60 seconds is all it takes...

7,942,107* automobiles rolled off American production lines in 1955. That’s an average per working day of 63 cars every 60 seconds.

To keep automobiles rolling from factory to family—and to move your merchandise too—60 seconds is all it takes on Spot Radio.

It costs less to reach more of your potential customers... wherever they are... wherever they may be... at the precise time and place of your choice.

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

* An estimated 6,591,948 of these cars were radio equipped! Millions listen to Radio while keeping their eyes on the road.
Another thinly disguised WJR success story

Frenzied fans fight frantically for foul ball

Last June, during a night ball game, a player popped a foul into the broadcasting booth. The announcer casually remarked that he’d send this ball to the WJR listener writing in from the most distant point.

What a deluge! Letters came from Canada, California, Arizona, Oklahoma, Florida, Georgia, New York, Maine, and all points in between. Letters came from small fry, grownups, farmers and city folks, tourists and traveling salesmen. According to the mailman, everybody wrote in for that foul ball!

The best part of it all was that a lot of the letters came from the Great Lakes area—WJR’s own backyard. The general tenor of these letters was—

“... don’t expect to win the ball, just wanted to let you know how happy we are that WJR is now broadcasting the night games—they’re coming in loud and clear for the first time.”

But what does all this prove? Simply that when you have as many listeners as WJR, even a foul ball is a “national event.” Of course we knew this, because we’ve already read the latest report from Alfred Politz Research, Inc., which stated: 38 percent of all listeners in the area surveyed specify WJR for sports. That’s considerably more than the next four stations combined. And that’s worth considering if you’ve got something to sell. So ask your Henry I. Christal representative about WJR—he knows what we can do for you!

The Great Voice of the Great Lakes

WJR Detroit
50,000 Watts CBS Radio Network

Here’s WJR’s primary coverage area.
Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.
"Take this down"

WJIM-TV
Lansing
Covering more of Michigan than any other TV station!
Among the television markets foremost in the manufacture of leather and leather products, the Channel 8 Multi-City Market ranks seventh, based on production figures for America's top 100 counties (SALES MANAGEMENT 'Survey of Buying Power' - May 10, 1956). This is just one phase of the widely diversified industry which makes the WGAL-TV Channel 8 market a buying market for your product.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the MEEKER company, inc.
New York  Los Angeles
Chicago  San Francisco
COULD BE TROUBLE • Network executives attending Democratic Convention in Chicago were concerned about possible application of Section 315 equal time provision for candidates for public office. Dozen speakers last week were candidates for Senate or for re-election. Will Republicans oppose numbers seek equal time? And what about those at this week's GOP convention who are candidates, like Kentucky Gov. Langlie of Washington, who is running against Sen. Magnuson, Democratic incumbent?

QUESTION: Did Democratic National Committee Chairman Paul Butler's plea for contributions in his curtain-raiser address constitute violation of major network rules against soliciting of funds? He asked for $1, $5 or $10 donations to party, after citing necessity of whistle-stop campaign and contending that Demos don't have big money available like GOP for extensive use of television and radio.

LOEW'S LONG AIM • Deal by Loew's with unspecified New York tv outlet, possibly along same pattern as $4 million lease of its MGM library to, and $1.6 million plus purchase of stock in KTTV (TV) Los Angeles (see story page 58), was reported in "serious consideration" stage Friday. Loew's has aim of working arrangements (not necessarily ownership interest) with stations in five to ten top U.S. markets. Another goal: to become one of top suppliers of tv programs for sale to advertisers, agencies, networks. If and when this is fait accompli, Loew's would be in position to "experiment" with idea of tv film network.

HOUSE Small Business Committee definitely will release this week record of hearings last March on uhf and alleged network influence over FCC. And woven into record will be samples of network inter-office memoranda subpoenaed from network files but never formally introduced at hearings. More extensive disclosure of private network correspondence is expected later when committee issues report and recommendations based on its hearings and investigation.

AT-LARGE, AT-LOGGERHEADS • Focal point of interest for radio broadcasters during NARTB regional meetings starting Sept. 17 will be open discussion of proposal to drop eight at-large directors from Radio Board. Host directors at meetings are arranging panels to lead discussion, scheduled after President Harold E. Fellows luncheon speech on opening day. Radio membership voted 5-4 in favor of dropping at-large directorships, but board was forced to call new vote after more than 5% of members petitioned for such action on ground issues were not clearly defined in ballot background material.

CBS INC. President Frank Stanton was forced to miss his first meeting as member of board of New York Life Insurance Co. because of controversy provoked by Democratic National Committee Chairman Paul Butler over CBS failure to carry "Pursuit of Happiness" film on convention's opening day in Chicago (see story page 72). Dr. Stanton planned to attend Wednesday board meeting in New York but didn't get away until Thursday after things cooled off.

ON THE BARRELHEAD • Oregon broadcasters already are sweating out political demands for radio-tv time though election is 2 1/2 months away. Besides national campaigning, stations are being contacted by campaign directors for Douglas McKay (R) and Sen. Wayne Morse (D), hot candidates for U.S. Senate seat. Many stations in state refuse to make firm commitments at present, knowing time must be available for all principal candidates. Usual policy is to require payment in advance from political buyers.

CROWELL-COLLIER isn't backing away from its $16.5 million purchase of Biner stations in Midwest despite delay in filing for FCC approval. At least that's word from C-C sources who insist deal is still "very much alive." Contract was signed nearly four months ago but papers have not yet been submitted to Commission. Main delay is still believed to center around C-C effort to get bank money at its own terms. Biner stations are WEBC-AM-TW Indianapolis; WOOD-AM-TW Grand Rapids, Mich.; WTCA-AM-TV Minneapolis, and WFDF Flint, Mich.

TWO FOR THE GRIDDLE • It looks as though House Antitrust Subcommittee will concentrate its fire on CBS and NBC when it opens New York hearings some time next month. Letters asking for detailed information from network and talent deals went last week to those two (story page 84) but not to ABC-TV, which also has extensive talent-production arrangements. Date of hearings, to be conducted by Chairman Emanuel Celler (D-N. Y.), still uncertain, except that it will be in September.

BOND Stores Inc., (clothing chain), New York, reported to be looking for strips of tv news or sports programs which it will use, among other forms of programming, in unspecified number of markets in expanding its national advertising schedule. For past few months, it's understood, Bond's two agencies, Joseph Katz Co., New York and Baltimore, and Compton Adv., Los Angeles, have been reviewing client's radio-tv activities during and after its tenure with now-defunct Biow Co. Bond currently has tv news programs on air in New York, Cleveland and Los Angeles, and weather program in Rochester, N. Y. It also has radio campaigns in 10 other markets. New campaign will solidify existing markets and open up new ones.


RESIGNATION of Spencer Allen, veteran of 18 years with Chicago Tribune broadcast interests, as director of combined WGN-AM-TV news operations, is attributed to policy differences over news coverage with new WGN Inc. management team. Mr. Allen, who will announce future plans shortly, was credited with producing WGN-TV's award-winning Chicagoland Newsreel past eight years.

FEATURE FLOOD • Claim to title of "biggest user of first-run feature films in the country" is being eyed by RKO-Telegram's WOR-TV New York. With RKO library to draw on, it's revamping fall line-up to point where approximately 85% of its 110 hours of weekly programming will be feature films.

PUSH in spot tv by Philip Morris Inc. for its hardpack (flip-top) king-size Philip Morris cigarette (story, page 50) will call for "somewhere between $400,000 and $500,000," between now and end of year, according to PM, which has $2 million allocated to spot tv for balance of 1956. For first six months of year, PM spent nearly $3 1/2 million in tv spot (see listing, page 40).

KINGPIN P&G • Procter & Gamble with combined expenditure of over $34 million in spot tv and network tv during first six months of this year (see tabulations, pages 39, 40) holds its No. 1 position with plenty of margin. Nearest to P&G is Colgate-Palmolive which spent total of little more than $12 million in spot and network television.
MEMO
From: WISH-TV

True a year ago
Still True today!

in every
television market there
is one dominant station
...in Indianapolis
that station is
WISH-TV
channel 8

CBS TELEVISION
TV, WHICH GAVE HIM NATIONAL STATURE, WILL FIGURE BIG IN KEFAUVER CAMPAIGN

DEMOCRATIC campaigning this autumn will rely heavily on impact of television, it appeared as Sen. Estes Kefauver (D-Tenn.) won the party’s vice presidential nomination.

With Adlai Stevenson, Tennessee Senator is keenly aware of way tv brings personality of candidates into nation’s homes. Sen. Kefauver owes his national stature to the fact that he was chairman of 1950-51 Senate Crime Committee that uncovered before cameras and microphones corruption in low and high places.

Little known outside his state just few years ago, Sen. Kefauver was held up as model of new politician who had won election nation-wide.

At Chicago last week, Col. Roberts was given by CBS commentator Grant Holcomb much of credit for vice presidential victory. Mr. Holcomb on air said he had never seen anyone work so efficiently in masterminding political campaign from hotel room.

Sen. Kefauver has long been champion of equal coverage rights at public events for radio and tv. In interview with BWT (March 10, 1952), he said he believes television “is entitled to the same treatment accorded other means of communication” in reporting such events. He openly challenged ex-President Truman’s secrecy order on ground citizenry should be fully informed, with independent agency screening suppression of government information.

Sen. Kefauver proved to be aggressive campaigner in recent months until he withdrew from Presidential race in favor of Mr. Stevenson. He stumped nation in same way he beat Tennessee bushes in defying once-famed Crump machine. While he believes there is no substitute for actual face-to-face meetings of candidates and voters, he said television comes closest to personal appearance and is very effective. “Tv cannot help becoming a most important factor in any political campaign,” he said.

He described radio as exerting “tremendous influence on political campaigns,” with both media providing “a more intimate degree of communication.”

His philosophy of government regulation is based on Jeffersonian principles. First, it should prevent people from injuring one another and secondly should insure a certain degree of equality of opportunity in enjoying constitutional rights of free speech and press, he said. Specifically, he said regulation of tv and radio should be based on these two factors plus uniformity of technical standards.

Sen. Kefauver is long-time friend of Edward Lamb, president of WICU (TV) Erie, Pa., and participated in dedication of new plant of Erie Dispatch, published by Mr. Lamb.

More Than 90 Million See Convention on TV

TOTAL of 93,831,000 persons had watched some part of Democratic convention on one or more networks up to start of balloting last Thursday night, NBC reported Friday on basis of special study made for it by American Research Bureau. In all, 84% of tv homes had tuned it at one time or another before balloting—traditionally peak attraction—had got under way. Trendex average-minute all-network audience figures were running ahead of 1952’s on four-day basis though Trendex ratings for Wednesday and Thursday nights slipped slightly below 1952 level. Trendex ratings: Monday night, 30.4 against 26.1 in 1952; Tuesday, 26.8 against 23.1 in 1952; Wednesday, 28.1 against 29.0 in 1952, and Thursday, 35.0 against 36.6 in 1952.

Networks Pack for Move To S. F. as Dems. Close

WITH Presidential nomination out of way and hall for New York main prize, several networks Friday began methodically stripping cameras and allied remote gear from candidates’ headquarters in major Chicago hotels.

Morgue-like atmosphere pervaded Harriman

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 36.

CANDY TEST • Newark Packing Co. (nuts), Newark, N. J., will use radio to test its newest product, Astor peanut candy, in New York market prior to launching nationwide radio drive. From Sept. 17 to Dec. 15, its agency, Lewin, Williams & Saylor, N. Y., will conduct four-station saturation campaign via WCBS, WNEW, WAAT, and WINS, all New York.

BISCUIT BUY • Bowman Biscuit Co., Denver, has signed Song Ad film-radio productions, Hollywood, to produce film spots for fall tv campaign in 18 Middlewestern markets through Ball and Davidson Advertising, Denver.

DAYTIME SCHEDULE • General Foods Corp., White Plains, N. Y., will launch 13-week, Mon.-Fri. daytime radio spot schedule in limited number of southern markets starting Oct. 1 for Calumet baking powder. Agency is Young & Rubicam, N. Y.

SHORTS STORY • B.V.D. Co., (underwear), N. Y., expected to increase its tv spot drive with 13-week campaign starting middle of next month in Holyoke, Mass., Baltimore, Philadelphia, and Los Angeles, using one station in each market. Agency: Al Paul Lefton, N. Y.

COFFEE BREAKS • Joseph Martinson & Co. (Abbott Coffee Div.), N. Y., launching intensive radio spot campaign starting middle of October and running through end of 1956 on six Boston stations and Yankee Network for Abbott’s instant and vacuum tin coffees. Agency is Anderson & Cairns, N. Y.

NETWORK NIBLE • Regina Corp. (vacuum cleaners, floor polishers), Rahway, N. J., said to be seriously considering participation in NBC-TV’s Tonight and ABC-TV’s Afternoon Film Festival this fall as its initial network buy. Agency is Lewin, Williams & Saylor, N. Y.

TEST WORKED • Norex Labs, N. Y., starting tv test campaign Oct. 1 for 39 weeks in San Francisco, Minneapolis-St. Paul, Dallas, and (Continues on page 9)

ABC Plans Shortcut

If things work out as ABC-TV plans, it will be assured of perpetual, if infinitesimal, scoop over rival networks in delivering GOP convention to San Francisco viewers. ABC figures to run one-fiftieth of a second ahead of others.

CBS-TV and NBC-TV have traffic worked out to send signals from San Francisco Cow Palace to New York, returning to their San Francisco stations for broadcast via Hollywood. ABC-TV will send same way but also will beam signal direct to its owned and operated KGO-TV San Francisco transmitter on Mt. Sutro.

NEVER TOO LATE

THIS week’s Republican National convention won’t end radio convention coverage. Next up will be Socialist Party of U.S.A. CBS Radio reported Friday that it has scheduled “exclusive” broadcast of Detroit Convention to be held by acceptance speech as Presidential candidate for Socialists who held national convention in Chicago June 8-June 10. Program will be aired Sept. 4, 10:45-11 p.m. EDT.

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There Can Be Only ONE LEADER!

IN CENTRAL NEW YORK IT'S WHEN-TV
SYRACUSE, N.Y.

THE PEOPLE'S CHOICE . . .

LOOK AT THE RECORD . . . !

JUNE  ARB
QUARTER HOUR
FIRSTS

WHEN-TV  165
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KANSAS CITY
KCMO
RADIO 810 kc.
TV Channel 5
CBS

SYRACUSE
WHEN
KCMO
RADIO 620 kc.
TV Channel 5
CBS

PHOENIX
WHEN
KPHO
RADIO 910 kc.
TV Channel 5
ABC

OMAHA
WOWO
RADIO 590 kc.
TV Channel 5
CBS

MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines
WDSU Acquires Vhf
In Hattiesburg, Miss.

ACQUISITION by WDSU Broadcasting Corp. (WDSU-AM-FM-TV New Orleans) of 51% interest in ch. 9 WDM-TV Hattiesburg, Miss., for $51,000, disclosed in application filed Friday asking FCC approval of transaction. Sellers are equal partners Harold Matison, D. A. Matison Jr., Milton J. and Alvin H. Fine, each of whom relinquishes 51% of his quarter interest.

WDM-TV, NBC and ABC affiliate, began operation last June and shows loss to date of $5,502. Station, as of June 30, lists $26,135 current assets, $233,023 total assets and current liabilities of $158,525. WDSU Broadcasting also owns 57.8% of WAFB-AM-FM-TV Baton Rouge, La.

Navy Starts Alaska TV

NEW military low-power vhf station at Adak, Alaska, has begun regularly scheduled programs, FCC announced Friday. Navy Dept. advised Commission that ch. 8 outlet commenced operation July 4 with 90 w effective radiated power. Station is on western end of Aleutian Islands. As with other Armed Forces Radio Service tv's, military agrees to discontinue operation if advised by FCC that station is causing harmful interference to non-government operation or if private tv station provides satisfactory service to area.

KNX Protests Am Request

PROTEST was filed with FCC Friday by CBS KNX Los Angeles against application of Louis Helfman for new daytime am (1050 kc, 250 w directional) at Fontana, Calif. KNX (1070 kc, 50 kw fulltime), asking dismissal of Helfman application, charged that 25 mv/m contour of proposed station will overlap 2 mv/m contour of KNX, causing objectionable interference to CBS outlet.

KVOL Seeks Vhf

REQUEST of FCC to allocate ch. 3 to Lafayette, La., was filed Friday by KVOL-AM-FM there. Addition of ch. 3 would give Lafayette chs. 3, 10, 38 and 67. Only channel in use is 10 (KLFY-TV). Lafayette population is approximately 33,300. For other allocations proposals, see page 84.

Sylvania Opens Labs

TWO new laboratories—reportedly first of their kind on West Coast—opened Friday by Sylvania Electric Products Inc., New York. Both facilities, one for receiving tube engineering, the other for special lamps application, are located at Sylvania's five-acre site at former Los Angeles airfield.

Admiral Hikes Tv Prices

PRICE boosts ranging from 3 to 10% on most of current tv receiver lines will be placed into effect today (Monday) by Admiral Corp. Increases were ascribed to higher labor and materials costs.

 SLIPPED ON SOAP

JEAN SHEPHERD, WOR New York after-midnight D. J. who sold an unwritten book so well it subsequently had to be written (see story page 106), was fired in mid-program early Friday morning for attempting to sell genuine soap product—that hadn't bought time. In apparent effort to prove his program isn't too high-brow to sell things, he started urging listeners to go out and buy Sweetheart soap. After several of these free "commercials" he was yanked about 2:30 a.m. Friday morning. WOR's is the only station carried by recorded music. WOR spokesman said story page 106)

BUSINESS BRIEFLY

(Continued from pages 7)

CHICAGO—Radio Networks Inc., 850 N. Michigan Ave., Chicago 11, has announced the appointment of Angelo and KECK Odessa, both Texas.

THERMOS THINKING — American Thermos Products Co. (formerly American Thermos Bottle Co.), Norwich, Conn., has appointed Charles W. Hoyt, N. Y., as its agency effective Dec. 1, may consider using broadcast media next year. Account, currently serviced by Ruthrauff & Ryan, N. Y., bills about $150,000 yearly.

FALL FUTURES — Thomas Leeming Co., N. Y., understood to have instructed its agency, William Esty, N. Y., to check into radio availability in fall and early winter for nationwide spot campaign. Ad agency shops cream-cream products of its Paquin Div.

TV MAYBE — Lily of France Inc. (brassieres), N. Y., is looking into possibilities of national tv spot campaign and its agency, Lewin, Williams & Saylor, N. Y., is currently studying national market picture.

CHEESE CAMPAIGN — Denmark Cheese Assn., N. Y., hopes to launch 26-week radio campaign on "good music" station in eight markets this fall. Already tapped are KFAC Los Angeles, WEAW Chicago, WCRB Wall-tham (Boston market), WFLN (FM) Philadelphia, WXQR New York, and WJBK Detroit. Remaining two markets are said to be of indefinite status at this time, although client has expressed wish to break into Washington, D. C., and San Francisco. Agency is Al Paul Lepton, N. Y.

MOVIE PROMOTION — Metro-Goldwyn Mayer, N. Y., firming up last-minute radio-tv station availability in connection with nationwide release of "High Society" starring Bing Crosby, Grace Kelly and Frank Sinatra. Next month, MGM will repeat this type of campaign (in each market, spots three days prior to actual opening of film) for "Tea and Sympathy" starring Deborah Kerr and John Kerr. Agency: Donahue & Coe, N. Y.

PEOPLE

BENNET H. KORN, account executive, Tele- vision Programs of America, N. Y., returns to WABD (TV) New York as director of sales.

