,157,325 to $7,403,026. Income from sale of tv receivers, through the 15% excise tax levied by the Canadian government and turned over to the CBC, increased from $7,002,051 to $17,737,591. These two sources made up the bulk of the total operating revenues of $25,362,082. (Some of the remainder comes from transmitter license fees paid by provincial agencies.) The tv service had a deficit of $10,071,791, after allowing for depreciation. The previous year it had shown a surplus of $4,479,421.

Radio Loss: $286,830

The CBC radio service on its own stations and on networks resulted in a deficit of $286,830, after providing for depreciation. This was $75,000 greater than the previous year. Income from radio broadcasting, including private station transmitter license fees, government grants, commercial programs and excise tax on radio sets, totaled $12,580,314. Expenditures increased by $110,000 to $13,298,252.

Biggest items of expense reported by CBC were for programs, $14,174,626 for tv and $10,472,818 for radio, for a total of $26,447,444.

On commercial program revenue, the report showed lower billings to advertising agencies and sponsors of $19,471,530, of which $2,706,455 was paid to private radio and tv stations for time, $3,261,870 for agency and network commissions and $4,368,260 for direct production costs.

The 15% excise tax revenue of $22,799,955 was up about $1,330,000 from the previous year. It was distributed $17,737,991 for tv services and $5,061,964 for radio services. This revenue is expected to drop in the current fiscal year, the report points out, as many urban areas are reaching saturation in tv sets.

During the fiscal year, the CBC borrowed $8,250,000 from the government for tv expansion. CBC now owes the government $24,250,000 for tv and $2,175,802 for radio, a total of $27,423,802. These loans are being repaid on a semi-annual basis over 30 years. Engineering expenditures for both radio and tv amounted to $7,699,907, wire lines for networks $2,498,306, and administrative expenditures $1,561,857.

Looking ahead, the CBC report points out that revenue from the 15% excise tax is expected to decline and "no large increase in commercial revenue could be foreseen since it (CBC) would have no new transmitting facilities of its own going into operation."

"In the year ahead the CBC faces a considerable increase in expenditures for tv to maintain the services in the two languages for a full 12 months on the scale as at March 1956, to meet previous commitments for new operations during the year, and to permit normal development of the service provided to the existing 33 stations and those to come into operation during the year."

The report stated that while CBC had some surplus funds from previous years for the 1956-57 fiscal year, operations were expected to reduce tv service considerably unless some additional special provision for funds was made. Pending decisions by the Canadian Parliament regarding future financing of the CBC, after the Royal Commission on Broadcasting reports, CBC is "planning to maintain services and carry out essential development within the limits of resources available."

Canadian Broadcasters Push For Independence from CBC

To EMPHASIZE its request to the Canadian Royal Commission on Broadcasting for an independent regulatory body, the Canadian Assn. of Radio & Television Broadcasters has submitted a hypothetical "Canadian Daily Newspaper Act" based on the same regulations as are now in force for radio and television.

The CARTE brief points out that "newspapers and broadcasting stations both publish. The right to inform is not established in the case of broadcast publications in Canada. Publication by broadcast is subject to a great deal of government control."

The brief goes on to say that through the Canadian Radio Broadcasting Act as it would apply to daily newspapers if these were governed and licensed in the same way.

The brief concludes with the observation that "no one familiar with Canadian newspapers will suggest they could render their present service to the public under such control. It is not a question of whether the government-owned newspaper chain would or would not be intelligent or impartial. The presence of such an omnipotent regulator would freeze the ideas which bloom under the regime of free publica-

Uranium Mine In The South!

by John Pepper

and Bert Ferguson

Are you dreaming of stock in some fabulous Uranium Mine? Well, of course, there's the wistful possibility of hitting lucrative traces. But, you'd better take the realistic view and invest in a sound proposition—the untapped resources of the Negro market in the South, staked by WDIA—60,000 watts!

CONCENTRATED COVERAGE

Within Memphis and adjacent retail trading zones, there is one of the heaviest concentrations of Negro population in the U. S. WDIA encompasses a full 15% excise tax on radio and television.

During the year, the option to WDIA of Negro homes in only 35%. Obviously, then, Radio is the medium for penetration and, WDIA, the all-black 60,000 watt station, is a powerhouse of pressure for selling goods!

FINANCIAL STATUS

The financial status of the Southern Negro is at an all-time high. Their per capita income, in Memphis, exceeds that of the Negro in any other major city of the nation. Specifically, the Negro population of Memphis has a quarter of a billion dollars to spend—and is willing to spend it on marketable merchandise, as:


If you want more sales for your products, contact the impact making, creative and powerful potential buyers, by Negro announcers, consultants, entertainers—salesmen, all! Listeners react to sales messages in a concrete way—with action at point-of-purchase, with the result that WDIA carries the largest number of national advertisers in Memphis.

EFFECTIVE PROGRAMMING

All-Negro shows on WDIA are customized to awaken intellectual-emotional responses, reflect traditional tastes, stimulate loyalty to products through performers, who deliver solid entertainment, in a style acceptable to Negro listeners. Responsibility for supporting their stars if evidenced by WDIA's 600% increase in annual gross dollar volume. Request, on your letterhead, data pertinent to your products—along with your bound copy of "The Story Of WDIA."

WDIA is represented nationally by John E. Pearson Company.

John Pepper, President

Bert Ferguson, General Manager

July 30, 1956 • Page 85
made by a licensing body absolutely separate from any operating body, and regulation of broadcasting as of newspaper publishing should be by appropriate laws enforced in the ordinary courts of the land and absolutely removed from discretionary government control."

Canada Sets Up Coverage Of GOP-Democrat Parleys

CANADA will cover the Democratic and Republican conventions at Chicago and San Francisco by on-the-spot radio reporters and reports on television from U. S. networks. Canadian Broadcasting Corp. has arranged for reporting teams to cover both conventions with direct links for radio reports to Toronto for feeding into the Trans-Canada and Dominion networks. Coverage will be broadcast several times in the evenings and on newscast periods, as well as on special programs. CBC will share its booth at the Chicago convention with the representative of the British Broadcasting Corp.

For television, the convention will be covered with advance reports and nightly summary filmed from U. S. network teletexts. Acceptance speeches at both conventions will be carried live on Canadian radio and tv networks.

Merchants Seek Settlement Of CHEX-AM-TV Strike

LOCAL MERCHANTS of Peterborough, Ont., have taken a hand in trying to settle a 22-week strike of six employees of CHEX-AM-TV Peterborough and have asked Canadian Labor Minister Milton Gregg to try to settle the dispute. In a telegram to Labor Minister Greg at Ottawa they declare that continued picketing of businesses that patronize CHEX-AM-TV could result in an explosive situation.

A similar letter was sent to the station and to the local of the National Assn. of Broadcast Employees & Technicians. The merchants stated that they "are of the opinion that this strike and resultant developments put them in an untenable position. The members of our executive committee wish to emphasize that they are neutral but seek to explore ways and means of obtaining a settlement for the good of the community."

While the station management will not make any comment, NABET officials claim that since the start of the strike the union has been able to persuade all local advertisers to discontinue or suspend their advertising on the station, and that all but 14 out of 82 national advertisers have also ceased advertising for the duration of the strike. Peterborough in an industrial town with strong unions. NABET officials claim stations paid wages from $240 a month for an experienced announcer to $120 a month for a studio operator. Originally nine NABET members went on strike, but three went back to the station shortly after the start of the strike.

CHEX-AM-TV is affiliated with the daily Peterborough Examiner and with CKWS-AM-TV Kingston, Ont., and the daily Kingston Whig-Standard.

CEA Seeks TV Movie Ban

CEA (British theatre owners association) announced it would seek to ban movie features from showing on the BBC for a period of 10 years after their release. The 10-year-period, according to the plan, would start when a picture is premiered in London. There were mild objections from other organizations in the British film industry as to the legal aspects and to certain contract clauses, which often give a feature film's star the entire property rights after some years.

ITA Plans New Transmitter

INTERNATIONAL Television Authority will invite bids from prospective program contractors for a new ITA transmitter to be constructed in the Wenovao area (South Wales and east and south of Bristol Channel) and to be launched by the end of next year. The transmitter is planned to cover an area which has a 3-million population.

Yugoslavia Begins Telecasts

The first television transmitter in Yugoslavia has started operations in Zagreb. Until the end of this year, when Yugoslav program production is scheduled to be launched, the Zagreb station is airing imported programs (Italy, Austria, and other countries).

INTERNATIONAL PEOPLE

Cec Hewitt to manager of CKGN-TV North Bay, Ont., succeeding Russ Eastcott.

T. B. J. Atkins and J. R. Kennedy to senior television sales representatives of Canadian Broadcasting Corp., Toronto. R. S. Joynt to senior radio sales representative of CBC. J. R. Malley to supervisor of television sales of CBC, and G. Regendanz to sales representative in charge of tv sales-service of CBC.

Alan B. Hooper, advertising department of Thomas Hedley & Co. Ltd., British subsidiary of Procter & Gamble Co., to London office of Robert Otto & Co., international advertising agency, as senior assistant to Bob Norris, office head. Also joining Otto: Mirta Mulhare as Spanish language copywriter. She was formerly with Sienderella International.

Vin Dittmer, sales manager of CKNX Wingham, Ont., to program director of CFCF Montreal, Que.

R. J. Gallaghcr, promotion manager of CFBC St. John, N. B., to promotion and sales manager CKBC Bathurst, N. B.

H. O. Watts, promotion manager of CKY Winnipeg, to promotion director of CKDA and CHEX-TV Victoria, B. C.

J. Douglas Coombs, Northern Life Assurance Co., to new station CFRS Simcoe, Ont., as advertising representative. Anthony Thomas, CJSF (FM) Hamilton, Ont., to CFRS as chief announcer. Also to CFRS: Stanley Taylor and William G. Moyer, CKOC Hamilton, announcers; CHLO St. Thomas, Ont., Patricia O'Neill, traffic-receptionist; Mrs. Shirley Hampson, continuity editor; Douglas Barnett, Norfork Cooperative Co. Ltd., farm director; Brian Barber, CFCH North Bay, Ont., women's director.

Antenna Tower Pays Off

SOUTH GERMAN Radio's concrete antenna tower, located in Stuttgart, which made news when it was opened in February, has turned out to be a moneymaker. The antenna tower has a restaurant beneath the top, collects about 35 cents from every visitor, has thus far collected more than $30,000 and will have produced a revenue of more than a million dollars by 1973, many times its construction cost.