R. D. ADLER continues as sales manager. Mr. Korn was associated with station last year before joining TPA.

LAWRENCE B. DUNHAM JR., account executive, Campbell-Mithun, Minneapolis, to Comp- ton Adv., N. Y., in similar capacity.

Funeral services will be held in Chicago suburb (Lincolwood) today (Monday) for STAN- LEY A. MATAS, 61, veteran station account executive and with WBKB (TV) sales department past two years. He died Thursday in Lincolnwood hospital. Mr. Matas was account executive with WAIT, independent station, for one year before joining ABC &CO outlets in 1954. His wife, Fay, survives.

RAYMOND W. DURST, director of Halli- crafers Co., and formerly president of elec-

tronics firm before merger with Penn-Texas Corp. last year, announced resignation effective immediately. He reportedly has no immediate future plans. Mr. Durst joined Hallicrafters Co. in 1936 and resigned as president last December.

Shapiro Named to Head KTVX (TV), KATV (TV)

MIKE SHAPIRO, commercial manager of WFAA-TV Dallas, appointed managing di- rector of John T. Griffin stations, KTVX (TV) Muscogee-Tulsa, Okla., and KATV (TV) Pine Bluff-Little Rock, Ark. In newly-created post Mr. Shapiro will head combined operation, with headquarters in KTVX studios in Tulsa. Mr. Shapiro has been with WFAA-TV since January, 1955, before that with Avery- Korn, station representatives, in Chicago. Earlier he was assistant manager of KDUB-TV Lubbock, Texas, and has served at KTXL San Angelo and KECK Odessa, both Texas.

L. A. (Bud) Blust Jr. and John Fugate will continue as managers of KTVX and KATV, respectively, reporting to Mr. Shapiro.

NABET Plea Denied

FCC Friday denied union request for temporary stay of Commission's June 20 grant approving $635,000 sale of WHTN-AM-FM-TV Huntington, W. Va., from Greater Huntington Radio Corp. (Sol J. Hyman and family) to Cowles Broadcasting Co. (BET June 25). Re- quest for stay was asked by National Assn. of Broadcast Employees & Technicians (AFL- CIO), claiming to represent 20 WHTN em- ployees. NABET charges Greater Huntington fired five of its members after selling the station to Cowles and that therefore union and discharged employees were parties in interest. FCC ruled that NABET failed to make allegations that would warrant a stay of grant.

Trav-Ler Transistorizes

TRAV-LER Radio Corp. plans to market complete line of transistorized radio sets, it was announced Friday by Joe Friedman, president, following firm's purchase of CBS-Columbia equipment and materials. Under terms of purchase, of which price not revealed, Trav- ler receives from eight CBS-Columbia plants tools, dies, molds and dregins, as well as produc- tion equipment for 24-inch tv receiver it will market. CBS-Columbia was not active in transistor radio field.
the week in brief

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Page 10 • August 20, 1956
In FIRST PLACE AGAIN

KTLA in Los Angeles tops all other stations in Daytime Programming 2:00 – 6:00 p.m. Monday through Friday

KTLA . . . . . . 2.8
Station B . . . . . . 2.7
(Network)
Station C . . . . . . 1.8
(Network)
Station D . . . . . . 1.6
Station E . . . . . . 1.2
(Network)
Station F . . . . . . .7
Station G . . . . . . .5

(July ARB)

KTLA
CHANNEL 5 LOS ANGELES

5800 Sunset Boulevard
Hollywood 28, California

Represented Nationally by
Paul H. Raymer Company
#1 TV SYNDICATED

Selected By All-Industry Vote
#1 Best Syndicated Film Series!
#1 Best Adventure Series!
#1 Best Actor in Syndicated TV Film!
Billboard's 4th Annual TV Program & Talent Awards

HERE'S UNQUESTIONABLE PROOF FROM LATEST PULSE REPORTS COVERING ALL TV SYNDICATED FILM PROGRAMS FOR FIVE STRAIGHT MONTHS!

JUNE 1956
#1 Nationally
Pulse Multi-Market Average
21.9

MAY 1956
#1 Nationally
21.4

APR. 1956
#1 Nationally
21.7

MAR. 1956
#1 Nationally
21.3

FEB. 1956
#1 Nationally
21.0

Nationally Beats Every Non-Ziv Show in Every Current Rating Service!

#1 IN MARKET AFTER

#1 SAN ANTONIO 36.4 #1 Scranton-Wilkes Barre
#1 YORK, PA. 43.9 #1 NEW YORK
#1 COLUMBUS, OHIO 42.1 #1 ROANOKE
#1 DAYTON, OHIO 39.9 #1 CINCINNATI
#1 DETROIT 34.2 #1 SPOKANE
#1 SYRACUSE 28.0 #1 CLEVELAND

39 ALL NEW PR
78 HALF-HOUR FILMS NO
Film Show in U.S.!

Highway Patrol

Starring Academy Award Winner
Broderick Crawford as Head of the Highway Patrol!

Market!

- Louisville 37.3
- Buffalo 26.0
- Harrisburg 19.7
- Boston 29.6
- Honolulu 39.1
- Fresno 25.6

Renewed by Sponsor After Sponsor

Never before on any show such a sensational record of renewals!

Ballantine Beer in 24 markets!
Lion Oil in 10 markets!
Pfeiffer Brewing in 10 markets!
Kroger Stores in 6 markets!
Wiedemann Brewing in 4 markets!
Handy Andy Inc., Supermarkets of San Antonio!
KGN-C-TV Amorillo
WFBA-TV Dallas
KARD-TV Wichita
WDSU-TV New Orleans

plus many more happy ZIV advertisers and stations!
What do you read regularly?

This spring a research firm asked 4,584 radio, tv and advertising executives to check which of seven trade papers they read regularly. 90.4% checked Broadcasting & Telecasting.

* Radio-television tradepaper

** Erdos and Morgan; survey was "blind" with sponsorship undisclosed. 1,936 replies were received. Complete summary upon request to B&T.
I Heard It on Radio

EDITOR:
A letter in OPEN MIKE July 30 touched on a subject which is a personal pet peeve. Harry G. Bright of WETZ, New Martinsville, W. Va., writes that he is disturbed by a television station in his area presenting its evening sports show by holding a newspaper in front of two announcers who proceed to give the day's sporting events.

The mountaineer couldn't have expressed it better. Too often, especially in the eastern third of the country, broadcasters and others, too, repeatedly give credit to newspapers, newspaper men, and in general the whole printing industry. Before I take the wrath of those who present the written instead of spoken third with both hands.

Radio has its spontaneity, television its illustration and newspaper the lasting record. However, many radio and television newsmen cut their own throats by publicly admitting they rely on newspapers as a guiding light.

I am one of a two-man news staff at KFOR, Lincoln. We believe we take second place to no one when it comes to presenting news, first and on our own. In fact, our efforts were rewarded Aug. 1 with a new newsmobile to further our reporting.

Sure, we rely on the local newspapers for some things, and they listen to our newscasts, oftentimes hearing stories they don't have . . . being a V.I.P. to myself, I sympathize wholeheartedly with the manager of WETZ. I know the station he speaks of, and it impresses me as being the height of stupidity.

The same station, on at least one occasion during my vacation this summer, demonstrated its news gathering ability by leading with stories that broke in local newspapers the preceding day and using, with credits, of course, photographs taken by the newspapers.

If broadcasters would realize the importance of their own capabilities, such as our organization in Lincoln, there would be more people saying, "I heard all about it on the radio."

Jim Whiekey, Newsman, KFOR, Lincoln, Neb.

Where 'Bandstand' Belongs

EDITOR:
I refer to your August 6 IN REVIEW item concerning the NBC Bandstand program.

We love NBC-TV out here in Rochester, Minn., believe me, but frankly let's give credit where credit is due. NBC Bandstand is not—as you say—also on NBC Radio. NBC Bandstand is NBC Radio for two hours each morning, Monday through Friday. The half-hour on tv, of course, is a simulcast of the radio show.

Just wanted you to have the facts.

Otherwise, I enjoy your magazine a great deal and would advise anyone to keep up the excellent coverage of radio-tv affairs.

Cal Smith, Sta. Mgr., KROC, Rochester, Minn.

Replies to Mr. Forsling

EDITOR:
Referring to Don Forsling's letter [OPEN Mike, Aug. 6] So the music and news boys are on the way out! Evidently, Mr. Forsling is still waiting for the goose to lay the golden egg and if he waits long enough, and lives long enough—perhaps he'll find out how "wait broke the agan."

Perhaps he has never heard of WIND's, WNEW's, WWDC's, WKDA's and the other "hot" music and news operations and the story they have to tell versus network operations.

Wake up Mr. Forsling! This is 1957—not 1927.

Harvey L. Glasscock, V.P. & Gen. Mgr., WKDA, Nashville, Tenn.

EDITOR:
Mr. Forsling's letter in B&W Aug. 6 points up a fallacy that has plagued station managers one way or another since the post-war expansion began. Teenagers, and others of similar mentality, provide the biggest response to any popular music programming and inexperienced station personnel feel that such group should be catered to almost exclusively. Then the more they're catered to, the bigger the response, and the vicious circle results in the degeneration of the station's music to the lowest common denominator . . .

Many timebuyers have a practiced and superior sense which goes with their soft-voiced statement that "ratings aren't everything." But when a buyer knows that a rep of the common denominator station will go over his head to the account executive and client to protest an adverse decision (with top ratings it would be a sorry rep who wouldn't) he has nothing but his own intangible judgment with which to defend his decision against the concrete story of ratings; then the first law of life, self-preservation, takes precedence over pride in a job well done. . . .

Perhaps it would actually be in the best interest of those who broadcast in the public interest, convenience, etc., for the FCC to promulgate some more definite policy regarding program balance. In the meantime, perhaps it would be well to formulate a music formula of our own and go prospecting for a rundown, low priced independent in a market which appears ready to have its lowest common denominator exploited with low music and high ratings.


[EDITORS NOTE: Don D. Forsling, promotion director of KRCJ Sioux City, Ia., in his letter to B&W, warned the music-and-announcers station operators that "your day is fast drawing to a close," and that "as soon as the novelty wears off of the "clesk listener will switch to the old-style stations with "balanced programming," who will "just sit here and scoop them up—and then we'll keep them."]

Thrilled

EDITOR:
I do want you to know how thrilled I was about the article you did on me in B&W [ON ALL ACCOUNTS, Aug. 6]. I received more comments about it than I would have believed humanly possible.

Norman Baer, Dir., Radio & Tv Lewin, Williams & Saylor, New York

Pen Pals Wanted

EDITOR:
This is to express my appreciation of your fine magazine. Even here in "Down Under" Australia, those of us fortunate enough to obtain copies of B&W look forward to them.

Our system differs slightly from the setup in the U. S. A. as we of commercial radio have the competition of the national stations, which are government run, and minus commercials. To be able to obtain fresh ideas and angles on the game from America is of course a truly great advantage . . .

If any of your readers would care to correspond with a young Sydney city announcer on Australia Radio/Tv, I would be pleased . . .

Max C. Ambrose
25M Sydney, Australia
Box 4092 G.P.O.

BROADCASTERS probably will find the authors' discussion of the effects of mass media on the electorate the most interesting part of this interpretation of the 1952 presidential election, although the whole treatise on the pressures exerted on the voters by the political parties and other forces should be of interest to anyone with an interest in our nation's political organization and electoral machinery. One word of warning: the authors' fondness for the trade jargon of practicing sociologists makes the going unduly hard for the lay reader.


PROFESSOR of business administration at Syracuse U. and consultant in consumer relations, Dr. Hepner has reorganized and rewritten his advertising textbook to make it a companion to his Modern Marketing. The emphasis is still on printed media, however; television and radio are given a joint chapter in the media section; otherwise, there are six references to tv in the volume's index and one to radio. The chapter on color advertising fails even to mention tv; the section on the advertisement (and even the chapter on words and headlines) concentrates on advertising in print, with nothing on how to prepare advertising for use on the air.


THIS BOOK, the author says in his preface, "deals with the process by which the original signals (of speech, music, code, etc.) are changed to radio frequencies. More specifically, the text treats the modulation process wherein the amplitude of the carrier wave is varied as a function of the instantaneous value of another wave called the modulating wave." The basic principles of amplitude modulation and the more important methods used to accomplish it are explained in an essentially non-mathematical manner.

Tv Boosts Book's Sales

IF Johnny can't read, don't blame tv. According to Random House, publishers of the $1 edition of The Adventures of Robin Hood, sales have skyrocketed ever since the legendary hero of Sherwood Forest, Maid Marian in hand, swung from the trees into living rooms throughout the country, courtesy Wildroot Co. and Johnson & Johnson on CBS-TV (through BBDO and Young & Rubicam). In fact, says Random House, Robin Hood has even outsold RH's best juvenile seller, Black Beauty. Statistically, Robin Hood sold 48,471 copies in 1954, and following Robin Hood's debut on tv last year, sales jumped to 70,227. In the first five months of 1956, Random House said, sales "more than doubled" those for the comparable period of 1955, adding that this time of the year is "usually" the slowest in juvenile book sales.
and only one

There's room for one at the top.

More listeners than any other Baltimore radio station.

WFBR BALTIMORE'S BEST BUY REPRESENTED BY JOHN BLAIR AND COMPANY
WHEN and if Lt. Col. Melvin Edward Williamson decides to return to civilian life, he has 35 years experience in communications—with uncounted outstanding personal accomplishments—to recommend him for a top industry job. Those 35 years include service as an actor, director, producer, writer, announcer, station manager, publicity director and teacher.

Col. Williamson was called back to active duty for “90 days” in May 1951 and has seen those 90 days stretch into over five years. Since February 1954, he has been head of the radio-television branch, Office of Armed Forces Information & Education, Dept. of Defense. His office formulates the policies and programs for the far-flung Armed Forces Radio & Television Service, consisting of 157 radio and 19 tv stations around the world.

Born in Memphis, Tenn., March 8, 1900, young Mel was graduated from Conray (Tex.) High School. His first military service came soon afterward when he joined the Air Service of the U.S. Army and was a member of the 1919 March Field (California) cadet class, receiving his discharge at Kelley Field, Tex.

Staying in Texas, Mr. Williamson in 1922 became manager of the U. of Texas' KUT Austin and at the same time attended the university, majoring in journalism. His final year at Austin, 1927, he added reporting duties for the Austin American Statesman.

For the next two years, Mr. Williamson free-lanced in Los Angeles and Hollywood, but returned to Texas in 1929 as program manager-publicity director of KABC San Antonio, where he remained until 1931. In the following years, through 1936, he served as manager of KWOW Brownsville, Tex., program director of KFUL Galveston, Tex., and in various capacities with KJH Los Angeles, KMPC Beverly Hills, Calif., and KMTR Hollywood.

His next move was into the advertising agency field, when he joined Hixson-O’Donnell on the West Coast in 1936 as radio director. In 1940, he switched to Russel M. Seeds Co. as producer-director.

The Army Air Corps required his talents again in 1942 and when released from active duty in 1944 as a major he was in the War Dept. Bureau of Public Relations, radio branch.

Following his second service stint, Mr. Williamson helped establish west coast offices for Lennen & Mitchell and, the following year, for Geyer, Cornell & Newell. In 1946, he became radio director of Raymond R. Morgan Co. The year 1950 found him with Mike Stokey Television Productions, Beverly Hills, where he was executive producer of Ginny Simms' program on KTTV (TV) Los Angeles and the network Pantomime Quiz.

Early in his career, Mr. Williamson found time to act in and help direct several motion pictures, the best known of which was “Wings,” starring Richard Arlen, Gary Cooper and Clara Bow. Network radio and television programs he has produced, directed or otherwise worked on, include The Nebbs, Pickard Family, You're In the Act, Andrews Sisters, David Rose and Curt Moneys, among others. He also gained a reputation as a booster of sagging ratings on the Red Skelton Show (1941-42) and Calling All Cars (now called Dragnet).

In 1948, Col. Williamson compiled “Horizons Unlimited,” a survey, study and recommendations of the possible uses of television by the Armed Forces. Gen. Hoyt Vandenberg saw a copy and gave an order to “get the man who wrote this” in 1951 to bring it up to date. From talking to Col. Williamson, it is easy to determine that the AFRTS is providing a needed service for our Armed Forces in isolated posts. It is also easy to understand why he had remained on active duty instead of accepting any of the much higher paying jobs that could be his in civilian life. "Maybe I'm a screwball, but I feel that anything that can bring as much satisfaction as tv can to personnel and their families in isolated bases is worth a small sacrifice by me to help promote and increase this program," he said.

Col. Williamson's stand is well substantiated by some of the personnel in the isolated areas he mentioned. Of 12 recent reenlistments at Loring Air Force Base, Maine (which is snowed-in many months of the year), seven attributed their reenlistment to the base's AFRTS tv station. At one of them put it: “My family would be lost without tv. That's an understatement; I might lose my family.”

Despite almost unanimous opinion of industry representatives that a filmed network of the type Col. Williamson had planned would not work, he has proven in the last 18 months that it could and does work.

Col. Williamson's biggest problem is keeping the tv stations supplied with filmed programming. A bottleneck, which hasn't asserted itself as yet, is what could be done to keep a station on the air if a plane goes down carrying a load of film. "That is the subject of my favorite nightmare," he says.

In one of his early forays to the West Coast, Col. Williamson married Lorna Ladd, then with the California Broadcaster (an early industry newspaper). They have a married daughter and make their home in Arlington, Va. He is a member of Sigma Delta Chi, University Club of Los Angeles, Army-Navy Club and the Institute of the Aeronautical Sciences. The colonel's hobbies are color photography and fencing, as a participant and instructor.
KMA MAIL
Response -- 1955

206,352 Pieces of Mail
Demand Sales Action
(and they get it!)

Commercial Orders, Contest Entries, Requests for Literature, Etc.,
Received by KMA from Listeners During 1955

Over 2,000
Pieces of Mail

750 to 2,000

250 - 750

Up to 250

(Figures in black show mail count from major counties in KMA land)

KMA 1/2 MV Daytime Contour

"Serving the Midwest since 1925"

THE HEARTBEAT OF THE CORN COUNTRY

Bigger than the 13th Market
WHAT'S THE GIMMICK?
It's the little things that make a big difference... the *extra* stuff that sales are made of. In other words, modern merchandising.

What you see here is just a sample of merchandising and promotion extras that back up each and every CBS Television Film Sales syndicated property... the gimmicks and gadgets, promotion and advertising material that help a sponsor translate big audiences into big sales: records, comic books, toys, games, novelties, jewelry, self-liquidating premiums. And audience promotion too... specially-designed kits containing slides, trailers, telops, ad mats, displays, glossies, announcements and star stories. *Everything* a sponsor needs to get his show off to a fast start and keep sales rolling.

Little things. But they're sales-clinchers when coupled with any of CBS Television Film Sales' top-rated syndicated films—fastest-moving films in television!

**CBS TELEVISION FILM SALES, INC.**

**IN THE PUBLIC INTEREST**

NARTB Booklet Describes Get-Out-the-Vote Campaign

RESULTS of a test campaign to stimulate vote registration are described in a pamphlet, "Let's Vote, Neighbor" published by NARTB. The test was part of the 1956 project being conducted by American Heritage Campaign. Broadcasters in Davenport, Iowa, and NARTB joined in a week-long test credited with bringing in 2,267 registrations, about 2,000 more than could normally be expected.

Every radio and tv station in the nation is receiving the pamphlet, according to Joseph M. Strick, NARTB publicity-information director. It contains program and promotion ideas for broadcast use as developed in the 1952 presidential campaign when radio and tv were given much of the credit for the record vote. Cooperating in the 1956 move are 133 organizations that have pledged support.

WSTC's Studios Rate With Local Politicians

WSTC's Studios Rate With Local Politicians in Stamford, Conn., has offered the Republican Town Committee the use of its air-conditioned studio as a meeting place. Members were having difficulty finding a room that wasn't hot and stuffy. Just to show that no political favor is intended, the Town Democratic Committee also was included in the offer.

WCBS-TV Donates $1 Million in Time

WCBS-TV New York estimates that in the three-month period of April-May-June, its public service programming had a net worth of $1,145,315— the first time WCBS-TV public service programming worth had surpassed $1 million in a three-month period. According to Clarence Worden, WCBS-TV public affairs director, the station aired 1,519 public service spot announcements in that period, worth $565,084. Additionally, the station broadcast 324 public service programs (covering 86 hours, 45 minutes of air time) at a rate-card "cost" of $495,231. Cost figures, Mr. Worden said, covered both time and production.

WFBR Locates Vacationer

CRUISING the Chesapeake, W. O. Hallmark, Chesapeake & Potomac Telephone official, was cut off from the world when his father died. Unable to reach the ship, since it carried no telephone facilities and the radio was turned off, WFBR Baltimore aired announcements. Three and a half hours and five newscasts later, when the vacationer put into the Baltimore Yacht Club to pick up provisions, he heard the news. WFBR has been commended by the family.

He Makes the Trip

WACO Waco, Tex., and one of its sponsors, 7-11 Corp. (food stores), brought some happiness into the misfortune of an 11-year-old Waco boy. Willard Clifton was struck in the eye with a small piece of metal while working on his soap box race to enter in the local trials for the national Soap Box Derby at Akron, Ohio. The injury cost Willard the loss of sight in that eye and his chances of winning the trip to Akron. Hearing of his plight, WACO and 7-11, which sponsored the July 4 qualification races on that station, awarded Willard and his father an all-expenses paid trip to the Aug. 12 Soap Box Derby.
THE RAY THAT PENETRATES
THE MIDDLE STATES
FOR BLACKBURN-HAMILTON CO.

Ray V. Hamilton shares the hyphen with James W. Blackburn in the partnership, formed ten years ago, that has produced the nation's preeminent broadcasting, telecasting and newspaper brokerage house.

Ray Hamilton spent seven years with the old St. Louis Star-Times in his post-college days and, pursuant to that training, created and became general manager of radio operations of KXOK, St. Louis. He has been, betimes, an account executive for the National Broadcasting Company-Blue Network, during World War II was Western Regional Director for the U. S. Department of State, and following the war he was Executive Vice President of Associated Broadcasters, Inc., San Francisco, operating KSFO, KWID and KWIX.

Ray, like his colleagues in the Blackburn-Hamilton Company, is experienced and informed in negotiating, financing and appraising broadcasting properties.
Reach him through his Chicago office in the Tribune Tower. His territory: the middle states, from the Great Lakes to the Gulf.

★ NATIONWIDE, PERSONALIZED SERVICE

BLACKBURN-HAMILTON COMPANY

- NEGOTIATIONS  •  FINANCING  •  APPRAISALS
- RADIO  •  TELEVISION  •  NEWSPAPER

WASHINGTON, D. C.
JAMES W. BLACKBURN
JACK V. HARVEY
WASHINGTON BLDG.
STERLING 3-4241-2

CHICAGO
RAY V. HAMILTON
TRIBUNE TOWER
DELWARE 7-2755-6

ATLANTA
CLIFFORD B. MARSHALL
HEALEY BLDG.
JACKSON 3-1576-7

SAN FRANCISCO
WILLIAM T. STUBBLEFIELD
W. R. TWINING
111 SUTTER ST.
EXBROOK 2-3471-2
No campaign promises!
Whether the "campaign" be for a public office—for the hand of a fair lady or a station's national ales representation contract, promises are apt to be pretty general and pretty loosely made. Here is apt to be a wide gap between the promises made and the performance rendered.

Not so with Hollingbery. We learned long ago that commissions are paid on performance and we must have those commissions to exist. For over twenty years Hollingbery has lived" on performance. Performance that means dollars to every Hollingbery station—profit dollars to every station we represent.

Hollingbery stations are not led on by empty campaign promises".

Geo. P. Hollingbery Co.

Representing "Top" Radio and Television Stations in "Top" Markets Throughout the Country.

New York - Chicago - Los Angeles - Atlanta - San Francisco
Seattle - Detroit - Minneapolis
University of Michigan football and WSAM... a sure-fire sales combination for Saginaw advertisers! You get a big, wonderful, receptive, and exclusive audience... at the lowest possible cost per 1000.

By Buying 2 or More of these Powerful Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>Coverage</th>
</tr>
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<tbody>
<tr>
<td>WKMH</td>
<td>Dearborn-Detroit</td>
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<tr>
<td>WSAM</td>
<td>Saginaw, Mich.</td>
</tr>
</tbody>
</table>

**SAVE up to 15%**

- BUY ALL 4 STATIONS... SAVE 15%
- BUY ANY 3 STATIONS... SAVE 10%
- BUY ANY 2 STATIONS... SAVE 5%

**WSAM SAGINAW MICHIGAN**

Fred A. Knorr, Pres.
Vincent Picard, Mgr. Director
Represented by HEADLEY-REED

KNORR BROADCASTING CORP.

**Jerome Berghoff**

"TO BE effective, radio and television advertising must be local. The customer must be told exactly where he can find the product you are selling and he must expect to find it at the local dealer when he goes there to buy it."

This is how Jerry Berghoff, president and media director of Berghoff Assoc., Los Angeles, explains that advertising is not successful until it sells and why it can't sell until the prospective customer and the product are brought together. This is why his agency also places considerable cooperative advertising dollars in local radio-tv in many markets in addition to the usual national purchases. "We have more success helping the dealer directly than by just advertising indirectly," he says.

The agency's client list includes Baby Line Furniture Co., Los Angeles, which has a radio-tv spot campaign underway; Pride Products Co., Burbank, Calif., soon to embark on a major market radio-tv drive; Strolee of California, Los Angeles, which now is expanding its major market saturation radio-tv spot campaign; Southwest Steel Rolling Mills, Los Angeles; Aladdin Plastics Co., Los Angeles, and over 50 other national manufacturing accounts.

Born March 11, 1928, Jerome (Jerry) Berghoff grew up in the shadow of his father Joseph's widely-known printing firm in Detroit. But the printer's ink in his blood is well-mixed with electrons. At the U. of Washington he announced college programs on KIRO and KJR Seattle. Inclined toward an acting career and encouraged by summer stock theatre experience, he transferred to Los Angeles City College and earned his degree in theatre arts in 1950. Meanwhile, he worked and acted at night on KABC-TV Los Angeles and wrote for other local tv shows.

After leaving college, he began working for his father's Los Angeles agency as account executive and in charge of radio-tv timebuying and production. It was then he learned the pastures are much greener on the business side of the camera and mike. Eventually becoming executive vice president and media director of Berghoff Assoc., he advanced to president last fall following the death of his father.

Mr. Berghoff married Diane Stiegel of Los Angeles in 1951. They have built a new home in the Brentwood Riviera section just west of Beverly Hills which they share with their two boys, Edward Mark, 4, and Daniel Brian, 1.

Active in community affairs such as B'nai B'rith and the Brentwood Little Theatre, as a hobby Mr. Berghoff still enjoys directing amateur plays.
Blind businesswoman operates switchboard

Bessie Sawyer of Orange, California, blind since birth, cheerfully operates her Telephone Answering Service business with the aid of this Braille switchboard. The switchboard can serve as many as 70 subscribers and was made expressly for her by Western Electric at the request of her local Bell telephone company.

How does it work? When a call comes in, a buzzer sounds — and a small plug pops up on the panel at her left. With a sweep of her hand she locates it, “reads” the Braille symbol just above it to identify the number, then completes the connection by matching this number with the proper symbol on the switchboard. Other means for aiding blind switchboard attendants are also under development.

This special switchboard for Miss Sawyer is one of a number we’ve made and, of course, represents only a tiny fraction of the telephone equipment we make as the manufacturing and supply unit of the Bell System.

But it serves to illustrate the way we—as part of the Bell System—will undertake to provide your Bell telephone company with anything it may need to serve its customers — whether what’s required is one-of-a-kind or one-million-of-a-kind.
Now! Remote Switching of
COLOR OR MONOCHROME...

10 Inputs

6 Outputs
(3 modules)

Module design permits "building block" expansion. Each module handles ten inputs—two outputs.

CineScanner—Superior for Monochrome... and Color!

- Designed for studio/master control applications—low voltage D.C. relays eliminate costly video cabling.
- Effects substantial savings on video processing equipment costs—as little as one-tenth the equipment required in some cases.
- Control panel and switching chassis designed to fit various station layouts—provides utmost flexibility in station design.
- Switching chassis designed for standard rack installation—minimum rack space required.
- Module design (10 inputs x 2 outputs) permits ease of expansion.
- Permits multiple control points.
- Built-in tally lights and order wire circuits—auxiliary contacts for program audio.

PHILCO CORPORATION
HERE is a compact, versatile TV switch that can be interconnected anywhere in your TV broadcast system. It will handle "simultaneous" (RGB), encoded color and monochrome—composite or non-composite . . . by remote control! This feature alone means big savings in encoding and distribution equipment.

But, this is only one of many important advantages. For example, by use of special color-coded patch plugs, video control of film, slide or live source can be transferred from studio to master control or to transmitter room in a matter of seconds. Studio and master control switching functions can be accomplished by a single switching chassis at the console or in a relay rack. In addition, the system will control wipes, splits, fades, dissolves and other special effects.

Get full technical data on this newest addition to Philco CineScanner Color Equipment. Write Philco, Dept. BT today.

New TV Switching System proves "simultaneous" switching practical and desirable
PULSE Says WPTF has

Double the Listeners

of its Nearest Competitor

Here's the 1956 Area Pulse covering 32 North Carolina counties. WPTF leads during every quarter-hour... with well over twice the audience of a regional network and six to seven times the average audience of any other station.

WPTF's average share of audience inched up from an even 36% in 1955 to 36.7% in 1956. This, coupled with an average increase of 10% in homes using radio, means that WPTF is delivering more listeners now than during any of the past three years the Pulse has been made.

SHARE OF AUDIENCE
Leading Stations—Monday thru Friday

<table>
<thead>
<tr>
<th>Stations</th>
<th>6AM-12N</th>
<th>6PM-12Mid.</th>
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</thead>
<tbody>
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<td>WPTF</td>
<td>35</td>
<td>40</td>
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<td>Regional Network</td>
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<tr>
<td>Station &quot;B&quot;</td>
<td>6</td>
<td>5</td>
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<tr>
<td>Misc. (58 stns.)</td>
<td>40</td>
<td>38</td>
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<tr>
<td>Homes Using Radio</td>
<td>25.2%</td>
<td>27.0%</td>
</tr>
</tbody>
</table>

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

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

MARKET DATA*

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Category</th>
<th>Value</th>
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<td>Drug</td>
<td>$ 59,507,000</td>
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<td>Farm Population</td>
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<td>General Merchandise</td>
<td>$309,893,000</td>
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<tr>
<td>Spendable Income</td>
<td>$3,051,232</td>
<td>Apparel</td>
<td>$123,131,000</td>
</tr>
<tr>
<td>Gross Farm Income</td>
<td>$927,982,000</td>
<td>Home Furnishing</td>
<td>$138,570,000</td>
</tr>
<tr>
<td>Total Retail</td>
<td>$2,240,275,000</td>
<td>Automotive</td>
<td>$543,637,000</td>
</tr>
<tr>
<td>Food</td>
<td>$503,268,000</td>
<td>Filling Station</td>
<td>$197,063,000</td>
</tr>
</tbody>
</table>

* 1956 SRDS Estimates of Consumer Markets

Page 30 • August 20, 1956
PEPSI-COLA officials are convinced there's more bounce to the ounce in radio. About 833 times more than in newspapers, to be statistical.

To support this conviction they have the results of two, separate, month-long tests of what they and their agency—Kenyon & Eckhardt, New York—call "a totally new concept of the use of radio spot advertising." Now they're getting ready to go all out with it, nationwide.

The new technique, conceived by J. Clarke Mattimore, one of K&E's account executives on Pepsi, has set two cities—San Diego, Calif., and Muncie, Ind.—echoing to two words which, when the full-scale campaign is developed and executed, may be expected to ring across the country like the air-borne "Pepsi-Cola Hits the Spot" jingle did a few years ago.

The two words: "Pepsi, Please!"

The test campaigns, conducted under Mr. Mattimore's supervision and completed in Muncie last week, involved the transcribing of people's voices saying "Pepsi, Please"; playing the recordings on radio spots, and offering prizes to those people who recognize their own voices on the air. Ten different voices are heard on each spot, and the spots are scheduled in saturation fashion—there were 36 a day in San Diego, 23 a day in Muncie.

That means "Pepsi, Please" was heard 360 times a day on radio in San Diego; 270 times a day in Muncie. It would have been heard more often in Muncie, Mr. Mattimore explains, except that the station had no more time available.

The stations used in the test were KBCQ San Diego and WLBC Muncie. K&E also used newspaper ads—a full page and seven 616-line ads, although in San Diego the timing of the call-period put the paper at a disadvantage, and during the test period conducted interviews to determine where prospective buyers had first heard of "Pepsi, Please." From the replies they calculated the cost-per-inquiry for each medium and came up with this result: NEWSPAPERS: $33.33.

Radio: $0.04 (four cents, that is).

"As a radio success story," says Mr. Mattimore, "I've never seen anything that's come close to it."

Pepsi-Cola is "extremely happy," Richard H. Burgess, vice president in charge of domestic sales, says results have far exceeded all optimistic expectations.

"I am convinced," Mr. Mattimore says, for example, that "the station in San Diego, where the test ran from June 11 to July 11, the telephone recordings were made by manual operation of the recorders and were limited to certain periods of the day. In Muncie, where the campaign extended from July 15 to Aug. 15 (last Wednesday), the telephone calls were transcribed entirely automatically by a battery of five "electronic secretaries" which operated around the clock. People were told to call the specified telephone number, give their names and addresses, wait at least two seconds (so this information could be cut out of the tape before broadcast), and then say the two magic words, 'Pepsi, Please!'"

The extent to which the campaign caught on is indicated by Mr. Mattimore's estimate that in Muncie more than 30,000 calls were recorded during the month. Muncie's population is 60,000.

The "Pepsi, Please!" recordings were then put together in strings of 10 to make one spot announcement which led off with the announcer telling listeners that Pepsi-Cola was the sponsor and if they identified their own voices they would receive a prize.

"How else are you going to get 11 product mentions in a minute," Mr. Mattimore wants to know.

The public's telephone response was astronomical, too. Mr. Mattimore estimates that in Muncie there were up to 1,239 calls a day from people who thought they had heard their own voices. When he had a check made to determine how many other people were getting busy signals at the same time, he found a total of over 900 in four days.

Prizes were Pepsi-Cola coolers, RCA port
ABLE radios, and RCA clock radios, but relatively few had to be given away. People just don't recognize their own voices. Out of 230 voices broadcast each day in Muncie, and out of the average of 1,239 people calling daily to say they'd heard their own, there were only about three winners a day at the outset.

To boost the number of winners, they started saying the caller was correct if his voice had, in fact, been broadcast at any time during that day. That raised the average to 10-12 a day.

Then, as the campaign got rolling, people started using gimmicks to help them identify their own voices on the air—stuttering P-P-P-Pepsi, p-p-p-please, for example, or speaking in Spanish or otherwise trying to get a distinctive note into the recording. Even then, the number of winners never got beyond 35 a day.

But people were having fun—in fact, says Mr. Mattimore, it was found in San Diego that people were not primarily interested in the prizes at all. So in Muncie the promotion copy was changed; instead of emphasizing "thousands of prizes," it asked: "do you want to hear yourself on radio, and win a prize?"

It was a "fun campaign" throughout. Announcers were not given prepared copy to read; they were told to do whatever they wanted to do with their minutes in urging people to participate, so long as they did not kid the product. "They kept it alive," in the words of Mr. Mattimore. So did the people who stuttered and invented other gimmicks to help them identify themselves later—these deviations put variety into the spots.

The public's reaction to this kind of programming, aside from that evidenced by the number of calls to the stations, was indicated by Larry Buskett, who was general manager of KCBQ when the test was conducted but has since moved to K&AM Las Vegas. He wrote Mr. Mattimore a few days ago that KCBQ's ratings rose materially during the campaign period.

The campaign had a lot of side effects, too. People, especially young people, started carrying portables with them to "monitor" the spots so they could alert friends whose voices they thought they identified. One woman—whose children apparently did not have portables—told Mr. Mattimore that the campaign was the best baby sitter she'd found: that for the first time in months she could leave the house and still know exactly where her children were. Another wanted to thank Pepsi-Cola Co. for teaching her child the word "please." And in a development which might inspire the erroneous impression that the campaign was for the birds, a movement got under way among the younger set to teach parakeets to chirp—you guessed it—"Pepsi, please."
NATIONAL TV BILLINGS: STILL HEADING UPWARD

New TVB report for second quarter of 1956 puts national spot purchases at more than $105 million, number of spot advertisers at all time high of nearly 3,000. Network billings in same quarter also zoomed upward to $117,832,532.

Total national TV advertising—spot and network—was better than $440 million in first half of year; $223,416,532 for second quarter. Second quarter strength for both spot and network defies traditional spring dips in media buying following the winter peak.

NATIONAL ADVERTISERS purchased $440,303,312 worth of TV spot and network time during the first six months of 1956. Spot time purchases for the half-year totaled $205,793,000, or roughly 47% of the total, according to estimates prepared by N. C. Rorabaugh Co. for Television Bureau of Advertising and made public by TVB last Friday.

Time sales of the TV networks for January-June 1956 amounted to $234,510,312, according to data of advertising expenditures for network time compiled by Publishers Information Bureau. Both the Rorabaugh and PIB figures are gross, that is, calculated at the one-time rate before discounts of any kind.

In releasing the TV spot figures, TVB noted that the second quarter of this year, when the spot gross totaled $105,584,000, topped the first quarter of 1956 by more than $5 million and also was ahead of the fourth quarter of 1955. The TV networks also in the April-June period ran ahead of their January-March time sales, indicating that TV is still on the rise as a national advertising medium and that the upward trend has enough vigor to overcome the traditional advertising dip that normally begins with the coming of spring, following the winter peak.

Not only has the dollar volume for spot television increased, but the number of advertisers using the medium also showed a rise from the first to the second quarter of this year, as well as being the greatest number of advertisers to use spot TV in any second quarter from 1949 to date. The following table, compiled by the Rorabaugh organization, reflects the growth of TV as an advertising medium:

<table>
<thead>
<tr>
<th>2nd Quarter</th>
<th>Number of Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>'49</td>
<td>324</td>
</tr>
<tr>
<td>'50</td>
<td>734</td>
</tr>
<tr>
<td>'51</td>
<td>1064</td>
</tr>
<tr>
<td>'52</td>
<td>1384</td>
</tr>
<tr>
<td>'53</td>
<td>1876</td>
</tr>
<tr>
<td>'54</td>
<td>2527</td>
</tr>
<tr>
<td>'55</td>
<td>2873</td>
</tr>
<tr>
<td>'56</td>
<td>2978</td>
</tr>
</tbody>
</table>

A TVB analysis of the distribution of the spot TV revenue by day parts shows what might have been expected: that more than half the TV station revenue comes from the evening hours, about a third from the daytime and less than 10% from the late night periods:

- **Day**: $36,714,000 (34.8%)
- **Night**: $58,589,000 (55.5%)
- **Late night**: $10,281,000 (9.7%)
- **Total**: $105,584,000 (100.0%)

Announcements represented the major sources of spot advertising revenue for television, nearly half the total and more than twice that derived from program sales, a second TVB analysis shows:

- **Announcements** $47,004,000 (44.5%)
- **ID’s** $12,529,000 (11.9%)
- **Participations** $24,250,000 (23.0%)
- **Shows** $21,801,000 (20.6%)
- **Total** $105,584,000 (100.0%)

Of the 2,978 advertisers using spot TV during the second quarter, 1956, there were 1,236 spending $5,000 or more each for this medium during this three-month period, and 1,742 whose expenditures were under $5,000. These figures come from commercial time data reported by 300 TV stations in 203 markets, with expenditures computed at published gross one-time rates.