When you are in Chicago stop by 860 N. Michigan Ave. for your current issue of Bt or call Central 6-4115
WEWS (TV) BACKS TV SHOPPERS

WEWS (TV), Cleveland is not looking for trouble, but if it crops up the station and Viewers will be ready to act. WEWS in its latest spot promotion campaign tells viewers what to do that "once in a blue moon" when they order products shown but get no reply. Behind humorous art a WEWS announcer is directed at a contest to write the station and let WEWS and the advertiser go to bat for them.

KIMN LOOKING FOR 'MISS KIM'

MOVIE and television beauties who go by the name of "Kim" will soon have a competitor in the Kansas City area. KIMN Denver is looking for its own "Miss Kim" with a contest open to single girl listeners. When "Miss Kim" is found, KIMN will shower her with the usual beauty queen booty including jewelry, gifts, and a trip to Hollywood and a movie tryout. In return "Miss Kim" will participate in station promotions during her reign, and, if her voice matches other assets, she will be assigned broadcasting duties on KIMN.

DAIRYMEN HAVE DAYS ON CJBQ

CJBQ Belleville, Ont., in the course of a week-long agricultural promotion for the Quinte district dairy industry, went to the source of dairy prosperity, the cows, spending a day on the dairy farms. Listeners were given a chance to view the dairy farms from 6 a.m. to 1:15 p.m. with description of activities and interviews with dairy farmers of the area. Daily radio dairy days were proclaimed and 26 special interviews, talks and discussions dealing directly with dairying were featured during the week. These included interviews with local dairy breed associations, roving microphone tours of dairies, creameries, milk products plants, cheese factories, talks by government ministers and dairy authorities as well as with Sir Archibald Nye, British High Commissioner to Canada on acceptance of Canadian dairy products in Great Britain. Local dairy organizations participated in all activities, regular sponsors devoted commercials to the dairy industry, and many dairy associations and other companies sponsored specific programs.

TOPICAL TALENT FOR SULLIVAN

ED SULLIVAN in one week signed such newsworthy acts for his Sunday stand on CBS-TV as: 11 circus acts under the Big Top that Ringling Bros. & Barnum & Bailey has relegated to the past (the tent show has folded, with no more circus except for indoor performances); Ingred Bergman, who after living in Italy for seven and a half years, will return to the U.S., appearing on Mr. Sullivan's show in October or November. The circus is set for July 29, the union willing. American Guild of Variety Artists on Wednesday warned that performers listed as "unfair" must pay a $2,000 fine before going on the show. AGVA and the International Brotherhood of Teamsters have been picketing Ringling Bros. in an effort to be recognized as bargaining agent for the circus employees.

CBS POLITICAL GUIDE ON STANDS

A NEW 96-page illustrated book prepared by CBS News as a guide to the 1956 conventions, campaign and election has been published by the Maco Magazine Corp., New York, and is being made available on newsstands and in book stores now. The book, titled Watch, is designed to promote CBS-TV's coverage of the upcoming campaigns, conventions and elections.

'BUFFET' CONTEST BY QUAKER

A SPECIAL September promotion, with $50,000 to be offered in a "Buffet Sweepstakes," will be launched by Quaker Oats Co. on network TV programs and in other media. The contest will be featured on Sgt. Preston of the Yukon and The Sid Caesar Show commercials on behalf of Quaker and Mother's Oats, Aunt Jemima pancake and buckwheat mix, and Quaker and Aunt Jemima corn meal. Contestants may enter by sending in a postcard with "yes" or "no" answers to five questions on products involved. Drawings will be held Nov. 15, with prizes to include color TV receivers, high fidelity sets, transistor radios, 1957 Nash Rambler, Norge electronic kitchens and steam irons.

GIVES TRANSISTOR JEWELRY

MOTOROLA Inc. is distributing a transistor key chain as a premium item designed to remind carriers of the firm's "increasingly significant role in transistor development." The premium is being given away at open houses and other events and includes a gold-colored chain, descriptive tag and a power resistor with the theme, "The Golden Heart That Never Wears Out."

'MISS COLOR TV' SEARCH ON

WRCA-TV New York will begin a contest Aug. 1 to find a young woman between the ages of 17 and 26 to bear the title of "Miss Color TV." Preliminary judging will be held each Wednesday at Palisades (N.J.) Amusement Park and the winner will be chosen Sept. 5. Among the prizes for "Miss Color TV" are appearances on WRCA-TV and NBC-TV, an RCA color television set and a two-week vacation for two at the Concord Hotel, Kiamesha Lake, N. Y.

TOY TRAINS FOR GF BOX TOPS

GENERAL Foods Corp., White Plains, N. Y., this month is telling televisioners of its latest breakfast cereal premium offer—a four-car scale model Diesel freight train—via Mama on CBS-TV. The train campaign will also be seen in August on GF's new series, Hollywood Summer Theatre on CBS-TV and heard on Don McNeill's Breakfast Club (ABC Radio). The push train kit, sent to editors last week, is available by sending 75 cents and one box top of Post 49% Bran Flakes for the locomotive, and 50 cents plus boxtop of Post Grape-nuts for each piece of rolling stock.

338,100 Families

with a net E.B.I. of $1,793, 518,000, reside within WHBF's 25,500 sq. mile coverage area according to S. M. 1956 Survey of Buying Power. 98% own radios—80% have TV (TV Magazine).
Station Authorizations, Applications
(As Compiled by B & T)
July 19 through July 25

Includes data on new stations, changes in existing stations, ownership changes, hearing rules, and standards changes and routine roundups.

Abbreviations:
- Cps—construction permit
- DA—directional antenna
- ERP—effective radiated power
- kn—kilowatts
- Noncom.—noncommercial
- VHF—very high frequency
- Wh—watts
- Whl—wireless
- Whl. (or Whl.)—wireless

Am-Fm Survey through July 25

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FCC Commercial Station Authorizations

As of June 30, 1956

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Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

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Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948—April 14, 1952 freeze on tv processing)

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<td>Noncom. Educ.</td>
<td>61</td>
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**FCC ANNOUNCEMENTS**

**New Tvs Stations . . .**

**ACTIONS BY FCC**

**Hartford, Conn.—Travelers Best. Service granted vhf ch. 2: ERP 160 kw vis., 70 kw aud. Ant. height above average terrain 290 ft. above ground 316 ft. Estimated construction cost $1,400,000, first year operating cost $350,000. Fm station at 404-30th Ave., Avon, Conn. Geographic coordinates 41° 10' 36" N. Lat., 72° 48' 20" W. Long. Trans. and ant. GE. Legal counsel Partridge, Willard, Fitch, Pendleton, Farnum, Green, Martin & Willis, Hartford. Consultant engineer A. J. King & Assoc., Washington, T. C. Networkers Inc. is licensee of WTIC Hartford. (For conditions on this grant, see "Hearing Cases.") Announced July 26, 1956.**

**Sarasota, Florida—RCA, Inc.—FCC, by letter, denied petition for immediate grant of application for new tv to operate on ch. 2. Report and Order fining rule-making which shifted ch. 2 from Huntington to Fort Wayne (also assignable to Roanoke) does not become effective until Aug. 27. Commissioner Doerr abstained from voting. Announced July 26.**

**IN CINCINNATI . . . LOOK AT AUDIENCE LOOK AT COST LOOK AT POWER**

**The L.B. Wilson Station**

**CINCINNATI . . . OHIO**

50,000 WATTS

IT'S OBVIOUS FOR MORE AUDIENCE LESS COST HIGHEST POWER

**Broadcasting . . . Telecasting**

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**TRANSLATOR STATIONS . . .**

**APPLICATIONS**

**Hawthorne-Rabbitt, Nev.—Mt. Grant Television Broadcasting Service Co.—Erp 10 kw; output power 18 kw. VHF to community 88 W. To be relayed at 87° with Grant-King TV Ltd. Estimated total population to be served 7,500. Estimated construction cost $75,000, first year operating cost $25,000. Filed July 10.**

**Manson, Wash.—Wanson Community Tv Co., ch. 79. Trans. output power 16 kw. VHF to community 88 W. To be relayed by BRON-TV. Estimated total population to be served 1,500. Estimated construction cost $25,000, first year operating cost $1,500. Filed July 10.**

**Manson, Wash.—Wanson Community Tv Co., ch. 79. Trans. output power 16 kw. VHF to community 88 W. To be relayed by BRON-TV. Estimated total population to be served 1,500. Estimated construction cost $25,000, first year operating cost $1,500. Filed July 10.**

**Existing Tvs Stations . . .**

**ACTIONS BY FCC**

**WCKT (TV) Miami, Fla.—Granted STA for 130 day operation of tv station at Brickell, Miami. VHF to community 88 W. Grant to Miami Bestco. (In which WCKT officials have an interest) granted funding coverage of tv station. VHF to community 88 W. Estimated construction cost $75,000, first year operating cost $25,000. Filed July 10.**

**KWHB (TV) Dallas, Tex.—Announced license modification of cp granted by FCC. VHF to community 88 W. To be added to existing authorization at tv station in southwest of city, to a total of 2,000,000,000,000. License will be served by WTXA, (to be assigned) to be served by WTXA, (to be assigned). Announced July 18.**

**WJYB (TV) Boston, Mass.—Announced license modification of cp granted by FCC. VHF to community 88 W. To be added to existing tv station at tv station in southwest of city, to a total of 2,000,000,000,000. License will be served by WTXA, (to be assigned) to be served by WTXA, (to be assigned). Announced July 18.**

**WTVS (TV) Columbus, Ohio.—Granted modified station license of changing name of tv station. Granting of new license to WTVS Cleveland. License will be served by Columbus City Councils. Announced July 23.**

**WBIR-TV Knoxville, Tenn.—Announced license modification of cp granted by FCC. VHF to community 88 W. To be added to existing authorization at tv station in southwest of city, to a total of 2,000,000,000,000. License will be served by WTXA, (to be assigned) to be served by WTXA, (to be assigned). Announced July 18.**

**WNYC (TV) New York City.—Announced license modification of cp granted by FCC. VHF to community 88 W. To be added to existing authorization at tv station in southwest of city, to a total of 2,000,000,000,000. License will be served by WTXA, (to be assigned) to be served by WTXA, (to be assigned). Announced July 18.**

**WBIR-TV Bristol, Va.—Announced license modification of cp granted by FCC. VHF to community 88 W. To be added to existing authorization at tv station in southwest of city, to a total of 2,000,000,000,000. License will be served by WTXA, (to be assigned) to be served by WTXA, (to be assigned). Announced July 18.**
**Applications**

KVIP (TV) Redding, Calif.—Seeks mod. of cp which authorized new tv to change ERP to 117 kw via 58 kw surg. and make other equipment changes. Filed July 19.