Commenting on the spot report, Oliver Treyz, president of TVB, said: "It is interesting to note that Procter & Gamble, consistently the largest user of spot television, and, from the standpoint of its expenditures most experienced in its use, has substantially increased its expenditures in the second quarter versus the preceding ones. We note, also, that Lever Brothers’ spot expenditures in the second quarter are almost triple those of the first quarter of 1956. Lever Brothers has jumped from the 38th spot television advertiser in the first quarter to ninth in the second quarter.

"A drag on the total increase in spot television expenditures is found in the automotive field. As is true in newspapers, spot television expenditures of automobile companies are down. All of the automotive companies are down in the rankings.

"Overall, the activity and volume of spot television in the second quarter, 1956, mark the growing awareness and interest of most advertisers in its unique values."

CONTINUES ➔

**TV PACE FOR FIRST TWO QUARTERS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Spot TV</th>
<th>Network TV</th>
<th>National TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1956</td>
<td>Advertising</td>
<td>$116,677,780</td>
<td>$216,886,780</td>
</tr>
<tr>
<td>Jan.-March</td>
<td>$100,209,000</td>
<td>$117,832,532</td>
<td>$223,416,532</td>
</tr>
<tr>
<td>Apr.-June</td>
<td>$105,584,000</td>
<td>$234,510,312</td>
<td>$440,303,312</td>
</tr>
</tbody>
</table>

**TOP AGENCIES IN SPOT TV**

TED BATES & Co. again was No. 1 agency in the handling of television spot billings in the second quarter of 1956. McCann-Erickson moved from third to second place while Young & Rubicam stepped up to third position and Leo Burnett Co., in second place for both the fourth quarter of 1955 and the first quarter of 1956, dropped down to No. 4.

The standings were reported last week by Television Bureau of Advertising in conjunction with its release of the top 200 spot TV advertisers for the second quarter of 1956.

Young & Rubicam’s jump to No. 3 in spot TV billings was from No. 7 in the last quarter of 1955 and No. 6 in the first quarter of this year. Its rise was attributed to increased spot expenditures on the part of Procter & Gamble’s Spic & Span and General Foods’ Jello.

BBDO, seventh for the first quarter of this year, moves into sixth spot, behind Benton & Bowles which remains in fifth. J. Walter Thompson Co., which dropped out of the top 10 list in the first quarter, is now back in ninth, same place it held in the last quarter of 1955.

The top 10 for the second quarter of 1956, as compiled by TVB: (1) Ted Bates & Co.; (2) McCann-Erickson; (3) Young & Rubicam; (4) Leo Burnett Co.; (5) Benton & Bowles; (6) BBDO; (7) Dancer-Fitzgerald-Sample; (8) Compton Adv.; (9) J. Walter Thompson Co.; (10) William Esty Co.
<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Spot</th>
<th>Network</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$12,323,800</td>
<td>$21,971,063</td>
<td>$34,294,863</td>
</tr>
<tr>
<td>2. Colgate-Palmolive</td>
<td>6,569,800</td>
<td>10,230,566</td>
<td>16,799,366</td>
</tr>
<tr>
<td>3. General Motors</td>
<td>8,034,900</td>
<td>10,582,413</td>
<td>18,617,313</td>
</tr>
<tr>
<td>4. General Foods</td>
<td>5,023,000</td>
<td>7,353,588</td>
<td>12,376,588</td>
</tr>
<tr>
<td>5. Chrysler</td>
<td>896,300</td>
<td>10,288,337</td>
<td>11,184,827</td>
</tr>
<tr>
<td>6. Brown &amp; Williamson</td>
<td>8,560,600</td>
<td>1,852,485</td>
<td>10,413,085</td>
</tr>
<tr>
<td>7. Ford Motor</td>
<td>1,748,000</td>
<td>7,564,580</td>
<td>9,312,580</td>
</tr>
<tr>
<td>8. Whitehall Pharm.</td>
<td>*</td>
<td>7,530,040</td>
<td>17,550,040</td>
</tr>
<tr>
<td>9. J. R. Reynolds</td>
<td>1,046,500</td>
<td>6,209,145</td>
<td>7,255,645</td>
</tr>
<tr>
<td>10. Lever Bros.</td>
<td>1,734,900</td>
<td>5,137,838</td>
<td>6,872,758</td>
</tr>
<tr>
<td>11. Liggett &amp; Myers</td>
<td>2,360,300</td>
<td>4,177,351</td>
<td>6,537,651</td>
</tr>
<tr>
<td>12. Kellogg</td>
<td>2,919,600</td>
<td>3,163,491</td>
<td>6,083,091</td>
</tr>
<tr>
<td>13. Sterling Drug</td>
<td>4,391,100</td>
<td>1,193,500</td>
<td>5,584,600</td>
</tr>
<tr>
<td>14. Helene Curtis Tobacco</td>
<td>206,710</td>
<td>5,301,102</td>
<td>5,507,812</td>
</tr>
<tr>
<td>15. General Mills</td>
<td>339,600</td>
<td>4,959,287</td>
<td>5,298,887</td>
</tr>
<tr>
<td>16. Miles Laboratories</td>
<td>3,089,500</td>
<td>2,059,987</td>
<td>5,149,487</td>
</tr>
<tr>
<td>17. Tonic</td>
<td>1,028,400</td>
<td>3,914,824</td>
<td>4,943,224</td>
</tr>
<tr>
<td>18. Bristol-Myers</td>
<td>560,100</td>
<td>4,083,710</td>
<td>4,643,810</td>
</tr>
<tr>
<td>19. General Electric</td>
<td>584,000</td>
<td>3,815,734</td>
<td>4,399,734</td>
</tr>
<tr>
<td>20. National Biscuit</td>
<td>3,214,300</td>
<td>850,876</td>
<td>4,065,176</td>
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<tr>
<td>21. Coca-Cola</td>
<td>1,870,200</td>
<td>2,139,594</td>
<td>4,009,794</td>
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<tr>
<td>22. Philip Morris</td>
<td>3,375,300</td>
<td>*</td>
<td>3,375,300</td>
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<tr>
<td>23. P. Lorillard</td>
<td>690,100</td>
<td>2,798,454</td>
<td>3,488,554</td>
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<tr>
<td>24. Revalor</td>
<td>1,216,210</td>
<td>2,138,118</td>
<td>3,354,328</td>
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<tr>
<td>25. Nat'l Dairy Prods.</td>
<td>577,300</td>
<td>2,767,144</td>
<td>3,344,444</td>
</tr>
<tr>
<td>26. Pharmaceutical</td>
<td>493,400</td>
<td>2,916,418</td>
<td>3,409,818</td>
</tr>
<tr>
<td>27. Brown</td>
<td>1,118,800</td>
<td>2,016,700</td>
<td>3,134,900</td>
</tr>
<tr>
<td>28. Pillsbury Mills</td>
<td>2,434,900</td>
<td>2,916,814</td>
<td>5,351,714</td>
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<tr>
<td>29. A. T. &amp; Tel. Co.</td>
<td>2,120,000</td>
<td>682,866</td>
<td>2,802,866</td>
</tr>
<tr>
<td>30. Campbell Soup</td>
<td>876,100</td>
<td>1,842,908</td>
<td>2,719,008</td>
</tr>
<tr>
<td>31. Gillette</td>
<td>*</td>
<td>2,697,978</td>
<td>2,697,978</td>
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<tr>
<td>32. Bulova Watch</td>
<td>2,350,000</td>
<td>279,165</td>
<td>2,629,165</td>
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<tr>
<td>33. Armour &amp; Co.</td>
<td>598,400</td>
<td>1,779,548</td>
<td>2,377,948</td>
</tr>
<tr>
<td>34. Nestle</td>
<td>1,066,400</td>
<td>1,309,254</td>
<td>2,375,654</td>
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<tr>
<td>35. Warner-Lambert</td>
<td>1,471,300</td>
<td>826,677</td>
<td>2,297,977</td>
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<tr>
<td>36. Carter Products</td>
<td>1,976,400</td>
<td>303,815</td>
<td>2,280,215</td>
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<tr>
<td>37. Scott Paper</td>
<td>1,072,400</td>
<td>2,223,930</td>
<td>2,943,760</td>
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<tr>
<td>38. Standard Brands</td>
<td>958,700</td>
<td>1,225,730</td>
<td>2,184,460</td>
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<tr>
<td>39. Westinghouse</td>
<td>*</td>
<td>2,050,185</td>
<td>2,050,185</td>
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<tr>
<td>40. S. C. Johnson &amp; Sons</td>
<td>125,300</td>
<td>1,841,021</td>
<td>1,966,321</td>
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<tr>
<td>41. Carnation</td>
<td>566,100</td>
<td>1,333,749</td>
<td>1,900,899</td>
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<tr>
<td>42. Mennen Seager</td>
<td>1,616,100</td>
<td>1,362,157</td>
<td>2,978,257</td>
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<tr>
<td>43. Continental Baking</td>
<td>1,864,600</td>
<td>*</td>
<td>1,864,600</td>
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<tr>
<td>44. Minute Maid</td>
<td>1,579,300</td>
<td>330,743</td>
<td>1,900,043</td>
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<tr>
<td>45. Rost. Hall Clothes</td>
<td>1,842,900</td>
<td>*</td>
<td>1,842,900</td>
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<tr>
<td>46. Royal Crown</td>
<td>815,700</td>
<td>976,519</td>
<td>1,792,219</td>
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<tr>
<td>47. Swift &amp; Co.</td>
<td>417,700</td>
<td>1,335,044</td>
<td>1,752,744</td>
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<tr>
<td>48. Block Drug</td>
<td>1,364,300</td>
<td>336,765</td>
<td>1,701,065</td>
</tr>
<tr>
<td>49. Charles Antell</td>
<td>1,976,400</td>
<td>*</td>
<td>1,976,400</td>
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<td>50. Continental Baking</td>
<td>1,864,600</td>
<td>*</td>
<td>1,864,600</td>
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<tr>
<td>51. Corn Products Ref.</td>
<td>1,037,300</td>
<td>528,355</td>
<td>1,565,655</td>
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<td>52. Chelsebridge-Pond's</td>
<td>889,000</td>
<td>653,022</td>
<td>1,542,022</td>
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<tr>
<td>53. American Chicle</td>
<td>525,500</td>
<td>990,474</td>
<td>1,515,974</td>
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<tr>
<td>54. H. J. Heinz</td>
<td>671,400</td>
<td>828,424</td>
<td>1,499,824</td>
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<tr>
<td>55. Prudential Ins.</td>
<td>*</td>
<td>1,496,211</td>
<td>1,496,211</td>
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</table>

*Spot expenditure not available.

If advertiser also uses spot tv, this figure would be increased by that amount.
### SPENDERS

**GROSS TV TIME PURCHASES**  
*First Half of 1956*

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<thead>
<tr>
<th>Advertiser</th>
<th>Spot</th>
<th>Network Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>111. BETTER LIVING ENT.</td>
<td>723,000</td>
<td>723,000</td>
</tr>
<tr>
<td>112. LEE LTD.</td>
<td>598,900</td>
<td>598,900</td>
</tr>
<tr>
<td>113. CARLING BREWING</td>
<td>696,600</td>
<td>696,600</td>
</tr>
<tr>
<td>114. NEHI</td>
<td>608,030</td>
<td>608,030</td>
</tr>
<tr>
<td>115. TAPHON DIST.</td>
<td>679,500</td>
<td>679,500</td>
</tr>
<tr>
<td>116. VICK CHEMICAL</td>
<td>418,760</td>
<td>240,372</td>
</tr>
<tr>
<td>117. SALADA TEA</td>
<td>654,800</td>
<td>654,800</td>
</tr>
<tr>
<td>118. BROS. COFFEE</td>
<td>655,100</td>
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</tr>
<tr>
<td>119. PIWEB</td>
<td>*</td>
<td>651,216</td>
</tr>
<tr>
<td>120. B. F. GOODRICH</td>
<td>*</td>
<td>651,180</td>
</tr>
<tr>
<td>121. T. HABIBIT</td>
<td>605,200</td>
<td>35,369</td>
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<td>122. SOCONY MOBILIOIL</td>
<td>627,800</td>
<td>627,800</td>
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<tr>
<td>123. SEVEN UP</td>
<td>534,700</td>
<td>83,165</td>
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<td>124. MAYTAG</td>
<td>*</td>
<td>626,310</td>
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<tr>
<td>125. E. &amp; J. GALLO WINES</td>
<td>625,100</td>
<td>625,100</td>
</tr>
<tr>
<td>126. ELGIN NAT'L WATCH</td>
<td>209,410</td>
<td>409,217</td>
</tr>
<tr>
<td>127. EMERSON DRUG</td>
<td>260,500</td>
<td>354,885</td>
</tr>
<tr>
<td>128. SPEDELL</td>
<td></td>
<td>602,151</td>
</tr>
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<td>129. AMERICAN RADIATOR</td>
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**GROSS TV TIME PURCHASES**  
*First Half of 1956*

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<td>167. BIDGER DIGEST ASSN.</td>
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<td>168. OLMATHISON CH.</td>
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<td>169. WIGFIELD</td>
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<td>172. HUDSON PULP &amp; PAP.</td>
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<td>173. NONZMA CHEMICAL</td>
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<td>174. GENERAL CIGAR</td>
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<td>175. NATIONAL BREWING</td>
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<td>176. JOHNS-MANVILLE</td>
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<td>179. QUALITY GOODS MFG.</td>
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<td>182. PARKER PEN</td>
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**TELECASTING YEARBOOK IN THE MAILS**

The 1956-57 Telecasting Yearbook • Marketbook issue is being mailed this week. Like its predecessors, this 412-page volume, compiled by a staff of 60, contains authoritative data on tv stations throughout the world, including information on U.S. stations equipped for color tv, statistics on population with retail sales and market data, plus other economic features on all U.S. tv areas. Comprehensively listed are advertising agencies and their clients using tv advertising. Included also are package program companies, tv film producers and distributors, tv equipment manufacturers and distributors, tv networks and other vital information. A limited supply of extra copies of this 412-page buyer's guide is available at $3.00 each.

---

**CONTINUES**
### TOP 200 IN SPOT TV
#### April-June 1956
(Prepared by N. C. Rorbaugh Co. for TVB)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company Name</th>
<th>Estimated Expenditure</th>
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<tbody>
<tr>
<td>1</td>
<td>PROCTER &amp; GAMBLE</td>
<td>$6,541,000</td>
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<td>2</td>
<td>GENERAL FOODS</td>
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<tr>
<td>3</td>
<td>BROWN &amp; WILLIAMSON</td>
<td>2,673,400</td>
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<tr>
<td>4</td>
<td>STERLING DRUG</td>
<td>2,138,500</td>
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<td>COLGATE-PALMOLIVE</td>
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<td>PHILIP MORRIS</td>
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<td>68</td>
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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
Our ratings are higher in saturated San Diego!

Channel 8 has the top 33* programs in San Diego, the Nation's 19th market**

23 Network,
6 Local,
4 National Spot

There are more people in San Diego watching Channel 8 more than ever before.

**Sears Management 1956 Survey of Buying Power.

KFMB-TV
SAN DIEGO
America's more market
### TOP 200 IN SPOT TV

**January-June 1956**

(Prepared by N. C. Rorabaugh Co. for TVB)

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<thead>
<tr>
<th>Rank</th>
<th>Estimated Expenditure</th>
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</thead>
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<td>1</td>
<td>PROCTER &amp; GAMBLE</td>
</tr>
<tr>
<td>2</td>
<td>BROWN &amp; WILLIAMSON</td>
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<td>GENERAL FOODS</td>
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<td>NATIONAL BISCUIT</td>
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<td>R. J. REYNOLDS</td>
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<td>P. BALLANTINE &amp; SONS</td>
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<td>CHESEBROUGE POND</td>
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<td>J. A. FOLGER</td>
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<td>BENRUS WATCH</td>
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<td>RCA</td>
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<td>STOKELY-VAN CAMP.</td>
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<td>WESSON &amp; SNOW DRIFT</td>
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<td>ANIEUSER-BUSCH</td>
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**CONTINUES ▶**
GREAT ENOUGH to win—hands down—each of the 83 quarter hours he's on the air each week.

GREAT ENOUGH to be named Charlotte’s most popular radio personality with a 150% lead over the next best-liked.

SO GREAT that a completely unknown product secured eleven area distributors by telling them the product would be advertised on “Grady Cole Time.”

TODAY, as for the past 27 years, Grady Cole has the key to 2½ million Carolina hearts and pocketbooks. To unlock both by the millions, call WBT or CBS Radio Spot Sales, for Grady availabilities.
Only on NBC Radio will the lady find such variety of entertainment every weekday afternoon. And only on NBC Radio can advertisers buy one-minute participations in afternoon programs — even dramatic shows — for less than $1,000 per minute.

**Drama** . . . beginning at 3:00 p.m. (EDT)
She'll hear FIVE STAR MATINEE, complete, live half-hour plays based on stories by her favorite authors of women's magazine fiction . . . with Broadway star David Wayne as host-narrator. Next — three favorite day-dramas: HILLTOP HOUSE, PEPPER YOUNG'S FAMILY, and WOMAN IN MY HOUSE. Then MARY MARGARET McB RIDE in her new quarter-hour chats.

**Music** . . . at 4:30 p.m. (EDT)
An hour of melody. FRED WARING'S SONGFEST presents Fred as host, with choral groups and top name stars direct from the Waring Workshop. Then to CAFE LOUNGE at the Hotel Statler in New York for the live rhythms of one of America's leading cocktail combos.

**Information** . . . at 5:30 p.m. (EDT)
Rounding out her afternoon, a stream of NEW IDEAS, reports from the BUSINESS WORLD, results on SPORT-O-RAMA, and Dr. George Gallup's OBSERVATIONS on public opinion trends.

Here's variety to satisfy the housewife's afternoon moods . . . just as NBC BANDSTAND brightens her morning hours. It's an opportunity to spread your sales messages throughout the day, for under $1,000 per commercial minute.

Let your NBC Radio Network representative show you all the advantages.
AFTERNOON LINE-UP
in any mood
SPOT BUYING CATEGORIES

SPOT TV advertising expenditures by categories for the second quarter of 1956 show foods and grocery products to be the most extensive users of spot television, followed by cosmetics, alcoholic beverages, tobacco products, drugs, confections and soft drinks, household laundry products, dental products, gasoline and motor oils, and automotive (to round out the top ten).

Nine of that list were also in the spot TV top ten for the last quarter of last year. Dental products showed a 60% gain in spot TV advertising, which raised the rank order of this class from 11th in the final 1955 quarter to eighth in the second quarter of 1956. Consumer services, which dropped from 10th to 11th place, had practically the same spot billings in each quarter: $3,146,000 in October-December, 1955; $3,126,000 in April-June, 1956.

Biggest dollar gain was shown by cosmetics, whose spot TV billings rose from $7,864,000 in the last quarter of last year to $9,541,000 in the second quarter of this year, up almost one-fourth. Biggest drop was in bus advertising, which in April-June, 1956 used $6,648,000 worth of spot TV time, down more than 25% from the $8,909,000 spent in the last three months of 1955. Automotive advertising was also down appreciably, from $5,321,000 to $3,556,000, a drop of about one-third.

Less important dollarwise but somewhat harder to understand are the decreases of more than 10% in clothing advertising and about 5% in advertising of ale, beer and wine, two kinds of products which might have been expected to step up their advertising with the approach of warm weather.

For a more detailed comparison of spot TV advertising in late spring and early summer of this year and in late fall and early winter of last year, the table below, covering spot TV expenditures by categories for April-June 1956, may be matched with a similar table for October-December 1955 [B&T, April 16]. Comparable first-quarter figures, January-March 1956, are also available [B&T, May 14]. These lists were all released by TVb from materials collected and computed by N. C. Rorbaugh Co.

| Agriculture | $327,000 |
| Foods, Meals | 252,000 |
| Miscellaneous | 75,000 |
| Ale, Beer & Wine | 9,069,000 |
| Beer & Ale | 7,916,000 |
| Wine | 1,093,000 |
| Amusements, Entertainment | 139,000 |
| Automotive | 3,556,000 |
| Anti-Freeze | 6,000 |
| Batteries | 56,000 |
| Cars | 2,447,000 |
| Tires & Tubes | 224,000 |
| Trucks & Trailers | 39,000 |
| Miscellaneous Accessories & Supplies | 784,000 |
| Building Material, Equipment, Fixtures, Paints | 1,175,000 |
| Fixtures, Plumbing, Supplies Materials | 157,000 |
| Pains | 212,000 |
| Power Tools | 384,000 |
| Miscellaneous | 169,000 |
| Clothing, Furnishings, Accessories | 2,231,000 |
| Clothing | 1,480,000 |
| Footwear | 674,000 |
| Hosiery | 25,000 |
| Miscellaneous | 42,000 |
| Confections & Soft Drinks | 5,322,000 |
| Confections | 1,822,000 |
| Soft Drinks | 3,500,000 |
| Consumer Services | 3,126,000 |
| Dry Cleaning & Laundries | 26,000 |
| Financial | 505,000 |
| Insurance | 474,000 |
| Medical & Dental | 51,000 |
| Moving, Hauling, Storage | 106,000 |
| Public Utilities | 1,374,000 |
| Religious, Political, Unions | 254,000 |
| Schools & Colleges | 31,000 |
| Miscellaneous Services | 395,000 |
| Cosmetics & Toiletries | 9,541,000 |
| Cosmetics | 3,093,000 |
| Deodorants | 827,000 |
| Depliatories | 148,000 |
| Hair Tonics & Shampoos | 19,000 |
| Hair & Face Creams, Lotions | 129,000 |
| Home Permants & Coloring | 1,134,000 |
| Perfumes, Toilet Waters, etc. | 372,000 |
| Razors, Blades | 205,000 |
| Shaving Creams, Lotions, etc. | 849,000 |

Toilet Soaps | 736,000 |
| Miscellaneous | 33,000 |
| Dental Products | 4,442,000 |
| Dentifrices | 3,893,000 |
| Mouthwashes | 351,000 |
| Miscellaneous | 198,000 |
| Drug Products | 6,468,000 |
| Cold Remedies | 67,000 |
| Headache Remedies | 1,116,000 |
| Indigestion Remedies | 1,986,000 |
| Laxatives | 942,000 |
| Vitamins | 268,000 |
| Weight Aids | 614,000 |
| Miscellaneous Drug Products | 1,153,000 |
| Drug Stores | 322,000 |
| Food & Grocery Products | 28,381,000 |
| Baked Goods | 5,219,000 |
| Cereals | 2,068,000 |
| Coffee, Tea & Food Drinks | 5,292,000 |
| Condiments, Sauces, Appetizers | 1,433,000 |
| Dairy Products | 2,214,000 |
| Desserts | 945,000 |
| Dry Foods (Flour, Mixes, Rice, etc.) | 957,000 |
| Frozen Foods | 1,897,000 |
| Fruits & Vegetables, Juices (except frozen) | 1,666,000 |
| Macaroni, Noodles, Chili, etc. | 484,000 |
| Margarine, Shortenings | 1,243,000 |
| Meat, Poultry & Fish (except frozen) | 1,579,000 |
| Soaps (except frozen) | 245,000 |
| Miscellaneous Foods | 1,808,000 |
| Food Stores | 1,312,000 |
| Garden Supplies & Equipment | 187,000 |
| Gasolines & Lubricants | 4,206,000 |
| Gasoline & Oil | 3,989,000 |
| Oil Additives | 166,000 |
| Miscellaneous | 51,000 |
| Hotels, Resorts, Restaurants | 99,000 |
| Household Cleaners, Cleaners, Polishes, Waxes | 2,301,000 |
| Cleaners, Cleaners | 1,317,000 |
| Floor & Furniture Polishes, Waxes | 336,000 |
| Glass Cleaners | 111,000 |
| Home Dry Cleaners | 355,000 |
| Shoe Polish | 38,000 |
| Miscellaneous Cleaners | 144,000 |
| Household Equipment—Appliances | 2,430,000 |
| Household Furnishings | 958,000 |
| Beds, Mattresses, Springs | 812,000 |
| Furniture & Other Furnishings | 146,000 |
| Household Laundry Products | 5,242,000 |
| Bleaches, Starches | 328,000 |
| Packaged Soaps, Detergents | 4,594,000 |
| Miscellaneous | 320,000 |
| Household Paper Products | 1,502,000 |
| Cleaning Tissues | 399,000 |
| Food Wraps | 248,000 |
| Napkins | 375,000 |
| Toilet Tissue | 286,000 |
| Miscellaneous | 194,000 |
| Household, General | 1,992,000 |
| Brooms, Brushes, Mops, etc. | 145,000 |
| China, Glassware, Crockery, Containers | 24,000 |
| Disinfectants, Deodorizers | 164,000 |
| Fuels (heating, etc.) | 33,000 |
| Insecticides, Rodenticides | 261,000 |
| Kitchen Utensils | 10,000 |
| Miscellaneous | 455,000 |
| Nothings | 98,000 |
| Pet Products | 1,174,000 |
| Publications | 183,000 |
| Sporting Goods, Bicycles, Toys | 102,000 |
| Bicycles & Supplies | 23,000 |
| General Sporting Goods | 2,000 |
| Toys & Games | 39,000 |
| Miscellaneous | 38,000 |
| Stationery, Office Equipment | 54,000 |
| Television, Radio, Phonograph, Musical Instruments | 554,000 |
| Antennas | 41,000 |
| Radio & Television Sets | 279,000 |
| Records | 199,000 |
| Miscellaneous | 35,000 |
| Tobacco Products & Supplies | 7,371,000 |
| Cigarettes | 7,036,000 |
| Cigars, Pipe Tobacco | 337,000 |
| Transportation & Travel | 898,000 |
| Air | 324,000 |
| Bus | 317,000 |
| Rail | 218,000 |
| Miscellaneous | 39,000 |
| Watches, Jewelry, Cameras | 1,982,000 |
| Cameras, Accessories, Supplies | 51,000 |
| Clocks & Watches | 1,002,000 |
| Jewelry | 73,000 |
| Pens & Pencils | 256,000 |
| Miscellaneous | 1,444,000 |
| Trading Stamps | 415,000 |
| Miscellaneous Products | 438,000 |
| Miscellaneous Stores | 591,000 |
| Total | $105,884,000 |
"KMTV Sells for our clients in Rich Multi-State Market Area,"

states George M. McCoy, Manager of Broadcast Media for N. W. Ayer.

"In advertising for highly competitive brands, it's sales results that count. That's why we select KMTV in Omaha. We've placed advertising for many of our clients on KMTV for many years because it's an effective media to reach and sell customers in Omaha and surrounding area."

KMTV's low channel 3 and maximum power, combined with flat terrain, cover a market area in five states. And this huge area is sold, presold, on KMTV's popular local and network programs...in color and black and white!

KMTV is among the top spot 20! Of 267 stations participating in a N. C. Rorabaugh Co. survey in 181 markets in 48 states and Hawaii for the first quarter of 1956, KMTV was among the top 20 stations in the number of national spot accounts according to a list published in the July, 1956, Television Age.

There's the proof! Follow the lead of these successful local and national advertisers—KMTV is the place to be! Contact KMTV direct or see Petry today.

KMTV Market Data

- Population: 1,536,900
- TV Homes: 373,000
- Families: 477,000
- Retail Sales: $1,716,560,000
- Buying Income: $2,236,230,000

*Survey of Buying Power

Edward Petry & Co., Inc.
Build up your whole schedule... program the winner and all-time favorite. He's loaded with 234 cartoons that will wallop your ratings sky-high! And 114 of them are in COLOR, at no extra charge. Get that big boost in business—grab POPEYE. He's packed with pulling power and selling power.

POPEYE SOLD OUT! LAUNCHING!... SCOOP-UP 26 PARTICIPANTS... A MONTH-AND STARTING...

Sales will go like... 

* MARS BARS, BOSCO JUNKET, FRITOS REMCO TOYS

For details and prices in your market, call today.
TOP OF THE CHANNELS!

OUT BEFORE P* SPONSORS
MON. thru FRI.

HALF BEFORE DATE!

Wildfire on your Station, too!

VEN-UP, SCHWINN BICYCLES,
AMERICAN CHARACTER DOLLS,
LABORATORIES

MADISON AVE., NEW YORK, N. Y. MURRAY HILL 6-2323
BOTH REGION AND SEASON HAVE EFFECT ON U. S. TELEVISION VIEWING PATTERNS

ARB director reports that time spent watching is most stable in California, with very little drop-off in summer months, than other parts of the country because of less-pronounced seasonal changes in the weather. Central and Eastern tv habits are relatively the same. This analysis is a feature of the 1956-57 TELECASTING YEARBOOK & MARKETBOOK, now in the mails to subscribers (story, page 35).

By James

YOUR Californian, blessed with year-round "outdoor" weather, watches tv nearly as faithfully during evenings in August as in January. Easterners, compelled to cram their outside activity into a few months, do considerably more evening viewing in winter than in summer.

This fact came to light when we compiled our Monday-through-Friday ARB sets-in-use reports for the Eastern, Central and Pacific time zones for 1955. The Pacific zone figures are, we believe, vigorously weighted by returns from Los Angeles, where the concentration of sets is greatest.

In the Far West, for example, an average of 69% of the sets are in use at 9 p.m. in January, 59% in August—a drop of only 10%. In the East, 9 p.m. viewing approximates 70% in January, but dips to 49% in August—twice as much slippage. Percentages for the Central zone, as could be expected, are similar to those for the East.

Winter and summer graph lines for all three time sectors stay pretty close together throughout the morning and afternoon periods. Generally, viewing rises from less than 10% at 7 in the morning to about 15% by 11 a.m., slumps somewhat after the lunch hour, then rises rapidly at 4:30 p.m., when the popular children's programs come on. The percentage climbs sharply into the early evening hours during winter, slightly more gradually in summer. Seven-to-10 p.m. remains the peak period in every area of the country, winter or summer. By 11:30 p.m., all but approximately 15% have clicked off their sets and retired.

Westerners, apparently, have done more summer evening watching than their Eastern relations since the inception of television. ARB surveys covering 1951 and 1955 indicate about the same differential as those for 1955. Five years ago, they reveal, 63 out of 100 western sets were in use at 8 p.m. in January, 50 out of 100 in August. But in the East at that hour, 74 out of 100 were in use in January vs. only 37 in August.

Sponsors might well ponder this sign of video's year-round strength in the Pacific states. Possibly too many have accepted the supposition that evening watching is off to a like extent in summer in every locality.

In another survey, we compared annual sets-in-use averages for each year back through 1951. They disclose that the pattern of 7 a.m.-to-midnight viewing has changed very little in the past half-decade. The greatest variation, naturally, has taken place in morning sets-in-use because of increased programming. In 1951, for instance, when few stations came on the air before noon, fewer than 4% of all sets were turned on at 12 o'clock. By the current year, that figure had risen to 23%. But beginning at 2 p.m., sets-in-use totals for 1951 are almost identical to those of each succeeding year clear through to the sign-off hour of 1 a.m.

In interesting contrast to this we have the rise shown in the sets-in-use figures for the first portion of 1956 over the same months of 1955. Average U. S. viewing this past spring (March, April, May) compared as follows with that of 1955's spring: 1.1% higher for the hours 8 a.m. to noon; 1.5% higher noon to 3 p.m.; 4.2% higher 3 to 7 p.m., and 1.3% higher 7 to 11 p.m.

The late-afternoon-early-evening period, it can be seen, has taken the most substantial jump. Since this time is occupied mainly with children's shows, this category seems to have attracted new "trade" most effectively.

A month-to-month averaging, by the way, shows that the two big breaks in tv watching across the country take place approximately on November 1 and May 1. In 1955, as illustrated, evening sets-in-use dropped 7.2% from April to May, but leaped 5.9% from October to November. The May decline this year was—less—an even 5%. Evening viewing throughout the six-month "off" period of last summer was an average 13% below that of the six-month "on" period that followed.

In looking over figures such as these, we are always amazed to note how basic a part of American life television has become. Short of the automobile no other single factor has so thoroughly injected its influence—and none other has done it so fast. Each year more people watch more television than ever before. From all indications this audience growth is slated to continue for a number of years to come.

HOW THEY WATCH
(Sets in Use by Time Zones)

<table>
<thead>
<tr>
<th>Time</th>
<th>% of All Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 AM</td>
<td>9</td>
</tr>
<tr>
<td>WINTER 1955</td>
<td></td>
</tr>
<tr>
<td>PACIFIC</td>
<td>EASTERN</td>
</tr>
<tr>
<td>7 AM</td>
<td>9</td>
</tr>
<tr>
<td>SUMMER 1955</td>
<td></td>
</tr>
<tr>
<td>PACIFIC</td>
<td>EASTERN</td>
</tr>
</tbody>
</table>

Page 48 • August 20, 1956
Johnny Grant
Afternoons
Maestro Johnny’s “Freeway Club” is a daily “must!” for thousands of plant workers driving home.

Ira Cook
Midday
Ira keeps vast numbers of Angelenos tuned to 710 for his daily pick of current top tunes.

Dick Whittinghill
Mornings
Dick’s “Clock Watcher” program is a top favorite with listeners at home or off to work by car.

Bill Stewart
Evenings
Through the dinner hour and early evening Bill attracts a large, loyal, growing audience.

John McShane
On ’til Dawn
John’s all-night record show reaches an amazingly large audience all over Southern California.

Meet the Men whose Music makes KMPC the most popular independent in Southern California
SEVEN DAYS A WEEK

★ KMPC’s share of audience averages 12.6. Its average rating is 3.2+. (The Pulse, Inc., May-June, 1956, 6:00 A.M. to midnight, Sunday through Saturday). KMPC outranks all other independents and three networks in over-all rated periods, in this, the nation’s third largest market.

KMPC
710kc Los Angeles
50,000 watts days - 10,000 watts nights
Gene Autry, President R. O. Reynolds, Vice-Pres. & Gen. Mgr
Represented Nationally by AM Radio Sales Company

Gene Autry, President R. O. Reynolds, Vice-Pres. & Gen. Mgr
Represented Nationally by AM Radio Sales Company

Broadcasting • Telecasting
August 20, 1956 • Page 49
NEW SPOT: CREW CUTS PLUG BEER

TELEVIEWERS in selected tv markets soon will be seeing a good deal of a catchy new commercial familiar to listeners in numerous radio markets for the past few months.

D'Arcy Adv. Co., St. Louis, has completed production on a series of 20- and 60-second tv spots for Anheuser-Busch Inc., which feature the Crew Cuts vocal group and which is being released to approximately 40 tv stations.

Since last April, radio listeners in some 100 markets have been hearing, with increased regularity, "Where's There's Life . . . There's Budweiser." The commercial also will serve as the basis for a nationally distributed instrumental by Coral Records.

Braced with numerous "unsolicited" favorable comments from stations which have aired the radio announcements—and convinced that a tv commercial can entertain the viewer while selling him—D'Arcy signed the Crew Cuts to film the Budweiser commercial on location at Universal Interna-}

Question-and-Answer Booklet Test for Sales, Advertising

THE QUESTION-AND-ANSWER method of revealing strengths and weaknesses, basis of thousands of semi-serious personality lists of questions published by newspapers and magazines by which their readers can discover their own capacities for succeeding in business, love, marriage, etc., has been applied to sales and advertising by The Wexton Co., New York advertising agency, in a 17-page "Total Marketing" questionnaire.

Said by Larry Schwartz, Wexton president, to be the basis of campaigns that have sold more than $50 million worth of merchandise and services, the "Total Marketing" form includes up to 300 questions which are designed to help any manufacturer take an objective look at his own production, distribution, sales and advertising policies and procedures. Copies are available at $1 each from the agency at 11 E. 47 St., New York 17, N. Y.

Miller Brewing Co. Joins Sponsors of 'Code Three'

MILLER BREWING CO., through Mathison & Assoc., both Milwaukee, last week became the fourth major U. S. brewer to sponsor ABC-TV film syndication Code Three. The purchase for fall showing was made for Milwaukee, La Crosse, Madison, Eau Claire, Winnebago and Green Bay, all Wisconsin. These six markets bring Code 3's penetration to 80, 28 of which are brewer sponsored. Other brewers are Stroh Brewery Co. (through Zimmer, Keller & Calvert, both Detroit), Erie Brewing Co. (through the Yount Co., both Erie, Pa.), and Rheingold Brewing Co. (through Footo, Cone & Belding, both Los Angeles).

Single market sales for Code 3 this past month as reported by Sales Vice President Don L. Kearney also included Tucson, Salt Lake City, Dallas and Rochester, N. Y. In the latter market, Mr. Kearney reported, the show will be sponsored alternately by the General Cigar Co. (through Young & Rubicam, N. Y.) and Lewis General Tires Inc., Central New York distributor for General tires.

Pennzoil in Network Radio

PENNZOIL Co. of Calif., Los Angeles, buying its first network radio in 23 years, has signed for Bob Greene News, Monday-through-Friday, 4:35-5 p.m. PDT on 68 stations of the Don Lee, Arizona and Intermountain Networks, it was announced Thursday by Norman Boggs, Don Lee vice president in charge of sales. Hollywood, Contract, beginning Sept. 17, was placed by Pennzoil through Killingsworth Agency, Los Angeles.

Ford Motor Seeking Tv Program Format

THERE'll be a sleek, new Ford (contract) in the future of one of the three major tv networks, that is if one of them is able to come up with a program format that would be advantageous to both the "hard sell" of all Ford Motor Co. products as well as the automaker's institutional prestige.

Ford spokesmen in New York last week refused to commit themselves further than to say "of course we're always looking for new ideas and new ways to promote Ford products." It was understood, however, that Ford has been contacting high echelon of programming officials at CBS-TV, ABC-TV and NBC-TV.

Ford's agencies—J. Walter Thompson, Kenyon & Eckhardt and Foote, Cone & Belding (recently appointed for Ford's newest, but as yet unspecified car)—were said to have stayed out of the discussions for the time being.

Though Ford has withdrawn from participation in next season's Producer Showcase on NBC-TV, retaining agreement PBS-TV's Ford Star Jubilee and NBC-TV's Ford Theatre, it will continue to expand its tv activities, Ford spokesmen said.

Specifically, what Ford has in mind is a new program that could "sell" all divisions—consumer and industrial—while staying aloof from spectacular-type productions.