KID-TV Idaho Falls, Idaho—Seeks cp to make changes in facilities of existing tv. To add antennas to present trans. equipment and make other equipment changes. Filed July 19.

WCBG-TV Anderson, Ind.—Seeks mod. of cp to change trans. and studio locations to northeast corner of Indiana Hwy. 99 and 159, approximately 1.5 miles south of city limits. Near Anderson: change ERP to 25.1 kw surg., 19.7 kw viss., change type ant. and make other equipment changes.Filed July 19.

KXL-F-TV Butte, Mont.—Seeks mod. of cp proposing chrom. assignment. Also seeks mod. of cp which authorized changes in facilities of existing tv. To change ERP to 58.16 kw via 29.58 kw surf. Filed July 19.

WUSB-TV Ponce, P. R.—Seeks mod. of cp (which authorized new tv) to make slight changes in trans. location (no change in description except coordinates and county). Change ERP to 821 kw via 731 kw surf., and make ant. changes. Filed July 20.

**Application Amended**

KGEZ-TV Kalsipell, Mont.—Amended to request conditional grant of proposed ch. pending issuance of license. Includes additional financial data and to correct geographic coordinates. Amended application July 20.

**Petitions**

WTVI-TV Fort Pierce, Fla.—Petitions FCC requesting amendment of Sec. 306(b) of Rules so as to reallocate 39 to 2 to Fort Pierce Fla., from Tampa-St. Petersburg, Fla., where it is now reserved for educational use. It is further requested that Order to Show Cause why cp for WTVI-TV should not be granted be issued to petitioner. Announced July 19.

The Hearon Co., Inc., for the owner of Kentucky; Honorable Robert Humphreys, U. S. Senator of State of Kentucky—Petitions FCC requesting amendment of Part 3 of Rules so as to permit allocation of ch. 7 to Louisville, Ky. Announced July 20.

WKLO-TV Louisville, Ky.—Petitions FCC requesting amendment of Sec. 306(b) of Rules by issuance of Rule-Making so as to permit allocation of ch. 7 to Louisville rather than to Evansville, Ind., which is presently proposed. Also requests that appropriate order to Show Cause why petition should not be granted be issued to petitioner. Announced July 20.


**Applications**

Jacksonville, Fla.—Petitions FCC requesting amendment of Sec. 306(b) of Rules by issuance of Rule-Making looking towards allocation of ch. 18 to Jacksonville, Fla. by addition to present channel selection. Filed July 19.

Panama City, Fla.—Voice of the Gulf Broadcasting Radio Co., 1350 kc, 1 kw D, Post office address R. 1890, Box 487, Fort Pierce, Fla. Estimated construction cost $15,745, first year operating cost $27,500, revenue $36,000. Principals are equal partners, Ben G. Fetter, program manager, WQOV Valdosta, and J. C. Johnson, announcer, WQOV. Filed July 19.

Athens, Ohio—Ohio U., 1340 kc, 10 kw D, Post office address Athens. Estimated construction cost $7,800, first year operating cost $3,800. Station for noncommercial use, Ohio U. owns and operates WOUF (FM) Athens. Filed July 19.

**Applications Amended**

Palmdale, Calif.—Palmdale Broadcasters' application seeking cp for new station to operate on 1470 kc, 1 kw D, amended to make changes in antenna system and decrease height. Amended July 19.
Existing Am Stations ...

**ACTIONS BY FCC**

**KUHC** Montrose, Colo.—Granted change of operation from 1290 kc, 500 w, 1 kw-LS, DA-N, to 590 kc, 1 kw, 5 kw-DA, D, N, with engineering conditions. Denied request of KSAC, Manhattan, Kan.—For transfers (FM) to KSKY, Kansas City, Mo.; WXJX, Lexington, Ky.; WRTU, Wilmington, Del.—Granted increase in power from 1 kw to 5 kw, cont. and make changes in antenna and ground system. Denied request of WDBQ Saratoga, Fla.—For designation for hearing on applications for cp to replace expired cp for 1250 kc, 250 w, DA-D, and for mod. of cp to increase power to 1 kw, DA-D, and change station location to northwest corner of Front St. and Emery Dr., Sanford, and make changes in ant. and ground system. Amended to July 20.

**McAllen, Tex.—Pool Best. Co.'s application seeking cp to operate on 1 kw D, 3 kw, cont., and make changes in ant. and ground system. Amended to July 20.

Applications

**KHUX** Glendale, Ariz.—Seeks cp to change frequency from 1340 kc to 1360 kc, increase power to 250 w, 1 kw-LS, K, D, change ant. and ground system (increase height), and make changes in operation. Filed July 19.

**KDAN** Bureka, Calif.—Seeks mod. of cp (which authorized new cp) to change ant. and studio location and make changes in ant. system (increase ERP to 1 kw). 

**KSDO** San Diego, Calif.—Seeks cp to increase D power from 5 kw to 10 kw, Filed July 19.

**KFWC** Walnut Creek, Calif.—Seeks cp to increase power from 500 w N, 1 kw D, to 1 kw N, 5 kw D and change station location to northeast corner of Central Ave. and Willow St., period beginning 3 a.m. EST, Oct. 1, Filed July 19.

**KSWY** Seaville, N. Y.—Seeks cp to increase power from 1 kw to 3 kw and make changes in ant. system. Filed July 19.

**KZDL** Detroit Lakes, Mich.—Granted change of operation from 1330 kc, 1 kw D, to 1240 kc, 500 w, cont., Announced July 19.

**WBPC** Fremont, Mich.—Granted permission to request license to operate for 79 days, except for Sundays from 8 a.m. to 7:30 p.m. in order to effect changes in location and operation of station. Announced July 19.

**KGBS** San Diego, Calif.—Granted cp to change ant. and trans. location; utilize combined ant. and make changes in and ground system (increase height). Announced July 19.


**KGAY** Salem, Oreg.—Granted increase in power on 1430 kc from 1 kw to 5 kw, cont. D operation. Announced July 19.

**WNB** Waynesburg, Pa.—Granted mod. of cp to make changes in ground system. Announced July 19.

**KCM-Am-FM** Texarkana, Tex.—Are being advised that applications for renewal of licenses indicate necessity of hearing. Announced July 19.

**WLS** Chicago, Ill.—Granted change in D power from 1 kw to 2 kw, cont. on 610 kc, 1 kw-N, 3 kw-D, 2-3; engineering conditions. Announced July 19.

**WIGM** Medford, Wis.—Granted mod. of license to change ant. and ground system. Announced July 19.

**WPBE** Prairie du Chien, Wis.—Granted change of frequency from 1380 kc to 1360 kc, continuing with 500 w D, dismissed petition of U. of Wis. station WBE, Madison, Wis., for hearing. Announced July 19.

**CALL LETTERS ASSIGNED**

**KOKY** Little Rock, Ark.—Ethony Radio, 1440 kc, 1 kw W, cont. rem. for change location to Mount Vernon, Ark., Amended to July 20.

**St. Petersburg Beach, Fla.—Holiday Isles Best, Co.'s application seeking cp for new am to be operated on 1300 kc, 500 w, cont. and make changes in DA system. Amended July 20.

**Reno, Nev.—Reno Valley broadcasters, Inc.'s application seeking cp for new am to be operated on 1300 kc, 500 w, cont. to change ant.-trans. location and make changes in ant. and ground system. Amended July 19.

**Cranton, R. I.—Neighborhood Best, Co.'s application seeking cp for new am to be operated on 1300 kc, 500 w, cont. to change ant.-trans. location and make changes in ant. and ground system. Amended July 19.

**Ft. Lauderdale, Fla.—WJFK, Key West, Fla.—1430 kc, 1 kw W, cont. rem. for main studio. Announced July 20.

**KSBQ** Salem, Ore.—MOST TELECASTING Corp.—Deposit application for renewal of license to operate a TV station in Salem, Ore., has been amended to July 20.

**Key West, Fla.—Ken-Sell Inc.'s application seeking cp for new am to operate on 1300 kc, 250 w, cont. and make changes in EA system. Amended July 20.

**WBCB** Bryan, Tex.—Key West Broadcasting, Inc.'s application seeking pm to operate an am station on 1300 kc, 500 w, cont. to change ant.-trans. location and make changes in ant. and ground system. Amended July 19.

**KACW** Chicago, Ill.—Announced for sale of station location to Mount Vernon, Ill.

**WPBC** Charleston, W. Va.—Announced for sale of station location to Fairmont, W. Va.

**WJFK** Key West, Fla.—1430 kc, 1 kw W, cont. rem. for main studio. Announced July 20.

**WQAM** Miami, Fla.—Announced for sale of station location to Miami, Fla.

**WVUW** Morgantown, W. Va.—Announced for sale of station location to Charleston, W. Va.

**KWKD** Des Moines, Iowa.—Announced for sale of station location to Ankeny, Iowa.

**KWMB** Milwaukee, Wis.—Announced for sale of station location to Milwaukee, Wis.

**KAPR** Austin, Tex.—Announced for sale of station location to Austin, Tex.

**K עט** New York City.—Announced for sale of station location to New York City.

**KZON** Phoenix, Ariz.—Announced for sale of station location to Phoenix, Ariz.

**KWNC** New Orleans, La.—Announced for sale of station location to New Orleans, La.

**KSDP** San Diego, Calif.—Announced for sale of station location to San Diego, Calif.

**KAMA** Madison, Wis.—Announced for sale of station location to Madison, Wis.

**WBUZ** Philadelphia, Pa.—Announced for sale of station location to Philadelphia, Pa.

**WABC** New York City.—Announced for sale of station location to New York City.

**WQQK** Savannah, Ga.—Announced for sale of station location to Savannah, Ga.

**KINN** Charlotte, N. C.—Announced for sale of station location to Charlotte, N. C.

**KWER** Charleston, W. Va.—Announced for sale of station location to Charleston, W. Va.

**KAPF** Austin, Tex.—Announced for sale of station location to Austin, Tex.

**KZON** Phoenix, Ariz.—Announced for sale of station location to Phoenix, Ariz.

**KAMA** Madison, Wis.—Announced for sale of station location to Madison, Wis.

**KWNC** New Orleans, La.—Announced for sale of station location to New Orleans, La.

**KSDP** San Diego, Calif.—Announced for sale of station location to San Diego, Calif.

**KINN** Charlotte, N. C.—Announced for sale of station location to Charlotte, N. C.

**KAPF** Austin, Tex.—Announced for sale of station location to Austin, Tex.

**KZON** Phoenix, Ariz.—Announced for sale of station location to Phoenix, Ariz.

**KAMA** Madison, Wis.—Announced for sale of station location to Madison, Wis.

**KWNC** New Orleans, La.—Announced for sale of station location to New Orleans, La.

**KSDP** San Diego, Calif.—Announced for sale of station location to San Diego, Calif.

**KINN** Charlotte, N. C.—Announced for sale of station location to Charlotte, N. C.

**KAPF** Austin, Tex.—Announced for sale of station location to Austin, Tex.

**KZON** Phoenix, Ariz.—Announced for sale of station location to Phoenix, Ariz.
Liabilities. Principals are Gene Autry and Robert G. Reynolds, owners of KMPC Los Angeles, Mr. Autry as president, D. Frank Kupchik as secretary, and J. C. Reddick for $10,556. Announced July 19.

WEGA Newton, Miss.—Granted assignment of license to Newton Bond Co. for $8,550.00 cash plus assumption of $4,500 in obligations to Dates Radio & Utility Tower Co. Principals are E. O. Redmond, owner of WHUP Brunswick, Miss., 52% owner of WTUP Tupelo, Miss., 55% owner of WAZF Yazoo City, Miss., 55% owner of WSOH Oxford, Miss., and 51% owner of WMPA Aberdeen, S. Dak. James E. Reese (51%), 29% owner of WMPA and general manager of WTUP; W. I. Reed (35%), 15% owner of WTUP; the owner of WZAA and 17% owner of WSOH; Zane E. Roden (35%), and Bruce H. Graham (19%), general manager of WAZF and WCCL Cleveland, Miss. Announced July 19.

KOTS Deming, N. M.—Granted assignment of license to Luna County Bacoct. Co. for $8,550. Partner Hugh S. Thomas is dropping out of organization. Principals now will be Edwin E. Merriman (50%), 33.33% owner of KOBE Las Cruces, N. M., and Robert W. Tyburt (50%), 33.33% owner of KOE. Announced July 19.

KNWA Winnemucca, Nev.—Application seeking transfer of stock from Lester W. Peale to Rudolph Schwartz returned. (Unnecessary.)

WGBB Freeport, N. Y.—Granted assignment of license to Roanoke Bacoct. Co. for $57,750.00. Principals are O. J. Nelligan, Moses Horstmann, Norman F. Peary, Eugene B. Weller and Sidney Friedman to Huntington-Montauk Bacoct. Co. for $100,000. Huntington-Montauk is applying for cp to move WGSQ to Deer Park, N. Y., now operating BCO.


WHAM, WHFM (FM) Rochester, N. Y.—Granted assignment of license to Riggs & Greene Bacoct. Co. for $57,125.00. Assignment is wholly owned by Riggs & Greene Inc. (John S. Riggs (50%), and F. Robert Greene (50%).) Riggs & Greene Inc. is licensee of KVOE Colorado Springs, Colo. Owners Riggs and Greene also own WAAM-AM Winston-Salem, N. C., Mr. Riggs also is 20% owner of WELM Eureka, Miss. Announced July 19.


HAM-AM TV Reading, Pa.—Granted transfer of 49% interest from Paul A. Pletchinger, et al. to Jessie F. Greig et al. as voting trustees. Announced July 19.

WEMI Westerly, R. I.—Granted transfer of control of licensee corporation from William F. Malo Sr. and William F. Malo Jr. and families, to Edwards R. Estabrook Jr. for $89,000. Mr. Estab- brook is former NBC-TV producer. Announced July 19.


WJOT Lake City, S. C.—Application seeking transfer of control of licensee corporation resubmitted. (Filed on wrong form.) Action July 19.

WXSB Chattanooga, Tenn.—Granted assignment of license to WHYN-AM for $100,000. Principals are Carl S. French (39%), 29% owner of license; J. A. Flower Jr. (25%), owner of WATY Oak Ridge, Tenn., and 10% owner of WALC Lafayette, La.; and Mrs. Sarah French (25%), manager of WNOE New Orleans. Announced July 19.


WCDT Winchester, Tenn.—Granted assignment of license to WFTK Bacoct. Co. for $45,000. Franklin County Bacoct. Co., assignee, does not wish to dispose of interest that Ernest F. Richards might withdraw his interest. Principals now will be Victor E. Presley and W. E. McCall (33.33%); Pres. W. E. Frazier (33.33%) and Secy-Treas. Harry W. Sullivan (33.33%) Announced July 19.


KEYE Fort Worth, Tex.—Granted transfer of 23% to

WESTERN MICHIGAN'S

WKNK MUSKEGON, MICHIGAN

LOW RATES

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VIRGINIA'S NO. 1 TV MARKET

73.2% station share of sets... (AB)

WSLS-TV

CHANNEL 10

ROANOKE, VA.
Interest in licensee corporation from Francis B. Bumpus to Virgil Conley for $20,000. Announced July 22.

KRGB-TV Weslaco, Tex.—FCC denied petition by H. C. Garrett to operate on ch. 4 in Weslaco against grant of license without hearing of application for renewal of positive control of KRGB-TV by O. I. Taylor through sale of 50% interest to The San Angelo Co. Announced July 22.

WACH-AM-TV Newport News, Va.—Granted assignment of license of WACH and cp for WACH-TV to dark assigned Co. of Eastern Virginia Inc. for $54,000. United 100% owned by Frederick A. Edwards is president and treasurer. United. Other Richard Eaton interests are WOOK-AM-TV Richmond, Views-AM-FM and WTRF (TV) Morgantown, WARK Hag- arstown, WINK Rockville, both Maryland, and WANT Richmond, Va., announced July 19.

Cairo Broadcasting, Inc.—announced pending at 36.6% Hirsch Robert at 2286 Washington Ave., New York City, for disposal of his $15,000 WTLF (TV) Announced July 22.

Warrenton to Willapa Broadcasting Inc.—publication of license to Mid-Carolina Bestg. Co. for $36,000 in cash and assumption of liabilities. Storer has offered to divest itself of one of its tv outlets “if required to do so.” Storer, whose purchase of ch. 3 KRLM-TV Salem, Ore., is still pending FCC approval, owns 35% of tv stations in Miami, Toledo, Columbus, and Atlanta: am and tv stations in Birmingham, Ala., tv in Portland, Ore., and am and in Wheeling, W. Va., announced July 19.

WDOR-AM-FM Cleveland, Ohio.—Seeks acqui- sition of control of permitting to WORR, Inc. of license to CKYS-FM Toledo. Offers $100,000 in cash and assumption of liabilities. Approval of sale may be made by July 31. Mr. Wolf will now hold 52.35%. No other stockholder holds as much as 10%. Filed July 22.

NARB Notifications...

List of changes, proposed changes and corrections in assignments of Mexican stations modifying appendix containing assignment of Mexican stations attached to recommendations of North American Broadcasting Agreement Meeting Jan. 20, 1941.

 INCLUDING...

MEXICAN NEWSPAPER COMPANY

FOR THE RECORD

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WASHINGTON, D. C.
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CHICAGO
Roy V. Hamilton
Trumble Town
Delaware 7-2753-4

ATLANTA
Clifford S. Marshall
Newly Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubbfield
W. E. Twining
111 Sutter St.
Exibrook 5-5071-2

CO-OWNERSHIP

NATION-WIDE SERVICE

BROADCASTING • TELECASTING

Page 92 • July 30, 1956
Routine Roundup...

July 19 Decisions

TV BROADCAST ACTIONS

By the Commission

PETITIONS FOR RULE MAKING DISMISSED OR DENIED

Fresno, Calif.-Commission dismissed petition of KB IF Fresno and terminated rule-making proceeding in Jacksonville, Fla., initiated by Kentucky, to make petition to change 18 kHz available for community service by removing it from Tyler and substituting ch. 8 for ch. 7 in Killeen. See ch. 6 of § 73.655 and ch. 6 of § 73.656. Comment due Aug. 22.

Evansville, Ind.—WFIE-TV Evansville to shift ch. 62 from Evansville to Owensboro, Ky., ch. 14 from Owensboro to Evansville, with resultant changes from ch. 14 to 25 in Pettisville, Minn. and Minot, N.D., in Shelbyville, Tenn. Comment due Sept. 10.

Fresno, Calif.—Proposal to discontinue operation of a repeater station in Simi Valley, Calif. Comment due Aug. 22.

MORE FLEXIBILITY IN TV CHANNEL ASSIGNMENTS

Commission amended Sec. 3.311(a) of its TV Bureau rules, 47 CFR 3.311(a), to permit channel assignments on basis of showings that proposed assignments involve minimum assignment spacing and principal city coverage requirements. (Comr. Doerfer dissented.) In so doing, Commission concluded that there is no need to limit relaxation of assignment spacing requirements in cases where authorized trans. site is available for use as reference point in communities to which measurements must be made, as originally proposed May 23 in this rule-making proceeding (Docket 11714). This view was reflected in its Report and Order and Notice of Proposed Rule Making in general tv proceeding (Docket 11532).

This would provide much-needed flexibility in making channel assignments which will permit additional service and more effective competition among stations in some communities. It does not invalidate those parts of the rules that relate only to making assignment decisions in communities where authorized trans. site is not available. (Commission Order).

Port Wayne, Ind.—Commission authorized assignment of new UHF channel to Port Wayne. Comment due Aug. 22.

EDUCATIONAL RESEARCH SHIFTS FROM VHF TO UHF

Commission finalized rule-making proceeding in Docket 1191 and shifted educational research in College Station, Texas, from vhf to uhf, effective July 27. Research established educational use in that city and was replaced by ch. 46, 47, and ch. 6. (Commission Order).

RULE-MAKING FINA LIZED

By Report and Order in rule-making in Docket 1191, Commission approved (1) proposal to remove KSEM Moses Lake, Wash., as assigned to 46, and assign it to 46; and (2) proposal to remove KSEM from 46 and assign it to 46. (Commission Order).