Tv Spot Campaign to Launch Philip Morris' New Package

PHILIP MORRIS INC., New York, officially opened a drive Friday for its "Hardpack" (flip-top) king size Philip Morris cigarettes after six months testing the new package in Portland, Ore., Harrisburg, Pa., Charlotte, N. C., Wichita, Fresno, Calif., and other west coast markets.

On the heels of its launching of a tv spot campaign for the new pack in New York last week, PM will gradually "open up" the rest of the country between now and October, returning in late fall to its regular advertising schedule. The new package is of the same type used by PM's other brands, Marlboro, Spuds and Parliament.

Although the "hard-pack drive" merits consideration as a special campaign, N. W. Ayer & Son spokesmen told B+T that there is "very little" change in budget structure. Though PM's advertising budget has risen and continues to rise by the year, the Philip Morris "hard pack" campaign essentially consisted of copy change and relocation of spot drives.

Beauty Pageant Via Philco

ANNOUNCEMENT of Philco Corp's sponsor-}

ship of the "Miss America" beauty pageant on NBC-TV Sept. 8 is being made today (Monday) by Slocum Chapin, ABC-TV vice presi-}

dent in charge of sales, and Raymond B. George, Philco Corp. vice president for mer-}

chandising. Philco agency is Hutchins Adv. Co., New York. The Atlantic City telecast, slated for 10:30-12 midnight on the full ABC-TV network, marks the third consecutive year Philco has sponsored the special event.

A L. SHARP DIES in Atlanta

AL L. SHARP, 42, partner in Liller, Neal & Battle agency, Atlanta, died Aug. 8 in Atlanta.

Mr. Sharp entered the newspaper business with the Chattanooga (Tenn.) Times and later went to the Atlanta Constitution. He left the Constitution for the advertising agency and in 1954 was named a partner.

BROADCASTING • TELECASTING
LETS GET BACK TO
RADIO BASICS

On the occasion of WIBW's 30th anniversary, we made a survey and came up with some startling findings. Only a handful of old timers are familiar enough with basic radio facts to judge the effectiveness of a station's coverage and audience.

Because distorted "salesmanship" and half truths have jeopardized the foundation upon which radio has been built, we are reproducing TWO BASICS OF RADIO COVERAGE that will help guide your selection of any U. S. station. Study them. Use them. They're fundamentals.

DOWN TO EARTH
The better the ground conductivity, the better any station's signal. The first step in evaluating a station's coverage is to locate it on this map. Note that WIBW is favored with the nation's highest ranking ground conductivity. This means that people living in four states can hear WIBW clearly, easily. And it's this same, wonderful soil that accounts for the rich Kansas farm land and the wealth of the farm families that make up the majority of WIBW's steady listeners.

POWER IS NOT ENOUGH
The higher a station's frequency, the smaller its coverage. High power and high frequency cancel each other out. For example, let's check WIBW on this table. Our 5,000 watts on 580 kc., with excellent ground conductivity delivers a socking DAYTIME half-millivolt signal in every direction for 200 miles. No wonder the old timers use WIBW so consistently. They're getting RESULTS because they're getting maximum coverage at minimum cost. Isn't this something that you too should consider?

APPROXIMATE RADIUS OF HALF-MILLIVOLT CONTOUR — DAYTIME

<table>
<thead>
<tr>
<th>Power</th>
<th>Frequency</th>
<th>Excellent Ground</th>
<th>Good Ground</th>
<th>Fair Ground</th>
<th>Poor Ground</th>
<th>Very Poor Ground</th>
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</thead>
<tbody>
<tr>
<td>Clear Channel Stations</td>
<td>50,000 watts</td>
<td>650 kc</td>
<td>237 *</td>
<td>150 *</td>
<td>109 *</td>
<td>92 *</td>
</tr>
<tr>
<td></td>
<td>970 kc</td>
<td>192 *</td>
<td>132 *</td>
<td>96 *</td>
<td>72 *</td>
<td>48 *</td>
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<tr>
<td></td>
<td>1170 kc</td>
<td>160 *</td>
<td>106 *</td>
<td>77 *</td>
<td>50 *</td>
<td>32 *</td>
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<tr>
<td></td>
<td>1460 kc</td>
<td>125</td>
<td>95</td>
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<td>47</td>
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<tr>
<td></td>
<td>1660 kc</td>
<td>129</td>
<td>85</td>
<td>71</td>
<td>51</td>
<td>44</td>
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<tr>
<td>Regional Clear Channel Stations</td>
<td>5,000 watts</td>
<td>870 kc</td>
<td>237</td>
<td>141</td>
<td>97</td>
<td>71</td>
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<tr>
<td></td>
<td>1,020 kc</td>
<td>148</td>
<td>100</td>
<td>78</td>
<td>60</td>
<td>43</td>
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<tr>
<td></td>
<td>900 kc</td>
<td>151</td>
<td>90</td>
<td>71</td>
<td>53</td>
<td>43</td>
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<tr>
<td></td>
<td>1220 kc</td>
<td>101</td>
<td>69</td>
<td>50</td>
<td>38</td>
<td>31</td>
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<tr>
<td></td>
<td>1450 kc</td>
<td>64</td>
<td>58</td>
<td>46</td>
<td>35</td>
<td>21</td>
</tr>
<tr>
<td>Local Clear Channel Stations</td>
<td>450 watts</td>
<td>1500 kc</td>
<td>14</td>
<td>38</td>
<td>27</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>1100 kc</td>
<td>43</td>
<td>30</td>
<td>22</td>
<td>18</td>
<td>11</td>
</tr>
</tbody>
</table>

For free 8x10 copies of the above charts, call your Capper Man

OUR 30th YEAR

TOPEKA,
KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

Broadcasting • Telecasting

August 20, 1956 • Page 51
**Increased Billings Reported By Norman, Craig & Kummel**

THE management of Norman, Craig & Kummel had a laugh on skeptics last week.

Despite "unkind comments" about its prospects earlier in the year, when NC&K lost the Revlon and Blatz accounts, the agency reported that "the first six months' figures show larger billings than last year, and projections for the second six months promise far to exceed last year's."

This report was contained in a memo prepared for the NC&K staff and released last week. It concluded:

"This year should be a very good one—probably the best in our history—and best of all, we seem to be growing at a great rate."

Purpose of the memo was to announce that, effective when the space becomes available next February or March, NC&K is expanding into the entire 22nd floor at 488 Madison Ave., New York, in addition to the space it now occupies at that address.

The Democratic national committee is one of the accounts NC&K has taken on in recent months. Other clients include Warner-Lambert, Hudson Paper, Willys Jeeps, Ronson Corp., Speidel, Seeman Bros., Maidenform, and Airwick.

**Radio's Place in TV Homes**

TV HOMES are radio listening homes, and consistent ones too. So notes the August issue of Nielsen Newscast, published by the broadcast division of A. C. Nielsen Co. During March of this year, Newscast reports, "tv homes accounted for almost half of all the evening radio listening and almost two-thirds of all daytime radio listening."

The publication gave the following account of "radio listening in average tv homes for March of past five years (in minutes of radio listening per tv home per day): 111 minutes, 106, 116, 113, 116." These figures, Newscast adds, do not include listening to car radios.

**Knapp-Monarch to Use TV**

KNAPP-MONARCH Co. (electrical appliances), St. Louis, fall and winter advertising program will be the largest in the firm's history, according to President R. S. Kraus. Developed by Frank Block Assoc., St. Louis and New York, the campaign will use all three tv networks to promote Liquidizer and Redi-Baker. It includes participations in ABC-TV's Famous Film Festival, CBS-TV's Arthur Godfrey Show and NBC-TV's Today.

**Radio Spot Climb Cited**

ACTUAL force of the upward climb of national spot radio this year is placed in further perspective by Lawrence Webb, managing director of Station Representatives Assn. Mr. Webb, in a report to SRA's board of directors today (Mon.), notes that the first six months of 1956 in spot radio has surpassed the previous first six months record of 1955, when national spot radio sales reached a peak of $63,918,720. This year, the comparable figure was $65,647,000, or a gain of 2.7%. SRA's second monthly report on radio spot spending, which showed the six-month upward swing, was released a few weeks ago [B&W, Aug. 6]. While the six-month total edged out the 1953 highpoint by 2.7%, it shot past the comparable period of last year by nearly 20%.
An Open Letter to the TV Industry

Congratulations Miami!

WTVJ is pleased to join with the people of Miami in welcoming WCKT and Mr. Niles Trammell to our town...the Nation's fastest growing city and one of the country's largest TV markets.

We congratulate Miami on obtaining this new television service. The efforts of WCKT, in combination with our own and the other stations in the area, will result in an even finer service to the public. As it always has, competition will mean increased benefits for the people who watch at home... the viewers who are so essential to all of us in television.

Since March 21, 1949, WTVJ has endeavored to provide the viewers of south Florida with a balanced program fare which would combine all of the elements of good television practices... outstanding programs, including local live programs, network and film - standard commercial service to local, regional, network and national advertisers - and public service programs and efforts which would reflect and advance the civic, cultural and charitable life of our community. We have made it our responsibility to serve south Florida with outstanding local live public service shows in class "A" time. We welcome WCKT's participation in these endeavors.

The national recognition that WTVJ has received in winning the Alfred P. Sloan Highway Safety Award in 1953 and 1955, the Radio-Television News Director's Gold Trophy Award in 1952 and 1953, the Headliner's Award for Outstanding Local News in 1956, and other equally important citations is striking evidence of the progress of Miami television. We know that WCKT will similarly enhance Miami's reputation as an important television center.

During the past seven years, local civic, charitable and cultural agencies have received in excess of $1,500,000 in public service time given proudly by WTVJ for programs, spots and participating announcements through which these agencies have done a magnificent job in stimulating public support for their programs. With the cooperative efforts of WCKT now available, we know that television will become an even greater force towards guiding Miami ever closer to its ultimate destiny.

Television's future shines brightly before us all. We have every confidence that the people of south Florida will rightly receive nothing but the finest service in the years ahead both from WTVJ and WCKT.

Mitchell Wolfson

WTVJ President
Americans Spend 2 Billion Hours Weekly With Radio, TV

THE AMERICAN PEOPLE, teenagers and adults but excluding children under 12 years of age, spend more than 2 billion hours a week watching television and listening to the radio, according to statistics gathered in the weekly interviews of A. L. Sindingler & Co., audience research analysts.

Data compiled by Sindingler for the week ending July 21 shows, of the total population 12 years of age or older (who pay the full adult price for movie theatre admissions) of 121,240,000 individuals, 65,348,000 (53.9%) watched TV during an average day for an average of 2 hours and 36 minutes; 56,983,000 (47.0%) listened to radio for a daily average of 2 hours and 11 minutes, and 92,263,600 (76.1%) read newspapers for an average of 33 minutes a day.

For the week, this 12-over-over group spent 1,189,3 million hours watching TV, 870.8 million hours listening to the radio, 355.2 million hours reading newspapers, compared to the 42.6% which spent 216.9 million hours at the movies.

During the past year, Sindingler reports, TV homes have increased from 32,787,200 (68.3% of the national total) to 36,950,500 (75.4%), and adults (12 or over) with TV have increased from 87,709,500 (73.0%) in July 1955 to 95,900,800 (79.1%) in July 1956.

Allen ‘Most Talked About’

STEVE ALLEN led the Sindingler & Co. ratings of ‘TV Programs That People Are Talking About’ for the fifth consecutive week on the report for the week ending Aug. 4, with a 10.6% talked about rating. The Lawrence Welk Show replaced 645,000 Question in second place, with a 14.3% rating, and Ed Sullivan remained in fourth place.

Hopkins Named Agency V.P.

JOHN T. HOPKINS III, for more than 25 years general manager of WJAX Jacksonville, Fla., has joined the staff of Newman, Lynde & Asprey, Jacksonville advertising agency, as vice president. He will serve as director of the agency’s television and radio department.

Mr. Hopkins, who entered the field of radio in its infancy, went to Florida early in 1925 to direct construction work on WIOD Miami and then assumed construction supervision of WJAX later that same year in Jacksonville. For two years he was chief engineer of the station and then became general manager, a post he held until 1955.

LATEST RATINGS

**TOP TV SHOWS, WEEK OF AUGUST 1-7**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Net-work Stations</th>
<th>Day &amp; Time</th>
<th>% TV Homes</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>#64,000 Question</td>
<td>Revlon</td>
<td>BDBS</td>
<td>CBS 165</td>
<td>Tues., 10:10 to 10:30</td>
<td>20.4</td>
</tr>
<tr>
<td>2</td>
<td>#64,000 Challenge</td>
<td>Revlon</td>
<td>CBS</td>
<td>CBS 111</td>
<td>Sun., 10:10 to 10:30</td>
<td>23.6</td>
</tr>
<tr>
<td>3</td>
<td>Do You Trust Your</td>
<td>Frigidaire Div.</td>
<td>Kodner</td>
<td>CBS 140</td>
<td>Tues., 10:30 to 10:31</td>
<td>25.4</td>
</tr>
<tr>
<td>4</td>
<td>4 What’s My Line?</td>
<td>Jules Monténard</td>
<td>Ernie Lushin</td>
<td>CBS 70</td>
<td>Sun., 10:30 to 11:10</td>
<td>22.5</td>
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<tr>
<td>5</td>
<td>I’ve Got A Secret</td>
<td>Lew B. Birenbaum</td>
<td>Nancy &amp; Rubick</td>
<td>CBS 89</td>
<td>Mon., 10:30 to 10:45</td>
<td>18.3</td>
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<td>6</td>
<td>Video Theatre</td>
<td>Jones Brothers</td>
<td>Win. Esty</td>
<td>CBS 170</td>
<td>Wed., 9:30 to 10:00</td>
<td>22.4</td>
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<tr>
<td>7</td>
<td>Ed Sullivan Show</td>
<td>Lincoln-Mercury</td>
<td>J. Walter Thompson</td>
<td>NBC 122</td>
<td>Thurs., 10 to 11</td>
<td>22.5</td>
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<td>8</td>
<td>The Million Dollar</td>
<td>Novelty</td>
<td>Ray Denison</td>
<td>CBS 180</td>
<td>Sun., 8:30 to 9</td>
<td>19.9</td>
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<td>9</td>
<td>The Millionaire</td>
<td>Colgate-Palmolive</td>
<td>Ted Bates</td>
<td>CBS 129</td>
<td>Wed., 9:30 to 10:00</td>
<td>18.7</td>
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<td>10</td>
<td>Medic</td>
<td>Dow Chemical</td>
<td>Macfadden, Houston &amp; NBC</td>
<td>81</td>
<td>Mon., 9:30 to 10:00</td>
<td>18.4</td>
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<tr>
<td>11</td>
<td>Talent Scouts</td>
<td>Toot</td>
<td>North Adv.</td>
<td>CBS 166</td>
<td>Mon., 8:30 to 9</td>
<td>18.4</td>
</tr>
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</table>

Lew King, Vehon & Wolf Organized in Phoenix

A NEW advertising agency—Lew King, Vehon & Wolf Inc.—has been formed in Phoenix, Ariz., with offices at 218 W. Adams St. The agency will prepare advertising for all media.

President of the new firm is Lew King, known in the Arizona area not only in the advertising field but as a radio-tv personality. For the past 10 years he has operated his own company under the name Lew King Advertising Productions.

S. E. (Bud) Vehon, who comes to Phoenix from Detroit, Mich., is vice-president-secretary of the agency. He was associated for 25 years as secretary, copy chief and account executive with Luckoff & Wayburn agency.

George J. Wolf of Phoenix is the agency’s treasurer. He is president of Economy Finance Co.; vice-president of the First of Arizona Co., and president Contract-Mortgage-Buyers Inc.

Bulova Cities Radio Line For 18% Rise in Income

RADIO and television figured prominently in the annual meeting of stockholders of Bulova Watch Co., Flushing, N. Y., at which Board Chairman Arde Bulova and President John H. Ballard cited the firm’s advertising efforts (via TV) and its expanded radio production line as part of the reason for an 18% rise in Bulova’s net income over the previous year.

Due to Bulova’s diversification and continued work in military research and development, Bulova’s net sales this past fiscal year jumped $3,648,579, to the all-time record of $80,059,644, Mr. Ballard reported.

Mr. Ballard cited Bulova’s radio receiver line as one of the firm’s great assets. He said radio sales jumped 92% in the past year, gaining “a more rapid acceptance than any other radio line in America.” Bulova has been manufacturing radios since late 1952, but did not begin to achieve mass market distribution until last year. The company also hopes to make a dent in the Christmas gift market this year with its new electric shaver.

Bulova’s prominence in the jewelry field may be gauged, Mr. Ballard told stockholders, by its recent signing for $5 million sponsorship of the Jackie Gleason show on CBS-TV next season. “This is the first time in the industry’s history,” Mr. Ballard said, “that a commitment of such magnitude has been made to back up the retailer in the sale of one brand name.”
COLUMBIA PACIFIC RADIO NETWORK

reaches more people
than any other Pacific Coast medium,
including all other regional networks.

REPRESENTED BY CBS RADIO SPOT SALES
SPOT NEW BUSINESS

Boyle-Midway Co. Inc. (American Home Products Corp. Div.), N. Y., currently sponsoring Harry Babbitt Show on alternating basis on 26 Columbia Pacific Radio Network stations, Monday-Friday, 7:45-8 p.m. EDT, assumes full sponsorship Aug. 21. J. Walter Thompson is agency.

Liebmann Breweries Inc., for its "Miss Rheingold" contest using radio spot campaign in New York, New Jersey, Connecticut and Western Massachusetts. Agency: Foose, Cone & Belding, N. Y.

Heublein Inc. (Malteez, milk drink mixture), Hartford, Conn., buying radio and TV spots in approximately 15 radio and eight TV markets in New England. Campaign will start in October and run for 16 to 20 weeks. Bryan Houston, N. Y., is agency. Armstrong Rubber Co., Westhaven, Conn., expanding spot TV campaign this fall covering 65 markets plus network participations on Today (NBC-TV, 7-9 a.m.) during two weeks of political conventions. In addition, advertiser will use 15 markets for spot radio effective Aug. 15. Agency: Lennen & Newell, N. Y.

Life magazine, N. Y., through Young & Rubicam, N. Y., will use radio and television schedule, in conjunction with direct-mail promotion, to boost subscriptions. Campaign will run for one week, starting Sept. 10, 17, and 24 in various parts of country. Approximately 67 markets will be used with 50 announcements per market in radio and 20 in television.

George W. Borg Corp. (Borg Fabric Div.), Delavan, Wis., making initial TV plunge Sept. 9 with one-day TV spot campaign in 28 top markets for Borgana fabric. Agency is Douglas D. Simon Adv., N. Y.

NETWORK RENEWAL

American Chicle Co. (Dentyne, Beeman's, Pepsin, Clorets, Rolaid's), Long Island City, N. Y., has renewed ABC-TV's Otark Jubilee (new time: Thurs., 10:10-10:30 p.m. EDT) for the 1956-57 season, effective Oct. 4. Status of Great Ole Opy, which alternated with Jubilee last season in the Saturday, 7:30-9 p.m. EST period, was not announced. Agency for American Chicle is Ted Bates & Co., N. Y.

NETWORK NEW BUSINESS

John Hancock Mutual Life Insurance Co., Boston, will join RCA and RCA-Whirlpool in sponsoring five, and Buick Div. of General Motors, one, of NBC-TV's Producers' Showcase presentations next season (every fourth Monday, 8-9:30 p.m. EDT, starting Sept. 17). RCA and RCA-Whirlpool co-sponsor full schedule. Agencies: McCann-Erickson for John Hancock; Kudner for Buick, and Kenyon & Eckhardt for RCA and RCA-Whirlpool.