UHF CONSTRUCTION PERMITS EXTENDED


July 19 Applications

Accepted for Filing

KERO-TV Bakerfield, Calif.—Seeks mod. of

July 19 Decisions

BROADCAST ACTIONS

By the Commission

Actions of July 18

Renewal of Licenses

Followings were granted renewal of licenses on regular basis:


July 19 Applications

Accepted for Filing

KERO-TV Bakerfield, Calif.—Seeks mod. of

Leads are in decorative script.
July 20 Actions

July 20 2013

TV BROADCAST ACTIONS

By the Commission

Actions of July 19

RULE-MAKING PROPOSED CHANGES

Commission invites comments to following proposals for changes in tv table of assignments:

Helena, Mont.—By Penn Engineering Co., Helena, Mont., for deletion ch. 12 from Helena and add it to Bozeman. Helena would retain ch. 10 and Bozeman would gain chs. 9 (educational), 12 and 22. As alternative proposal, Commission proposed to shift educational reservation in Bozeman from ch. 9 to 22. Comments are due Aug. 22.

Charleston, S. C.—Proposal to assign ch. 5 in Charleston to Atlantic Broadc., Inc.; substituting either ch. 4 or ch. 7 in Charleston, which would require shifting existing ch. 4 to Charleston. Ant.-trans. for Charleston as permissive site on WNOV-TV Columbia; ch. 57, requested ch. 5 be moved from Charleston to St. Matthews, S. C. Comments are due Sept. 10. Conv. craves abstinence from further action.

Peoria, Ill.—Further Proposed Rule—Making in Docket 1174 to add ch. 5 to Peoria. Out- standing rule-making in this proceeding would determine Springfield to make all uhf by deleting only WCI (ch. 2) and giving up ch. 5 to St. Louis, Mo., and adding chs. 39 to Springfield, thus giving city chs. 20, 39 and 62 (educational). Additional chs. 26 is now proposed to be made available for construction.

PETITION FOR RULE-MAKING DENIED

Des Moines, Iowa—Commission denied petition by WGTW (TV) Des Moines, ch. 17, to shift educational reservation in that city from ch. 11 to uhf channel, with expiration date being Aug. 31, 1957. Petitioner voted for change in educational reservation as requested.

July 23 2013

Applications for Filing

July 23

For Licence to Cover CP

KRIM (FM) Fresno, Calif., seeks licence to cover ch. 21 at facility in licensed station.

Medication of CP

WRRC-FM Birmingham, Ala., seeks mod. of cp (which authorized new tv) for extension of completion date.

WCRB-FM Waltham, Mass., seeks mod. of cp (which authorized new tv) for extension of completion date.

KTTG-TV Lake Charles, La., seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 1, 1957.

WVVB (TV) Easton, Pa., seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 23, 1957.

Remote Control

WJBC-FM Bloomington, Ill., 2-11-57.

July 24 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

KLBB La Grande, Ore.—Granted license covering changing anti-trans. location and installation of new antenna, 300 feet.

Following were granted extensions of completion date:

WBML LaCrosse, Wis., to 9-13-56.

KBVW Lancaster, Calif., to 10-16-56.

WCAI Detroit, Mich., to 2-01-56.

Comments of July 19

KHEN Henryetta, Okla.—Granted license for am station.

KUBE Pendleton, Ore.—Granted license for am station.

WYCD Douglas, Ga.—Granted license covering increase in power.

WVGQ Coral Gables, Fla.—Granted license to operate radio station.

Atlanta, Ga.—Granted license to operate television station.

WJAN Vanderre, Wash.—Granted license covering changing from employing DA-1 to DA-3; now scheduled for Nov. 1, 1957.

KDEF Albuquerque, N. M.—Granted license covering change of frequency.

Following were granted extensions of completion dates as shown:

KBMR-TV Bismarck, N. D., 7-41-56.

WAGA-TV Atlanta, Ga., 6-11-56.

Following were granted extensions of completion dates as shown:

KBTV-TV Columbia, S. C., 10-11-56.

WJBC-FM Madison, Wis., 8-27-56.

Following were granted extensions of completion dates as follows:

WJBC-FM Madison, Wis.—Granted authority to operate trans. by remote control; KELY from 1140-Ave. 47 to 1190-Ave. 47, Marshalltown, Iowa.

KBQA—(cont.)
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July 30, 1956 • Page 95
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RADIO

Help Wanted

Manager

Manager—salesman for new Carolina radio daytimer by August 25th. Prefer man who can fill position on or before date. Box 369A, B.T.

Manager—salesman for competitive Virginia market. Must be able to sell. Salary plus commission. Terrific opportunity for right man. Box 307A, B.T.

Sales manager—five figures earnings and exceptional future for a “front-line” sales manager who can sell and sell and sell. Sales potential in a growing organization. Write full resume and letter. Box 314A, B.T.

Assistant manager. Major midwest market. Experienced salesman needed by August 30th. Box 315A, B.T.

Sales manager—full responsibility and a chance to live on the shortest time. Car necessary. Positions available in Illinois, Indiana and Ohio. Box 316A, B.T.

Manager wanted by leading station in area. Salary and commission to the man that qualifies. This is a fine community and a rich market. Send all information in first letter. Box 358A, B.T.

RADIO

Help Wanted

Salesman

Sales executive with proven record; one of the best known stations in the Great Lakes area. Long established network affiliate. Telephone offers an exceptional opportunity. Full details in confidence. Box 321A, B.T.

Wanted—salesman for West Coast station. Top salary and commission. Box 214A, B.T.

We need top salesman. . . and sales manager who likes to make money! To this man, who can burn an exceptional financial future. Major independent. Box 313A, B.T.

Wanted: Young aggressive salesman by 31 years old. 250 watt station in Wisconsin. Heavy on sports, music and news. At least 2 years experience required. Immediate opening. Box 317A, B.T.

Ideal opportunity open to aggressive, high caliber salesman. Salary, commission and commission for right man. Beautiful community in rich market. Box 360A, B.T.

Salesman, independent station in expanding organization. Contact Program Director, KAWL, York, Nebraska.

Salesman wanted . . . can make up to $10,000.00 per year. Experience desirable. Box 215A, B.T.

Account executive for music-news. Guarantee $125.00 per week (not draw), or 15% whichever is greater. No ceiling on earnings. Most saleable station on east coast. No restricted list. Open to other salesman presently making $12,000 per year. Send full information to WLLY, Richmond, Virginia.


Wanted: Combo man—must have first phone and announcing ability. Pleasant rural Pennsylvania, good salary. Apply Box 181A, B.T.

Wanted: Announcer—Thursday night. Will work on or around any time. Send tape. Box 270A, B.T.


Virginia station needs announcer. 3 years minimum experience. Salary open. Apply by letter. If interested, we’ll ask for tape. Box 359A, B.T.

Announcer—first phone for independent station. Contact Program Director, KAWL, York, Nebraska.


Radio announcer—first phone. Excellent working conditions. Contact Bill Vogel, KLOV, Loveland, Colorado.

RADIO

Help Wanted (Cont’d)

Announcers

Announcer, all around ability. Some commercial experience required. Full expenses paid. Good credit, personal problems, drinkers. Knowledge of station wants to keep it that way. Nice scene. Apply opening August 18th, KMOX, St. Louis, Missouri.

Attention DJ’s. Are you looking for an opportunity to make more money? Do you want to live in beautiful Florida? Top rated CBS station in good location for you. Excellent offer to DJ. Immediate opening. Box 320A, B.T.

Immediate opening for experienced, versatile announcer—strong on personality and showmanship. Will provide salary, bonus, paid audition, photography, background information to Station WDFD, Flint, Michigan.

Program director vacancy at established independent station. Must be versatile on air and background character as well as business ability. Apply to WFRM, Freeport, Illinois, Box 323A, B.T.

WANTED: Announcer-engineer first phone, strong on music—air, on or around any time. Full salary plus additional income available. Mail tape, photo, resume, and salary requirements. Box 326A, B.T.

Immediate permanent opening—announcer with several years experience. Excellent working conditions. One month’s notice wanted. Send resume with picture. WFRM, Freeport, Illinois.

WANTED: Announcer-engineer, first phone. Strong on commercials and fill. Salary plus additional income available. Same information as above. Box 327A, B.T.

Radio announcer—copywriter with experience. WJWL, Georgetown, Delaware. Phone 2957.

Top rated kiotwalt independent needs staff man to replace announcer entering college. Complete resume and tapes received by WMID, Mt. Vernon, Illinois.

Immediate permanent opening—announcer with many phases of experience. Must be able to fill all slots, but not essential. Submit full resume with tape. Al Scott, WNDQ, Daytona Beach, Florida.

WANTED: Announcer—engineer, first phone, strong on music—air, on or around any time. Full salary plus additional income available. Same information as above. Box 328A, B.T.

Engineer-announcers, one with first ticket. Engage to fill one position, minimum $250.00 per week. Apply Box 329A, B.T.

Chief announcer. 90 miles from New York. Box 263A, B.T.

West coast major market regional director required. First class-engineer $10,000 per year. Four hours. Advise full details including union affiliations. Box 365A, B.T.

Engineer-announcers, one with first ticket. Engage to fill one position, minimum $250.00 per week. Apply Box 364A, B.T.

Chief announcer. Start as engineer-announcer. Opportunity to become chief before brief trial period. Contact Gene Ackley, KCCW Radio, Alliance, Nebraska.

Engineer—September 1—must know maintenance—some announcing—permanent—salary open. Drunks and fliers don’t apply . . . KWOC, Poplar Bluff, Missouri.

Permanent first class transmitter engineer, no announcer position. Experience necessary. WAMS, Wilmington, Delaware.

Engineer—first class engineer, wanted for transmitter operator at 50 kw KCA, tv transmitter. Vhf, channel 2 power. Experience necessary. Need car $500.00 a month. Four hours a week, 24 hour week when necessary. Contact Chief Engineer, WCBS-TV, 144 W. 48 St., New York 18, N. Y.

WANTED: Reliable engineer and announcer, first phone. Short hours, $300. Wages, tape, photo and references. Contact C. W. Wright, Mgr. WOLO, Centerville, Iowa.

WANTED: Experienced transmitter engineer. Excellent working conditions. Excellent working conditions. 40 hour week. Apply Box 330A, B.T.
Wanted: Experienced newsmen. Someone interested in making a permanent home in medium-sized midwestern community. Must be experienced in all phases of news gathering and writing. Attractive salary for man willing to work and become part of expanding local station. Box 35A, B-T.

Program director wanted. An opportunity for good experienced announcer to advance. WJWL, Georgetown, Delaware. Phone 2567.

Situations Wanted

Managerial

Successful sales manager, with program and news experience, seeks chance to manage small market operation. Box 35A, B-T.

One of the best small-medium market managers in the business. Top record/relations in management, engineering, announcing, writing, and especially sales. Spots 11 year record radio and tv. Dependable family man, age 31, excellent planner, leader, workhorse. Worth far more than minimum requirement, $7,500 plus %. Available Sept. Box 35A, B-T.


Announcing, grad student, college radio experience. News, DJ, sports. Box 34A, B-T.

"Atomic energy"—I've been licensed to that phase, initial development has just begun, future potential "infinite". Energetic announcer needs 1st job. Be the first. Box 32A, B-T.

Announcer, good continuity writer. Recent grad of Midwestern Broadcasting School. Purdue graduate (3.5 degree). Box 23A, B-T.

Attention manager for medium market, southeast. Announcer 6 years wishes to relocate. Union station, union scale, good paying position. Presently employed in high, competitive, metropolitan area. Box 30A, B-T.

Football announcer. Top-rated Atlantic Coast conference regional network play-by-play. Available for southeastern collegiate football this fall, on free lance basis. References, tape, furnished. Box 31B, B-T.

Young man, 21. Three years college education. Ambitious, pleasant personality. Box 303A, B-T.

East, experienced staffer, now in 65,000 market. Like part sales. Young, family man. Only personal interview. Box 304A, B-T.

Sports director after two and a half years at a 50 kw is looking for a more sports-minded location. Like it here fine, but not enough sports activity. Have done Southern Association baseball, college football and basketball. Present daily show is by far the top-rated in the area. All offers considered. Box 305A, B-T.

Top morning talk show—employed—wishes to relocate. Veteran family. Box 306A, B-T.


Announcing graduate, some acting knowledge, high thin voice, desire to announce free, for experience. Tape, resume, photo. Box 320A, B-T.

Experienced announcer seeking employment in NE. Strong DJ—news. Box 325A, B-T.

3 years tv—9 years radio sports and staff—top play-by-play, all sports desire to relocate by September 15th. Location secondary to opportunity. Over 6 years present position—address all replies. Box 328A, B-T.

Experienced, veteran, strong on commercials, DJ and news, would like to work in northeast. Will relocate, salary negotiable. Box 329A, B-T.

24, single, SRT graduate. 1 year experience. Strong on news, DJ and selling commercials. Write original copy, shows. Also guitarist-folk singer. Tape, resume, photo available. Box 330A, B-T.


Former singing DJ 50,000 watt radio—show business background—family man—presently employed staff announcer. 3 years experience. Interested in permanent position TV or radio as staff announcer—staff singer—possible kiddie show. Box 341A, B-T.


Savoir faire... thanks to fifteen happy years in the business. All around network experience as announcer, host encores, newscaster et al... commercials on all major networks... crédito on request... Available now. Prefer New York City, but will consider a reasonable offer. Box 348A, B-T.

(Continued on next page)
TELEVISION PRODUCTION EXPERIENCED

NORTHWEST STUDENTS DO RECENT, LIVE REMOTE TELECASTS FROM HOLLYWOOD GRAUMAN’S CHINESE THEATER, PREMIER SHOWING OF ALFRED HITCHCOCK’S LATEST SMASH HIT—“THE MAN WHO KNEW TOO MUCH”, COVERING ARRIVAL OF CELEBRITIES.

ALL NORTHWEST STUDENTS RECEIVE PRACTICAL TRAINING LIKE THIS UNDER DIRECTION OF PROFESSIONALS IN COMMERCIAL TV, ASSURING YOU OF TOP PEOPLE, EXPERIENCED IN OVERCOMING EVERY-DAY TELECASTING PROBLEMS. CONTACT JOHN BIRREL, EMPLOYMENT COUNSELOR.

NORTHWEST RADIO & TELEVISION SCHOOL
HOME OFFICE 1211 W. 21st Avenue Portland, Oregon • CA 72-24

Page 98 • July 30, 1956
FOR SALE—(Cont'd)

Television

Help Wanted—(Cont'd)

TELEVISION

Technical

Need tv engineers. An experienced midwest man to assist chief engineer at KZLO-TV—KZLO-TY, Sioux Falls, S.D., tv technician for KZLO-TV, Florence, S.D. Direct replies including qualifications, reference, tv footage and returnable photo to N. L. Benston, WLOL, 50 Northwest Bank Building, Minneapolis, Min.

Educational noncommercial station needs engi-

neer experienced in control room operation and management. Send resume of experience and education with recent photograph. State minimum salary required. KECMA-TV, 120th at Welches Streets, Denver, Colorado.

Chief engineer—high experience General Electric

12 A.M.—KXAN-TV, 111 Market Street, San Francis-

co, California. J. Paterson.

Engineer 1st class apt., wanted for transmitter

installation with directional antenna at night on $85.00. Experience not a major requirement. Do not need car but will be a help. $100.00 a month for a 40 hour week with some overtime. Insurance plan and profit shar-

ing. Write to Chief Engineer, WCHS, Charlotte, N. C., W.A.

Operating supervisor, full experience in construc-

tion and operation of high band tv equipment.

Send complete resume to Chief Engineer, WTYW, 1761 East Museum Drive, Chicago, Illinois.

Five studio engineers. Experience desirable. Scale $55.00—$125.00 in 21 yrs. Permanent position. Send complete resume to Chief Engineer, WTVW, 1761 East Museum Drive, Chicago, Illinois.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and com-

prehensive resume with salary requirements. Box 550, B.T.

Experienced news photographer for local sound and motion. Has had experience able to process small amounts of news footage. Some newswriting

experience helpful. State salary requirements with resume. Box 2060, B.T.

Experienced film editor, preferably female for large eastern vhf station. Must have television experi-

ence. Please send resume and salary require-

ments to Box 182A, B.T.

Continuity director for major network vhf in southeast. Must have proven writing with executive experienced or potential, thorough

knowledge of tv production as it affects writing. Send complete background and salary require-

ments. Box 301A, B.T.

Top-flight girl wanted by central Pennsylvania tv station to handle promotion and write commer-

cials. Must have experience with experienced and proven ability. Attractive salary for right person. Contact Jim Curtis, WSBA-TV, York, Pennsyl-

via.

Situations Wanted

Managerial

Executive, S. Experienced promotional, coop


Announcers

Sportscaster: Excellent play-by-play. Top rated television and radio sport shows. Desires good

sports television and/or radio station position. News and general assignment. Write or phone. Box 293A, B.T.

Announcer—MC. Local success stories. Have own show. Also direct. Box 300A, B.T.

FOR SALE

Successful combination Radio and TV station located medium sized market in Midwest. Priced under $1 million. Inquiries invited only from successful and financially qualified operators. NO BROKERS. Letters from snoopers, investigators, and curiosity seekers will not be answered.

Only inquiries from reputable known purchasers who can fully identify themselves will be acknowledged. Send replies to Box 331A, B.T.

FOR SALE—(Cont'd)

To settle estate will sell at reduced price Bolex M-

4 Deluxe Pan Conon 50-66mm, Bolex Unimonta, Westex exposure meter, & large supply miscellaneous equipment. Third National Bank, Administrator of Estate of George W. Joke, Rock-

ford, Illinois.

WANTED TO BUY

Stations

Pried-right station wanted by responsible broker-

caster with $2,000 initial investment. All replies

confidential. No brokers. Please write.

Private sales. Oklahoma, Texas, Colorado,

Arkansas, Missouri, Kansas, Ralph Erwin, Li-

censed Broker, 1434 South Trenton, Tulsa.

Equipment

WANTED TO BUY

FOR SALE

Television

Situations Wanted—(Cont'd)

Technical

Former chief am station, desires a permanent

position with progressive vhf station. Presently

employed. Very experienced. Has handled all

aspects of operation and will uphold a high stan-

dard. Will relocate. Excellent references. Box 278A, B.T.

Tv technician with four years experience, desires

permanent position with large western station.

Box 321A. B.T.

Programming-Production, Others

Young woman with radio copywriting experience, graduating from college late August, desires start in tv. Box 279A, B.T.

If your production staff needs a responsible mar-

ried veteran who will receive his advance degree from a Big 16 university this August, please write Box 278A, B.T.

Cameraman, assistant director. Experienced all

phases. Will relocate. Excellent references. Box 298A, B.T.

Director—writer. Competent craftsman. Success-

ful credits. Opportunity important. Any loca-

tion. Box 298A, B.T.

Experienced cameraman, floorman, married,

sober, reliable, now employed. desire change. Box 299A, B.T.

Director-handling, camera, etc. Expert film

editor. Four years station experience, 27, married. Requires permanent position. Have

professional references. Relocate anywhere. Box 303A, B.T.

1 1/2 yrs experience. Cameraman and floor


3 yrs tv experience all phases, film director, editor, photographer. Shoot process SOF. Organ-


FOR SALE

Stations

Small market stations, priced at or near costs.

H. P. Chapmann Co., 84 Peachtree, Atlanta.

Construction permit. Will sell outright for

$25,000.00. Consider partnership. CP is for small market in upper midwest. Retail sales in county 23 million. Box 293A, B.T.

Write now for our free bulletin of outstanding


Equipment

RCA TA-2A high band transmitter, factor con-

verted to air cooling. Box 305A, B.T.

GE slide projector—type FF-3-C, model 4, FP3-C4.


Self-supporting Leigh tower, 175 feet, available after October 31, Contact Radio Station WKLY, Kingston, New York.

Stabilize automatic voltage regulators...brand

new—in original cases. Type EM 9210Y—electro-


tric Co. Our price $250.00. F.O.B. Jersey City, N.J. Superior Merchandise Dealers, 408 Communipaw Avenue, Jersey City, Zone 4, New Jersey.

INSTRUCTION

FCC license training—corporation or resi-

dence. Resident classes held in Hollywood and

Washington. Beginners get FCC 1st class license in 30 days. For details write W.F. Traylor,

Dept. B, 881 19th Street, N.W., Washington, D.

C.

The National Academy of Broadcasting, America's pioneer professional school, places radio-televi-

sion announcers, writers, producers, Send for list of alumni, positions held, and jobs available. 3338 16th Street, N.W., Washington, D. C.

THANKS GENTLEMEN

William M. Bigley, General Manager of KVKM, Magnolia, Ark., says: "... As I know, we were able to sell them (news programs) in their entirety to one sponsor, The First National W.