AGENCY APPOINTMENTS


Hudson Pulp & Paper Corp., cup and container division, new department, names Al Paul Lefton, Phila., and N. V. Norman, Craig & Kimmel, N. Y., continues to handle other products.

Estesbrook Co. (writing implements), Camden, N. J., appoints Young & Rubicam, N. Y.

Boston & Maine Railroad, currently serviced by Harold Cabot & Co., Boston, to Doyle Dane Bernbach, N. Y., effective Sept. 1. DDB also handles N. Y., New Haven & Hartford R.R., whose former president, Patrick McGinnis, now heads B&M.

Texas Brands Inc. (frozen and canned foods), San Antonio, names St. George & Keyes, N. Y. Plans being made to use radio-TV campaign probably to start in New England sometime in October.

A&A PEOPLE

Hugh M. Redhead, in charge of creative services, Aluminum Co. of America account, Fuller & Smith & Ross, Cleveland, and John Lehan, marketing director, FS&K, San Francisco, elected vice presidents of agency.

David J. Lehleitner, public relations director and account executive, Oakleigh R. French & Assoc., St. Louis, named vice president.

George DePue Jr., account executive on Anderson & Clayton's food division at Bryan Houston, N. Y., appointed vice president of agency.

George V. Riley named vice president in charge of public relations, Hilton & Riggio, assigned to Washington, D. C.

Walter C. Kibler promoted from field sales manager to general sales manager at Norge Div. of Borg-Warner Corp., Chicago. He will be responsible for administration of national sales programs.

Dale Berger, account executive, KOLN-TV Lincoln, Neb., to Ayres, Swanson & Assoc., Lincoln agency, as account executive. James
Gray Squirrel
Seiurus Carolinensis
The big timber and deep shade of Michigan's northern counties is "home, sweet home" for this prolific family. Adults produce two litters a year in hollow trees or leafy nests. For winter meals, the squirrel stocks up with more than 1000 nuts.

Put your money where the people are

There's no market for acorns in WWJ's densely-populated coverage area. But the demand for gum, gasoline, and groceries is simply tremendous.

So aim your camera at the squirrels, your radio commercials at the people. Use WWJ, famed for complete news coverage, sparkling personalities and programming that holds listeners, moves merchandise.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1½ million cars and spend over $3 billion annually for retail goods.

WWJ AM and FM
WORLD'S FIRST RADIO STATION
Owned and operated by The Detroit News
NBC Affiliate
National Representatives: Peters, Griffin, Woodward, Inc.

Peter McMahon, formerly account executive at KSB San Diego, to Barnes-Chase Co. there as head of agency's radio-television department.

Patrick J. Foy, staff director of former DuMont Television Network shows, to Wyatt & Bearden Adv., Dallas, Tex., as director of radio, television and film activities.

John E. Sullivan, assistant to advertising director in charge of cereals (H.O. oats and cream of wheat), Best Foods Inc., N. Y., to Compton Adv., N. Y., as assistant account executive.


Fred Charlton, account representative, N. W. Ayer & Son, Phila., to Cunningham & Walsh Inc., Chicago, as account supervisor.

Harold Hadley, N. Y. and Phila. newsman, to Weightman Inc., Phila. agency, as director of public relations.

Henry J. Morton, to copy and contact department of Henri, Hurst & McDonald Inc., Chicago.

Robert Reynolds, Hubbard-Antisdel Co., to copy staff of Aubrey, Finlay, Marley & Hodgeson, Chicago.

Humphrey Ireland, Brissacher, Wheeler & Staff, to Harrington-Richards, San Francisco, in copy and contact capacity.

Josephine Gray, Detroit food advertising specialist, to Zimmer, Keller & Calvert Inc., that city, as account manager.

Doris Gould, formerly timebuyer for Moselle & Eisen, N. Y., to media department of C. J. Laroche Co., N. Y., in similar capacity.


Bill Krauch, Milton Weinberg Adv. Co., L. A., named by AAAA radio-television committee for L. A. Area Community Chest fall campaign to take charge of copy, films, slides and other material for radio-television. Other committee members: Doug Anderson, Anderson-McConnell; Adrian Brown, McCann-Erickson; Ed Cashman, Cope & Bell; Bud Dick; True McCreery and Howard Flynn of McCreery agency; Bernice Levitas, Doyle, Dane & Bernbach, and James Vandiver, Erwin, Wasey & Co.

Vincent R. Bliss, president, Earle Ludgin & Co., Chicago agency, appointed chairman of projects planning committee of Advertising Research Foundation, N. Y.
WCAU means PHILADELPHIA

showmanship

Some people will always have a warm spot in their hearts for the circus. Like us at WCAU-TV... we started our own and called it "Big Top." Today you know it as the "Sealtest Big Top," a network show of 84 stations with a weekly audience of about 10,500,000. That kind of success story can be yours at the local level. Because the same WCAU-TV programming talent that created "Big Top" and made it one of the highest rated network daytime shows is yours to command, too. So when you think of showmanship, think of WCAU.

company "will be one of the biggest forces in television." Loew's-MGM, he asserted, is free to "enter into negotiations in good faith in any major market in the U. S."

Loew's-MGM's production schedule calls for shooting of two program series in the first couple weeks next month for sale in the fall of next year. Also under consideration is a third series, "Goodbye Mr. Chips," which would be produced at MGM's London studios. The series would be a 39-week program initially and also made available for sale in the fall of 1957.

A year away, according to Loew's strategists, is the filming of an hourly anthology and possibly even spectaculars and one-shot dramatic shows.

Although Loew's has now shut off the Los Angeles market in any future deals for its library product, it is still negotiating with CBS, ABC, and General Teleradio for the leasing of the features. Mr. Barry refused to go into details or into how far along these discussions may be.

Mr. Moore emphasized that KTTV and its owner felt that the addition of Loew's in the ownership would provide an added program source, which would eventually prove more valuable than the money received and that the broadcast cost operation itself would be "enhanced" in worth.


Preminger Search for Star Conducted Via TV Stations

MOTION PICTURE producer Otto Preminger, who in the past three years has defined many a Hollywood contract and challenged the Hollywood Production Picture Assn. of America code with "The Moon Is Blue," "Carmen Jones" and "Man With the Golden Arm," last week shattered another precept: that of casting. Apparently unhappy with "the pool," Preminger turned to television as one means in finding the lead for his proposed filming of George Bernard Shaw's "St. Joan."

With $100,000 allocated to the search—"almost enough money to make the film," according to United Artists—Mr. Preminger's office, in addition to alerting theatre chains and trade papers, has sent "each and every" U. S. tv station a free showing of "The Moon Is Blue," and a message of the announcements: "If you feel qualified to play the Maid of Orleans, contact us at U-A or at the Preminger staff by picking up and filling in a blank form at your local theatre."

Many tv stations, U-A reported, deleted any reference to the local theatre, substituting instead their own addresses.

Throughout September, Mr. Preminger and company will tour 15 key cities, interviewing and screening applicants, and after narrowing down the choice to 15 contestants, Mr. Preminger plans to expose the semi-finalists to tv audiences via a "highly-rated" but as yet unspecified variety show. The final decision will be made on the basis of genuine talent, looks and on the opinions of the tv viewers.

Kenyon Brown Heads New Film Financiers

FORMATION of a new multi-million-dollar corporation to provide financing for television and motion picture production was announced Thursday by Kenyon Brown and his associates in Texas International Productions Inc.

Texas International was incorporated a month ago in Austin, Tex., and is backed with "unlimited capital" to be provided by oil and other interests not now identified with radio-tv, the company's principal offices are in Fort Worth, Tex. Mr. Brown is president of the new firm, Frank J. Miller, head of his own advertising agency and film production company in Hollywood, is secretary-treasurer. Radio-tv columnist Jimmie Fidler is chairman of the board. Also on the board of directors are Alonzo W. Baker, Texas attorney with extensive oil and real estate interests, and Fred G. Johnston, pharmaceutical family.

While the principal aim of the new company is to bring television and movie production to Texas and primarily to the Dallas-Fort Worth area, it also will be in full operation in Hollywood, said to be equally available in either area. The company will undertake to provide production cash for tv series and independent motion pictures.

Negotiations are now under way for two television syndicated series, "Jalopy Derby and "The Wrestling Show," both owned by Frank J. Miller Productions, and for production of the Jimmie Fidler television and radio series. Negotiations also are to be under way for the "Judge Roy Bean television syndicated series, now owned by Quintet Productions.

Mr. Fidler's radio show is on 167 stations and his weekly quarter-hour television show is sponsored by Tefon (weight reducer) and Avatrons (vitamins) on 16 stations. It is understood some of the Texas International group are interested in the two products.

Mr. Brown recently acquired an interest in the Detroit Tigers in connection with sale of the baseball team to a syndicate that includes several broadcasters [BT, July 23]. He is a member of a syndicate, also including broadcasters, that purchased the Film Booking Wsls: its radio-interest includes KWFT Wichita Falls, Tex.; KQFW-AM-TV St. Joseph, Mo.; KGLC Miami, Okla., as well as 50% of KBYE Oklahoma City.

Mr. Brown is also said there is absolutely no connection between Texas International and Vitapix, of which he is president.

Don G. Campbell Dies

DON G. CAMPBELL, 53, one of the founders of Vitapix Corp. of the D. C. Electrical Corp., died last week in Glendale, Calif. Knights Templar services were held Thursday at Forest Lawn Memorial Park. In addition to being a founder of the television production company and distributor, Mr. Campbell served as vice president for several years. He was a native of Pocatello, Idaho. He is survived by his wife Ann and daughter Beverly.

Klynn Named UPA VP

HERBERT KLYNN, executive production manager of UPA Production, is Calcutta studio, has been appointed vice president and producer of the company's Burbank television commercial spots, it was announced last week by UPA President Stephen Brown. Mr. Klynn also will supervise west coast and midwest sales of television commercials.

Mystery Programs Sell Best, ABC Film Survey Determines

RESULTS of a survey on tv film released a fortnight ago by ABC Film Syndication indicate that mystery-adventure programs are "the key to" to local advertisers, followed by order in adventure, mystery, drama-antology, western adult and comedy shows. ABC Film sent a questionnaire to all tv stations on June 20, 145 'Tabulations' of the based on the questionnaires said to be a 32.4% response of stations approached.

In answers to other questions, stations reported that western programs were the 'most successful,' serials sponsored by cartoons, jungle adventure and variety; 53.8% of stations said they planned to use the same amount of film programming in 1956-57 as in 1955-56, with 27.6% planning to use more film and 17.9% less film; 97.2% of station respondents said their local demands for film were seasonal and 42.8% reported the demands were not seasonal.

A phase of the survey covered questions on "repeat" runs, percentage of stations' billings devoted to promotion and merchandising of non-network shows and programming of feature films.

Ziv Plans More Location Filming in Fall Schedule

FOUR ZIV TV series currently in production and an equal number of planned pilots, each series will spend at least 75% of their shooting schedules on location, an increase of one-fourth over the previous year. Production Vice President Maurice Unger revealed Wednesday in Hollywood.

To make maximum use of locations as an aid to production quality, Mr. Unger has expanded Ziv's location research department and has instituted several new techniques, now followed by creative personnel. In addition, Mr. Unger has instituted a system of sending teams of writers and directors to locations in advance of production which plan specific episodes while actually on the scene of future filming.

Pace-setters in location filming on Ziv's fall schedule are West Point, due for network exposure on CBS-TV for General Foods, and Curtain Call, now in second-year production for syndication. Heavy location schedules also are planned for the new syndication series Dr. Christian, as well as special outdoor settings for Ziv's The White Sands and the Rockies for Science Fiction Theatre.

CNP to Film tv Series On Location in Germany

FOLLOWING an announcement two weeks ago that it had acquired rights to produce the first Talran film series for tv for $1 million [BT, Aug. 13], California National Productions is now in second-year production for syndication. Heavy location schedules also are planned for the new syndication series Dr. Christian, as well as special outdoor settings for Ziv's The White Sands and the Rockies for Science Fiction Theatre.

The new series, which will be filmed in Germany for Ziv, are for which the cooperation of the Dept. of Army and Defense, is based on authentic dramatic incidents in which American GI's were involved during World War II. CNP's president, Alan W. Livingston, said last week that full battle scenes will be made available from the Signal Corps' library. The series will be syndicated by NBC Television Films. William L. Lawrence, head of CNP's eastern program development has been named to organize a staff and to select stories.
The gentleman with the facial foliage there — that's Armand, friend and host to constellations of celebrities at New York's famous Louis & Armand's. Few doors off Madison Avenue, you know. Let's listen in.

Young man with the blonde looker is talking about a sure thing in daily doubles. "Can't miss," he says. "Comes in first every time! Smartest place in Maine to place your bets."

"Maine?" says Armand. "They got a track up there now?"

"A clear track," the young fellow tells him. "And you can really romp home in the nine big-money counties. Paid off half-a-billion in retail sales last year. We call it the WABI Sweepstakes . . . a sure daily double with WABI running for you in radio, WABI-TV in television. Wouldn't think of making up a spot schedule without those two."

"That's what I like about him," sighs the blonde. "He's so smart."

You can be smart, too. Win yourself double coverage in the richest part of Maine with this WABI-WABI-TV combination. They work together like (you might say) Louis & Armand . . .
THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JULY

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<th>LOS ANGELES</th>
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<td>1. I Led Three Lives (Ziv)</td>
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<td>2. Science Fiction Theatre (Ziv)</td>
<td>2. Badge 714 (NBC Film)</td>
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<td>3. D. Fairbanks Presents (ABC Film)</td>
<td>3. San Francisco Beat (CBS Film)</td>
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<td>4. Waterfront (MCA-TV)</td>
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<tr>
<td>5. Racket Squad (ABC Film)</td>
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<td>Man Behind the Badge (MCA-TV)</td>
<td>6. Search for Adventure (Bagnall)</td>
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<tr>
<td>7. Badge 714 (NBC Film)</td>
<td>7. Life of Riley (NBC Film)</td>
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<tr>
<td>8. The Goldbergs (Guild)</td>
<td>8. Superman (Flamingo)</td>
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<tr>
<td>9. Mons &quot;n' Andy (CBS Film)</td>
<td>Sat. 7:00 WNTV 11.5</td>
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<tr>
<td>Guy Lombardo (MCA-TV)</td>
<td>10. Mr. District Attorney (Ziv)</td>
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<td>2. Search for Adventure (Bagnall)</td>
<td>2. Badge 714 (NBC Film)</td>
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<td>4. Turning Point (MCA-TV)</td>
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<tr>
<td>5. Highway Patrol (Ziv)</td>
<td>5. City Detective (MCA-TV)</td>
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<td>7. Studio 57 (MCA-TV)</td>
<td>7. Mr. District Attorney (Ziv)</td>
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<td>8. Life of Riley (NBC Film)</td>
<td>8. Western Marshal (NBC Film)</td>
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<tr>
<td>9. Celebrity Playhouse (Screen Gems)</td>
<td>9. Science Fiction Theatre (Ziv)</td>
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<tr>
<td>10. Badge 714 (NBC Film)</td>
<td>10. Man Behind the Badge (MCA-TV)</td>
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<th>WASHINGTON</th>
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<tr>
<td>1. Mayor of the Town (MCA-TV)</td>
<td>1. Celebrity Playhouse (Screen Gems)</td>
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<tr>
<td>2. Science Fiction Theatre (Ziv)</td>
<td>2. Mr. District Attorney (Ziv)</td>
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<td>3. Great Glidersleeve (NBC Film)</td>
<td>3. Highway Patrol (Ziv)</td>
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<td>4. Racket Squad (ABC Film)</td>
<td>4. Life With Father (CBS Film)</td>
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<td>5. Suzie (TPA)</td>
<td>Passport to Danger (ABC Film)</td>
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<td>6. Badge 714 (NBC Film)</td>
<td>6. The September (Jungle)</td>
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<td>7. Studio 57 (MCA-TV)</td>
<td>7. Superman (Flamingo)</td>
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<td>City Detective (MCA-TV)</td>
<td>8. Ellen Queen (TPA)</td>
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<td>9. Confidential File (Guild)</td>
<td>New Orleans Police Dept. (UM&amp;M)</td>
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<td>10. D. Fairbanks Presents (ABC Film)</td>
<td>10. The Hunter (Tafon)</td>
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<td>1. Highway Patrol (Ziv)</td>
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<td>2. Secret Journal (MCA-TV)</td>
<td>2. Turning Point (MCA Film)</td>
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<td>3. Racket Squad (ABC Film)</td>
<td>3. Science Fiction Theatre (Ziv)</td>
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<td>4. Science Fiction Theatre (Ziv)</td>
<td>4. Range Rider (CBS Film)</td>
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<td>5. I Led Three Lives (Ziv)</td>
<td>5. My Little Margie (Official)</td>
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<td>6. Superman (Flamingo)</td>
<td>6. O'Clock Adventure (ABC Film)</td>
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<td>Man Behind the Badge (MCA-TV)</td>
<td>7. Racket Squad (ABC Film)</td>
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<td>8. Confidential File (Guild)</td>
<td>8. Man Behind the Badge (MCA-TV)</td>
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<td>9. I Spy (Guild)</td>
<td>9. Captured (NBC Film)</td>
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<td>10. Annie Oakley (CBS Film)</td>
<td>10. Man Called X (Ziv)</td>
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<td>2. I Led Three Lives (Ziv)</td>
<td>2. Highway Patrol (Ziv)</td>
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<td>4. Death Valley Days (McC-E)</td>
<td>4. Little Rascals (Interstate)</td>
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<td>5. Mr. District Attorney (Ziv)</td>
<td>5. Badge 714 (NBC Film)</td>
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<td>6. Superman (Flamingo)</td>
<td>6. Ames &quot;n' Andy (CBS Film)</td>
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<td>7. Studio 57 (MCA-TV)</td>
<td>7. Roy Rogers Ranch (MCA-TV)</td>
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<td>8. Sherlock Holmes (UM&amp;M)</td>
<td>8. I Led Three Lives (Ziv)</td>
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<td>9. Jungle Jim (Screen Gems)</td>
<td>9. The Whistler (CBS Film)</td>
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<td>10. Wagon Train (Ziv)</td>
<td>10. Passport to Danger (ABC Film)</td>
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<td>Dr. Fu Manchu (Hollywood)</td>
<td>Sun. 9:30 WLDW 14.9</td>
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FROM the monthly audience surveys of American Research Bureau, BTV each month lists the top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.
1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 231 Metropolitan markets included 6 in LINCOLN-LAND — 5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 13.2% for the next station. Night-time averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV, one of America's great area stations, covers Lincoln-Land — a 42-county market, 95.5% OF WHICH IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This important market is as independent of Omaha as South Bend is of Fort Wayne . . . or as Hartford is of Providence.

Lincoln-Land has 200,000 families, 125,000 of them unduplicated by any Omaha television signal! The latest Telepulse shows the importance of this non-duplication. It credits KOLN-TV with 138.1% more afternoon viewers than the next station, 194.4% more nighttime viewers!

Ask Avery-Knodel for all the facts on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas — "Nebraska's other big market".

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives
SCREEN GEMS SIMPLIFIES METHOD OF FILM DUBBING

Technique, developed by Technical Director Keane, is said to be more efficient and less expensive by cutting shipment and customs costs.

DEVELOPMENT of a new, more efficient but considerably less expensive method of preparing American-made television films for dubbing in foreign countries was reported last week by Screen Gems, tv subsidiary of Columbia Pictures Corp.

The technique, devised by Peter Keane, Screen Gems technical director, assures technically perfect audio qualities at one-half the previous cost, the announcement said. In foreign dubbing preparations in the past, what was poured out, the stumbling block has been an inability to reproduce all phases of the audio—particularly the sound effects—as skillfully as in the English voice original.