We believe that your personalized new-

casts and your campaign in preparing specific "pitches" to prospective sponsors is going to be extremely valuable that your service will be received so enthusi-

astically by stations all over the country..."

We find that by tying-on your re-

ports to our news items from the press

wire, we can create a very individuated style of news.

Thad M. Sandstrom, General Manager of KSEE, Pittsburg, Kansas, says: "We're much impressed with the quality of the listeners and sponsors are quite impressed.

E. H. Keown, Manager, WQRN, Charleston, S.C., says: "We're most impressed about our Washington and foreign cor-

respondent. Selling them across the board is a problem at all.

Laurence News Features offers you your own style of foreign correspondents, broad-

casters over your station from the news cap-

itals of the world—introducing themselves with your call letters and sponsors ID's—ex-

clusively in your area. It is so amaz-

ingly low you will hardly believe it.

* Wire or write today for full informa-

tion and an audition tape produced especially for your station.

Laurence News Features

245 E. 30th St.

New York 16, N. Y.
SERVICES
Transcribed open end syndicated radio shows that boost sponsor sales. Eight big radio programs; music, interviews, drama, children and women shows, available in cities. Realistically priced. Request details and audition tapes. Box 15932.
Sanford Station, Los Angeles 6, California.

EMPLOYMENT SERVICES
General manager for new radio station in a small market in Alabama. Growing chain with ambitious plan for expansion requires the services of a settled family man with a steady employment record. Must have strong sales background. Prior experience in the area required. There is an excellent opportunity for advancement for the right man. Starting salary is $10,000 plus percentage and potential earnings are to $16,000. Contact: Mr. Nick Brough, Director of Space and Time Sales Personnel, salesman Unlimited Agency, 15 East 40th Street, New York 16, New York. Murray Hill 2-1126.

RADIO
Help Wanted
Managerial

MANAGER SEEKING OPPORTUNITY
Prefer man strong in sales who has experience as Manager or Sales Manager of medium size station, who would like to join group-owned stations as Manager of Midwestern 5 KW Independent . . . in City of over 500,000 population. Compensation would be on salary and participation in profit plus many other benefits and unlimited opportunities for advancement. Send facts and photo. Box 548A, B&T.

Salesmen

RICH REWARD FOR A GOOD RADIO SALESMAN
$8888 Opportunity for 5 Star Salesman. Stop grubbing for nickels and dimes and start digging for dollars. Our big mine covers the Metropolitan Detroit area of 4 1/2 million population. Liberal guarantee plus commission but you must have some radio sales experience. Give complete background and enclose a recent picture in your first letter.
Box 185A, B&T.

ANNOUNCERS

COME TO THE INDIAN COUNTRY FOR REAL WAMPUM
Also American cash. Because of expansion program, need three additional staff members. Excellent future for all. Permanent, paid insurance program. Paid vacation. Extremely fast growing area. 5,000 watts Independent. Top pay for the area. Only experienced personnel with top references need apply. Positions open: Chief Engineer, administrative; announcer; salesman, some announcing; write-announcer. Send full particulars. Reply Merle H. Tucker, KGAK, Gallup, New Mexico.

RADIO
Help Wanted—(Cont'd)

EXPERIENCED ANNOUNCER
(No beginners)
Chance to make good money while attending 4-Yr. University. Night shift top 5 kw Independent. Must be good DJ-News. Send resume, references, tape, picture to: KTRN, Wichita Falls, Texas.

DISC JOCKEYS!
Tired of beatin' your head against the wall? Don't have any ratings brick wall?? Want to marry your competition with ratings of course! For practically nothing, I am selling my private, successful formula of one of the highest ratings in a major market in the country. One Disc Jockey to a city! For details write to Box 2106, B&T.

ARE YOU . . .
Experienced 5 years as radio engineer?
Thoroughly familiar with AM and FM operations, Western Electric equipment?
Interested in becoming Chief Engineer at top independent in major Eastern market—at top salary?

YOU ARE?
Then tell us everything . . . Today!
Box 327A, B&T.

Situations Wanted
Announcers

ATTENTION COUNTRY MUSIC STATIONS
Available soon — Country DJ-Artist. Thoroughly experienced, all colors of song, from country to stool, has excellent face shots and TV experience. Write for details. P.O. Box 185, B&T.

HOW TO GET AHEAD!
A clear thinker and self-starter, with the creative know-how to stimulate interest and close sales, seeking challenging job in New York City with broadcasting outfit or ad agency. Can lead as well as follow. Man of experience, initiative and ability in radio-TV spot and station sales, sales development, promotion and merchandising. Excellent contacts. Top references. Box 296A, B&T.

BUILDING? REORGANIZING? EXPANDING?
THE KEY to a profitable operation may be a
—QUALIFIED man on your staff at
SUPERVISORY or MANAGEMENT level with
—successful DIVERSIFIED EXPERIENCE in
—ENGINEERING, OPERATIONS, and SALES from
—license application to PROFITABLE OPERATION!
For resume, references, interview, write Box 342A, B&T.

TELEVISION
Help Wanted

WANTED: Announcer-Directors, Cameramen, Video and Maintenance Engineers—RCA Equipped. Send complete resume, pictures, tapes, and salary expected for 48 hour week to: Program Director, WUSN-TV, Charleston, S. C.

Dynamic Salesman wanted by Dominant Station!
A golden (and we mean golden) opportunity for one man who likes to sell almost as much as eat—who doesn't like to take "no" for an answer—who believes in himself and in what he is selling. He'll be associated with WXEX-TV, the dominant station in Richmond, Petersburg & Central Virginia. If you think you measure up, we have all the ammunition you'll need—top story, top promotion, top pay. Address reply to Irvin Abeloff, 6200 Broad St. Road, Richmond 25, Va.

ADVERTISING PROMO MANAGER
Start your radio-TV background—station . . . TV Film . . . Spot-both administrative and creative . . . sales and client, direct mail, ads, exploitation and P.M., merchandising . . . Female, reference, New York area. Box 262A, B&T.

TELEVISION
Help Wanted

WANTED: Manager, Copy writer, Camera man, Director, Post Production, Photographer, Charlestown, S. C., for station with unlimited opportunities for growth. Send resume. Box 305A, B&T.

BROADCAST ENGINEER
. . . to operate mobile color TV equipment. Must have at least two years black and white video control experience. Some maintenance experience desirable. Considerable nation-wide travel involved from Philadelphia base. Liberal salary, benefits and expenses. Send complete resume. Box 250A, B&T.

RADIO
Situations Wanted—(Cont'd)
Programming-Production, Others

ADVERTISING PROMO MANAGER
Start your radio-TV background—station . . . TV Film . . . Spot-both administrative and creative . . . sales and client, direct mail, ads, exploitation and P.M., merchandising . . . Female, reference, New York area. Box 262A, B&T.

RADIO
Situations Wanted—(Cont'd)
Programming-Production, Others

ADVERTISING PROMO MANAGER
Start your radio-TV background—station . . . TV Film . . . Spot-both administrative and creative . . . sales and client, direct mail, ads, exploitation and P.M., merchandising . . . Female, reference, New York area. Box 262A, B&T.

RADIO
Situations Wanted—(Cont'd)
Programming-Production, Others

ADVERTISING PROMO MANAGER
Start your radio-TV background—station . . . TV Film . . . Spot-both administrative and creative . . . sales and client, direct mail, ads, exploitation and P.M., merchandising . . . Female, reference, New York area. Box 262A, B&T.

RADIO
Situations Wanted—(Cont'd)
Programming-Production, Others

ADVERTISING PROMO MANAGER
Start your radio-TV background—station . . . TV Film . . . Spot-both administrative and creative . . . sales and client, direct mail, ads, exploitation and P.M., merchandising . . . Female, reference, New York area. Box 262A, B&T.

RADIO
Situations Wanted—(Cont'd)
Programming-Production, Others

ADVERTISING PROMO MANAGER
Start your radio-TV background—station . . . TV Film . . . Spot-both administrative and creative . . . sales and client, direct mail, ads, exploitation and P.M., merchandising . . . Female, reference, New York area. Box 262A, B&T.

RADIO
Situations Wanted—(Cont'd)
Programming-Production, Others

ADVERTISING PROMO MANAGER
Start your radio-TV background—station . . . TV Film . . . Spot-both administrative and creative . . . sales and client, direct mail, ads, exploitation and P.M., merchandising . . . Female, reference, New York area. Box 262A, B&T.

RADIO
Situations Wanted—(Cont'd)
Programming-Production, Others

ADVERTISING PROMO MANAGER
Start your radio-TV background—station . . . TV Film . . . Spot-both administrative and creative . . . sales and client, direct mail, ads, exploitation and P.M., merchandising . . . Female, reference, New York area. Box 262A, B&T.
TELEVISION

ASSISTANT PROGRAM MANAGER TV

For major market West Coast station. Prime requirement is thorough background in film programming with knowledge of current available feature and syndicated film packages, such as stars, story lines, ratings, etc. since intelligent film scheduling will be a major duty. Also require studio and remote operational background, experience in film room operating procedures and program department personnel assignments. Ability to make sound administrative decisions in program manager’s absence imperative. Any applicant should be prepared to assume responsibility for the many and varied details occurring to a program manager.

For the right man desiring to make a move to the finest city on the West Coast we are prepared to pay up to $10,000 per year.

Box 224A, Bt

FOR SALE

Equipment

SATELLITE OPERATORS


WANTED TO BUY

Equipment

Wanted

RCA TV remote truck or equivalent containing two or three Imatek Orthicon chains. Truck and equipment must be in good condition. Send photos, equipment list and price. All replies promptly acknowledged. Box 201A, Bt

SERVICES

VERN KING ENTERPRISES

PRESENTS -

CUSTOM TAPED COMMERCIALS......

AT LESS THAN LOCAL COSTS......

Any 10 one-minute commercials only $3.00 recorded in our hi-fidelity sound studios by experienced announcers on the latest Ampex equipment. Tape shipped same day copy is received.

Postage paid if order is accompanied by check.

No charge for tape if returned in 30 days.

Money back guarantee!! Send orders to:

VERN KING ENTERPRISES

Post Office Drawer 353

—DIVISION—

Melbourne, Florida

INSTRUCTION

FCC 1st PHONE LICENSES

IN 5 TO 6 WEEKS

WILLIAM B. HIGGINS

10th Year

1150 W. Olive Ave.

Burbank, Calif.

Reservations Necessary: All Classes

Over 1700 Successful Students

EMPLOYMENT SERVICES

FACTS ABOUT PEOPLE AND JOBS FOR RADIO, TELEVISION, FILM, AND ADVERTISING

For radio, television, film and advertising, we specialize in referring qualified people to the jobs in which they can be of most value.

For best service, please be as complete as possible in your first letter or telegram.

Palmer de Meyer, Inc.

50 East 42nd Street

New York 17, N. Y.

Paul Baron, Director for Radio-TV-Film

Adv. M-2-7915

No advance registration fees.

Resume invited from qualified people.

BROADCASTING

TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

□ 52 weekly issues of BROADCASTING • TELECASTING

□ 52 weekly issues and BROADCASTING Yearbook-Marketbook

□ 52 weekly issues and TELECASTING Yearbook-Marketbook

□ 52 weekly issues and both Yearbook-Marketbooks

□ $7.00

□ $9.00

□ $9.00

□ $11.00

Enclosed

Bill

Name

Title/Position

Company Name

Address

City

State

AIR MAIL SERVICE AVAILABLE ON ALL SUBSCRIPTIONS AT POST-AGE COST. WEST COAST SUBSCRIBERS ADD $4.10 TO ANNUAL SUBSCRIPTION RATE, COST TO OTHER LOCALITIES ON REQUEST.

FOR THE RECORD

UPCOMING

AUGUST

Aug. 15-17: RAB western managers’ conference, Palm Alto, Calif.


Aug. 21-Sept. 1: Montana Radio Stations Inc., annual meeting, Glacier Park Hotel, Glacier Park.

SEPTEMBER

Sept. 6-7: RAB midwestern managers’ conference, French Lick, Ind.

Sept. 10-11: RAB southern managers’ conference, Biloxi, Miss.


Sept. 24-25: Louisiana Assn. of Broadcasters, annual meeting, Shreveport, La.

OCTOBER


Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 8-12: SMPTE semi-annual convention, Los Angeles.


NOVEMBER


NABTE CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.): Sept. Nicollet Hotel 17-18 Minneapolis

Region 7 (Mountain States): Sept. Utah Hotel 21-22 Salt Lake City


Region 6 (Kan., Okla., Tex.): Sept. Oklahoma Hotel 26-28 Oklahoma City

Region 2 (Va., Del.): Oct. Shoreham Hotel 4-6 Washington


Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.): Oct. Sheraton Lincoln 18-19 Indianapolis

Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., Fla.): Oct. Tuttiver 22-24 Birmingham

BROADCASTING • TELECASTING

July 30, 1956 • Page 101
editorials

What Does the Advertiser Buy?

ACCUSSION of the Federal Trade Commission that nine
package goods manufacturers who have participated in the
CBS "Super Market," NBC "Chain Lightning" and ABC "Mass
Merchandising" and "Radio-dizing" plans are indulging in discrimi-
natory promotional practices raises anew the whole question of
merchandising by broadcasters and other media.

The FTC complaints, described as first of their kind, are not
levied against the networks for setting up the various plans where-
by certain grocery store chains agreed to give special in-store dis-
plays for products advertised on network stations in exchange for
free store plugs on those stations. Instead, the complaint is lodged
against the manufacturers who, the FTC charges, are through this
procedure giving some stores favored treatment not available to
other retail outlets for their merchandise. This, the FTC contends,
is in violation of the Robinson-Patman Act which outlaws dis-
criminatory allowances.

It is not our purpose here to discuss the validity of the FTC
complaints. Such organizations as General Foods, Coca-Cola, P.
Lorillard and Hudson Pulp & Paper are competent to handle their
own defense against any charge of illegal practice.

Our concern is rather the whole concept of merchandising as it
applies to broadcast advertising. Certainly, there is nothing wrong
in a station or network using its own facilities to promote its own
interests. That is every reason for a broadcaster to use airtime for
audience promotion to attract more listeners for sponsored as well
as sustaining programs. But just as certainly, there is a point at
which promotional activities depart from the area of what is
proper and become in effect concealed rate-cuting, by giving the
advertiser more than his contract entitles him to.

Just where the dividing line should be drawn between what sales
help a broadcaster ought to give his clients and what he should
charge them for has not generally been determined.

Maybe the FTC hearings to be held this fall will help to clarify
this controversial question and to provide some guideposts for all
broadcasters to follow. We hope so. Meanwhile, we'd like to repeat
an old warning about whether or not to give merchandising to sta-
tion clients without charge: When in doubt, don't!

The Barrow Network Study

OVERSHADOWED by the crush of inquisitorial activity at this
session of Congress has been the quiet "study" of the networks
undertaken by the FCC's special staff headed by Roscoe L. Barrow,
the law school dean borrowed from the U. of Cincinnati. His staff
of a dozen has been probing, interviewing and button-holing people
in all walks of tv. Questionnaires have gone to networks and sta-
tions. Groups representing just about every segment of tv have been
asked, in closed sessions, to tell all.

The only public notices about the study group have come in
infrequent announcements of personnel appointments and in com-
ments which may have been dropped here and there by those inter-
viewed, or when Mr. Barrow has been called upon to answer ques-
tions of House or Senate committee members. (Dean Barrow or a
member of his staff usually is present at all Hill proceedings.)

Mr. Barrow almost invariably ducks when Congressional ques-
tions are asked. He begs off on the ground that the study is in
its preliminary phases, and that the group may have something to
report early next year, and by no later than June 30, 1957, when
its present $221,000 budget runs out.

But the dean was caajoled before the Celler Antimonopoly Sub-
committee hearing a couple of weeks ago into making a statement
that, in effect, was a response to some of the basic complaints of
station representatives "that is, the option time provision gives the
networks such an advantage that they [the representatives] are un-
able to compete effectively with the networks."

Our concern here is that Dean Barrow and his staff may not have
adequate indoctrination on how the business of broadcasting func-
tions. Station representatives are not licensees. They do not com-
pete with the networks. They represent their stations in the develop-
ment and sale of national spot business.

The licenses—the stations themselves—appeared in large num-
bers before the Senate Commerce Committee and testified that net-
works are essential and that option time is a prerequisite to efficient
and profitable network operation. They testified that local and na-
tional spot business would suffer if there were no option time be-
cause valuable adjacencies would be lost.

Station representatives, as we understand them, do object vigor-
ously to network representation of affiliated (as distinguished from
their owned and operated) stations in national non-network busi-
ness. They contend this gives the network opportunity to manipulate
and control virtually all desirable time. They complain, moreover,
about network use of fringe or non-option time, and of networks
selling time on a spot basis.

We know of no reputable representatives who advocate abandon-
ment of networks or elimination of all option time. The representa-
tives have a formidable organization—the Station Representatives
Assn. SRA did not appear before the committees of Congress to
urge any changes in the law or the rules.

Dean Barrow's group would be wise to recanvass the station-rep-
resentative relationship. If Dean Barrow's understanding of that
phase of the problem is as he portrayed it to the Celler Committee,
we fear the worst on the study group's overall job.

'The Public Is King'

ELMER C. RHODEN, president of National Theatres, upbraids
the nation's newspapers for committing journalistic suicide by
giving what he describes as too much "free publicity" to radio and
television. He based his observation on a survey of 16 newspapers in
five metropolitan areas.

Mr. Rhoden's survey is rather unorthodox. It measures "pub-
llicity" which, we assume, means editorial content against paid
advertising. To wit: "Much to our amazement, we found new-
papers are building up their biggest competitor for the advertising
dollar, television and radio, with publicity running two to one for
paid advertising. At the same time motion pictures, using five
times as much ad space as television and radio, received publicity
and news on a ratio of 50% of advertising."

We confess difficulty in following Mr. Rhoden's reasoning. Since
when do newspapers, notably in metropolitan areas, exchange edi-
torial space for display advertising linage?

If Mr. Rhoden's philosophy were followed, we would have the
news columns filled with comments of department stores, as the
largest users of display space, and with columns of stuff about
proprieties and laxatives, along with tooth brushes and trusses.
Conversely, the sports pages would be devoid of baseball, football,
golf and amateur events, because these endeavors do little or no
advertising.

We are unfamiliar with newspapers that go out of their way to
give radio and television space just to help them along. We always
had the notion, which not even Mr. Rhoden can shake, that new-
papers print what their subscribers demand. Otherwise they would
lose circulation to those that don't.

Could it be that Mr. Rhoden has overlooked the possibility that
the public isn't as movie-conscious as it used to be and that news-
papers therefore have cut their "coverage" to maintain the editorial
balance that the public demands?
I LED 3 LIVES

ENTIRELY NEW!

Electrifying stories taken from the private files of one of the best informed men on the Red conspiracy—Herbert A. Philbrick, FBI Counter-spy. This thrilling series—and this is the brand new series—is one of the most popular ones on television today. It's available for co-sponsorship with Harry C. Weiskittel Co., makers of famous Real Host Ranges.

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WE'LL TALK TO YOU IN TERMS OF RESULTS

Nationally represented by EDWARD PETRY & CO., INC.
Some reasons why KMBC-KFRM are the Sellingest stations in the Heart of the Nation!

Radio advertising can "tell" or it can "sell." If your audience listens with only half an ear—distracted by gimmicks and monotonous programming—chances are your commercial message is told rather than sold.

But—if you penetrate the buying consciousness of your listeners with skillful commercial handling...delivered in an atmosphere of good taste by personalities who are known and respected by the audiences they serve...then you have a formula for selling that really gets results.

And that's the kind of selling you get on KMBC-KFRM! Example: In a recent mail pull promotion by a local savings and loan company, KMBC-KFRM pulled 430 requests from 15 commercials as compared to 275 from 17 commercials which were aired on a gimmick station.

Your commercials are staged amid a backdrop of fresh, exciting, new program ideas...a forceful format of New Sounds that is daily capturing a bigger and bigger share of audience in the Heart of America. The latest Pulse surveys show vividly this trend to KMBC-KFRM programming. The KMBC-KFRM gain in total rating points was more than three times that of the next station...and two other major stations in the market actually lost ground!

If you're after radio results, look to KMBC-KFRM to deliver the goods! Peters, Griffin, Woodward, Inc. can tell you who, what, where and how to buy for maximum sales success.

KMBC of Kansas City

KFRM for the State of Kansas

...and in television, the Swing is to KMBC-TV

Kansas City's Most Popular and Most Powerful TV Station