The regular method, spokesmen continued, has been to send four cans of film abroad for each program that was to be dubbed—one silent dupe negative, two composite prints and one photographic m&e track along with the continuity sheets for that particular program.

A "electronic cue" devised by Mr. Keane, Screen Gems authorities said, permits him to remove the sound effects from the dialogue track and add them to the regular m&e track, so that foreign dubbers have a sound track that is complete except for the dialogue. This is done on tape rather than film. As a result, Mr. Keane now is able to cut the per-program shipment down to one silent dupe negative, from which the work and release prints are made, and one magnetic m&e track, along with the continuing sheets.

This, officials said, automatically cuts the shipping and customs duties by 50%, as compared to the standard method, while use of the "electronic cue" also cuts costs in half. By means of an electronic code, the effects are transferred to the magnetic tape through the transfer machine at transfer costs rather than at the higher mixing costs.

Screen Gems said Mr. Keane has been working on the new system for more than a year and that it has been in use in the Screen Gems labs in New York for the past three months with "highly gratifying results."

Need for improving methods and reducing the costs of preparing films for foreign dubbing, according to spokesmen, arose with "the tremendous increase in foreign sales of Screen Gems series," they said that almost 2,000 individual SG programs eventually will be available in French, Spanish, Italian and German.

Ziv Reports 'Dr. Christian' Purchases for 103 Markets

THOUGH the face of Dr. Konrad Styrer (Medic, which is being dropped on NBC-TV) may be found missing from the nation's tv screens next season, that of "Dr. Christian" won't be. According to Ziv TV, which has

placed the tv version of the old radio series on the market, with MacDonald Carey filling the role originally created by the late Jean Hersholt, already more than 60% of the nation's 35 million tv homes will be in a position to see Dr. Christian this year.

This estimate was made last week after Ziv had announced that although Christian was entered into the syndication field only a month ago, contracts for the series as of Aug. 10 accounted for advertisers and stations comprising 103 tv markets. Ziv attributed much of the "rapid, clinical expansion to 'strong activity' among regional clients for multi-market deals, pointing to the fact that the 'average' Christian client has been signing for between 8-10 markets.

Two-Month ABC Film Sales Almost Double Last Year

GROSS sales of ABC-TV Film Syndication Inc., for June and July of this year were over 95% higher than those for the same months last year, George T. Shupert, president, reported Thursday. The 95.9% gain was attributed to a heavy volume of business of film syndication's newest property, Code 3, as well as other programs.

Mr. Shupert also pointed to "continued saleability" of the company's recent vintage properties, to AFS "reputation . . . as a supplier of top-quality programs and services" and the company's recent first-run features. These are: The Three Musketeers, Anniversary Package, and Herald Playhouse, the retitled version of Schlitz Playhouse of Stars. Other ABC-TV Film Syndication properties of recent vintage: new programs in the Douglas Fairbanks Presents and Sheena, Queen of the Jungle series.

TCF Television to Begin Production of Commercials

TCF Television Production, 20th Century Fox subsidiary, will enter "immediate" production of television commercials at the TCF-TV studios in Hollywood, it has been announced. Gordon S. Mitchell and All-Screen Pictures will handle production of the commercials and special purpose films.

With this new affiliation, TCF-TV will be able to offer clients a complete service in commercials from script to screen, in either animation or live action, according to Michel Kraike, TCF-TV administrative executive.

The company currently has four regular tv series: The 20th Century-Fox Hour, My Friend Flicka, Broken Arrow, and You Are There.

Wild in New MCA-TV Post

RAY WILD, vice president in charge of southern sales, MCA-TV Ltd.'s Film Syndication Div., has been named to a new post of field vice president, Wynn Nathan, sales vice president of the division, reported last week.

In his new capacity, Mr. Wild, who reports to Mr. Nathan, will coordinate the sales activities of the Film Syndication Div.'s five regional offices. Mr. Nathan will spend more time in New York, relinquishing some of his west coast activities.

Dance Team in Film Series

SIGNING of the dance team of Marge and Gower Champion to star in a new tv series for network offering in early 1957 was announced by Irving A. Fein, president of MCA Productions, Hollywood. Filming of the new series will begin in January after the birth of Mrs. Champion's baby. Marge and Gower Champion Show will alternate between live and film episodes.

Suit Against Ziv Dismissed

ALTHOUGH the California Supreme Court has ruled that under certain conditions a story idea in public domain can be protected, Los Angeles Superior Court Judge Leon T. David has dismissed a $900,000 damage suit involving Ziv's Highway Patrol on the ground no property right exists in an idea. The suit was filed by State Highway Patrolman O. R. Heckemank against Ziv Television Programs, KTTV (TV) Los Angeles and State Highway Patrol officials. The court charged that his program idea was misappropriated after he submitted it for approval through State Highway Patrol channels.

Screen Gems Sets 23d Series

SCREEN GEMS, Hollywood tv subsidiary of Columbia Pictures, has announced completion of negotiations with Dave O'Brien and Mitchell Hamilburg for a new tv film series, Call McCall, to be offered for sponsorship this fall. Main character will be a wandering "fix-it" man in a situation comedy format. Mr. O'Brien will produce, and Mr. Hamilburg will direct the series to be produced by their independent firm, White Cloud Productions, for Screen Gems. The Columbia Pictures tv firm has 23 series slated for network or syndication exposure with a half-dozen currently in the filming stage.

FILM PEOPLE

Jack Siegal, sales director for Allendor Productions Inc., of Hollywood, transfers to New York in September to head company's new office there.

Seymour Reed, treasurer and director, Official Films, N. Y., named secretary-treasurer of film company.


James Paisley, production manager for Lineup, Desilu Productions, Hollywood, named assistant to vice president in charge of operations.

Burton Neuberger and Jay Norman named west representatives by Animation Inc., Hollywood. They have opened offices in Chicago.

Sam Marx, TCF Productions producer for 20th
Century-Fox Hour (CBS-TV), Hollywood, named executive producer of new Broken Arrow series beginning Sept. 25 on ABC-TV.

Louis E. Aiken, chief of sponsored film section of Federal Civil Defense Administration, to Lewis & Martin Inc., Chicago, as industrial sales director.

Joel Malcolm Rapp, tv writer, named story editor, The Adventures of Hiram Holliday series, NBC-TV.

FILM PRODUCTION

Britkin Productions Inc., Hollywood, producing new half-hour tv series, Casey Jones, for Screen Gems. Railroading of 1890's and early 1900's will be theme. Firm also readying Johnny Nighthawk, half-hour series about two war veterans who start commercial airline, for Screen Gems. Two latest acquisitions bring Screen Gems presentations for 1957-58 season to 13.

MPA-TV, tv sales division of Motion Picture Advertising Service Co., New Orleans, announces syndication of new half-hour series, The Tracer, true stories about missing persons. Series stars Jim Chandler, with 26 shows completed or in works and 13 more planned.

American Machine & Foundry Co. (bowling equipment), New York, has started production on new series of 13 one-hour films, Bowling Time, which will be distributed to tv stations in fall by Sterling Television Co., N. Y., for local and regional sponsorship. AMF underwrites production costs on series, which is filmed at Paramus Bowling, Paramus, N. J., alleys using AMF equipment. Current 13-program Bowling Time series has been distributed during past year by Sterling to principal U. S. tv markets.

FILM SALES

ABC Film Syndication, N. Y., reports two multi-market and otherwise heavy volume of sales for Code 3. Fleming Co. (grocery wholesaler), through Carter Adv. Agency, Kansas City, bought film series for Columbia, Mo.; Kansas City, Topeka and Wichita markets for fall start; Top Value Enterprises Inc. (tv stamps), through Campbell-Mithun Inc., Minneapolis, purchased series for Houston, Washington and Tulsa, with starting dates to be announced. Other Code 3 sales were to stations in Westaco, Corpus Christi, El Paso, Lubbock and Sweetwater, all Tex.; Boise and Twin Falls, both Idaho, and Alexandria, La., for total markets sold at 70.

Sterling Television Co., N. Y., reports following sales: Little Theatre and Armchair Adventure (KVAL-TV Eugene, Ore.), I'm the Law (WSM-TV Nashville), King's Crossroads (KPIC [TV] Roseburg, Ore. [satellite of KVAL-TV Eugene]), Ballet De France and Vienna Philharmonic (WTTW [TV] Chicago), Gedabaut Gaudite (WSAV-TV Savannah), Lash LaRue and Features to WHJL-TV Johnson City, Tenn.

FILM RANDOM SHOTS

CBS-TV Films, N. Y., announces it has dubbed The Whistler, Range Rider, You Are There, San Francisco Beat and Gunsmoke tv films into Spanish for Latin American market.

Bonded TV Film Service, N. Y., named to handle tv films to be shown on Armed Forces Television Network.

Woman-to-Woman is how Betty Clarke sells

If what you sell is bought by women (and that's just about everything), you'll like the kind of selling job WFDF's Betty Clarke does. She's the only Woman's Editor in Flint radio... and her warm, personal show is a listening must each weekday. It's the one radio source in Flint for the latest news of fashion, food, beauty, and helpful household hints. Betty plays your commercials straight or gracefully works them into the program format. She's especially good with a new product. Why not yours? Katz will help you with all the details and tell you lots more about the show.

wfdf flint, michigan

nbc affiliate Associated with WFBM AM & TV Indianapolis—

WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

Represented Nationally by the KATZ AGENCY

Broadcasting • Telecasting

August 20, 1956 • Page 65
NETWORK BOOTHs WERE HIGH ABOVE DEMOCRATIC SPEAKERS’ PLATFORM, GIVING SWEEPING VIEW OF AMPHITHEATRE
ONE DOWN
ONE TO GO

After a week's tough work in Chicago and the biggest, quickest mass movement of men and equipment in radio-tv history, broadcasters begin covering the Republican convention in San Francisco today.

IF THE nation's broadcasters could take a breather from the Republican National Convention which opens today (Monday) in San Francisco, they would applaud one another on the shoulders and hark back to Chicago (1800 miles by air, 2500 by rail) where they have just completed one of their greatest, if not their greatest, triumphs.

But no breather was in sight as the mass of men and materials were set up for the second grueling week.

While the radio-tv network and station coverage provided for this week's and last week's political pow-wows later may bear statistical comparisons, they are in a sense a united effort, joined together by the biggest and quickest cross-country transfer of equipment and men — and, one would hope, sanity — ever attempted by the industry.

If the radio-tv people had time to think of the future at all this week they probably were looking ahead with a mixture of dread and pride at the upcoming 1956 presidential election year campaign, in which the more somber, less wise-cracking Adlai Stevenson will run against a more politically-adapt Dwight Eisenhower in a contest to be waged largely by radio and television.

Airlifts from Chicago to San Francisco got under way (see story page 74) following the best-covered but sometimes tumultuous Democratic convention, there was no question about where "electronic journalism" stands in the minds, hearts and pocketbooks of aspirants for political office. Democrats spoke derisively of Madison Ave. and Wall Street backing of the GOP, which they said enabled the opposition to dominate on the air, but they vowed to every accessible microphone or camera to get the free exposures to the folks back home.

After this week's Republican convention, which will nominate President Eisenhower by acclamation, the candidates will be "qualified" and the air appearances of the candidates themselves and spokesmen in their behalf will be on a commercial-sponsorship basis. At least that is the way it has been under the political section of the law, guaranteeing equal time under equal circumstances.

Television was both praised and damned by the Democrats. National Chairman Paul Butler got off to a dismal start by attacking CBS from the floor for its failure to carry all of the 28-minute film "Pursuit of Happiness," which he called an integral part of the keynote ceremonies. CBS Inc. President Frank Stanton promptly took issue, and came out ahead, when competing networks and the press generally supported the network's right to cover what it saw fit as purely a matter of editorial judgment (see story page 72).

There were other incidents involving tv, with Mr. Butler usually in the middle, but it nevertheless was generally acclaimed as the best-managed and physically-planned convention in history.

Heavy Pre-Emptions

Commercial pre-emptions on the tv and radio networks were running at a substantially higher rate than anticipated as the Democratic convention moved into its nominating sessions Thursday.

Representatives of the three tv networks estimated that regular commercial programming deleted to make way for convention coverage from Monday's opening session through the Wednesday night session totaled 30 hours and 30 minutes. Originally it had been expected that commercial tv pre-emptions for the entire Democratic convention would come to 35 hours and 15 minutes [BT, Aug. 6].

ABC-TV spokesmen said that network had pre-empted 16 hours of commercial programming through Wednesday night; they had expected around 16 hours and 30 minutes for the complete convention.

CBS-TV authorities said their pre-emptions through Wednesday night totaled 7 hours and 30 minutes, as compared to earlier expectation of 12 hours 15 minutes.

ABC-TV spokesmen pegged pre-emptions through Monday-Wednesday at 7 hours, but pointed out that about half of these involved only regional groups rather than the full network. They had estimated beforehand that the total for the convention would be 6 hours 30 minutes.

In radio, pre-emption totals were more difficult to fix, owing to the varying patterns of selling radio time. If periods in which one segment has been sold is counted equally with those which are wholly sponsored, the count of commercial pre-emptions Monday through Wednesday night is approximately as follows, according to spokesmen for the respective networks:

CBS Radio: six hours as compared to 7 hours and 40 minutes originally expected for full convention.

Mutual: two hours as compared to 4 hours and 35 minutes expected.

ABC Radio: one hour 45 minutes as compared to 1 hour and 30 minutes expected.

NBC Radio: commercial pre-emptions were "negligible" because most programs involved were rescheduled. Network earlier reported 2 hours and 35 minutes in pre-emptions expected.

A house-to-house survey taken by Pulse Inc. during the 9:30-11 p.m. EDT period last Monday when all three tv networks were telecasting the opening of the Democratic Convention gave a 48.7 rating. (Pulse's top-rated program on tv both in May and June was the Ed Sullivan Show on CBS-TV which marked up a respective 44.2 and 42.5 Pulse rating for those months.) Pulse also released a three-network audience composition breakdown which found 2.6 viewers per tv home (263 viewers per 100 tv homes); with 107 viewers, men; 114, women; 23, teenagers, and 19, children. The Pulse survey included 20 major U.S. markets.

For the first time in political convention history, speakers at the Democratic convention broadcast non-partisan appeals to get Americans to register, inform themselves and vote Nov. 6. First non-partisan note was struck last Tuesday at the convention and will be followed this Thursday in San Francisco by one to be made by John C. Corneliussen, president of the American Heritage Foundation, which has been the moving force behind the "Register-and-Vote" campaign.

I. Leonard Reinsch, executive director of the James M. Cox radio and television stations, was the convention manager, on a volunteer basis. He probably will figure in the Stevenson campaign as consultant — a job he performed four years ago, and has performed since the last Roosevelt administration, and through the Truman tenure.

It's expected that Norman, Craig & Kummel, the Democratic National Committee agency, will carry on through the campaign. Vice President-partner Walter Craig will run the radio-tv end, assisted by Reggie Schuebel. Options already have been made to the extent of about $2 million.

With the nomination of Mr. Stevenson, speculation centered on personalities expected to play key roles in his forthcoming campaign and the nature of radio-tv broadcast activity to be pursued, particularly any changes in concept from the Democratic candidate's 1952 program.

The Stevenson board of strategy plans to thrash out these and various organization matters involving the national committee in the next fortnight, it was reported. This would include working liaison with the committee formation of adjunct groups (like the National Volunteers for Stevenson in 1952) and the status of the present Stevenson campaign and Stevenson-for-President committees.

Among principals now in the nominee's camp — and anticipated to carry on in varying
CONVENTION COVERAGE

MBS COMMENTATORS are greeted at the Democratic convention by L. L. Smith, vice president of Kohler Co., Kohler, Wis., which sponsors Mutual's coverage of the nominating conventions and the election returns on Nov. 6. L to r (seated) are Bill Cunningham, Boston; Mr. Smith; Fulton Lewis Jr., Washington; Virgil Pinkley, Los Angeles; Ed Pettitt, New York, and (standing) Bob Siegrist, Milwaukee; Les Nichols, Denver; Bill Hillman, Washington; Milton Burgh, Mutual director of news and special events, and Robert Hurleigh, Washington. The Kohler Co. manufactures plumbing fixtures and fittings.

IN POPULATION
THE TAMPA-ST. PETERSBURG
METROPOLITAN MARKET
IS 2nd IN FLORIDA
AND 35th IN AMERICA!

WFLA Radio covers TAMPA-ST. PETERSBURG metropolitan market — Florida's SECOND MARKET — where population has jumped 63% in the last ten years.

WFLA reaches more than a quarter of a million radio homes in a busy 11-county trade area. But that's not all! For three years Florida has led the nation in percentage of increased traffic volume — car radios are an important addition to the WFLA audience. It's a big, able-to-buy market — a double-barreled market with a basic economy of year-round industrial and agricultural production supplemented by millions of tourist dollars!

To reach more radio listeners, more often in Florida's SECOND MARKET — spot your product on WFLA!

(Figures from Consumer Markets)

The Tampa Tribune Stations

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

Page '68 • August 20, 1956
TO FILM
A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of re-creating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films.

That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing success into focus.

MITCHELL The only truly Professional Motion Picture Camera

MITCHELL Camera CORPORATION
666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell
use of the mass media of communications—which are inevitable—we’re going to use them—so that they don’t present the unreal for the real—in other words, they don’t defraud you.

The Democratic platform, adopted last Wednesday night, carried no language relating to broadcast media. There was a freedom of information plank, condemning the Eisenhower Administration for “withholding information” and pledging that, under a Democratic Administration, secrecy in government would be reversed: “We re-assert our position of 1952, to press strongly for world-wide freedom in gathering and dissemination of news.”

A proposal for free radio-equal access plank had been made to the platform and resolutions committee the preceding Saturday by Harold C. Stuart, executive vice president of KVGO-AM-TV, Tulsa, but did not get to a vote. With a number of members of Congress on the 112-man committee, the proposal reportedly proved too controversial to handle, because of differences of opinion as to whether cameras and microphones should be brought into committee rooms. House Speaker Sam Rayburn had been opposed to throwing open committee hearings to the broadcast media.

It was learned that Vann Kennedy, president-general manager of KSIX-AM-TV Corpus Christi, a member of the full committee and its drafting subcommittee, informally proposed the Stuart plank, but did not call for a vote.

The language proposed by Mr. Stuart, former Assistant Secretary for Air of the Defense Dept., was as follows:

“We reaffirm our faith in radio and television as ‘electronic journalism’ and we believe that as such they are entitled to the same privileges and prerogatives and bear the same obligations as the press, under the First Amendment to the Constitution. This parity of ‘electronic journalism’ with the printed page extends to radio and television not only equal rights of constitutional protection against abridgement of free press and free speech, but also of equal access to all public events.”

All told, more than 1,800 radio-tv newsmen and staff covered the Chicago convention, with nearly as many scheduled for this week’s San Francisco conclave, expected to be less exciting because the nomination is cut-and-dried— barring the unforeseen. Sponsors, shelling out about $15,000,000 on four radio and three tv networks, appeared to be happy about Chicago coverage—and results, to the extent that they could be appraised. All network heads were on hand to personally observe and direct their respective activities, and to hand-shake and make the customary rounds. On the surface, only CBS Inc. President Stanton had to work overtime—because of the keynoter programming incident provoked by Chairman Butler.

But there were other undercurrents and mild explosions. Mr. Butler found himself in another big controversy involving broadcasting—but this one he won.

From the outset, the networks had been told by Mr. Reinsch, convention manager, and himself a broadcaster, that the sessions would begin on time. Historically, conventions are late in starting each session with resultant losses in commercial commitments.

The important night sessions were scheduled for 8:03. Mr. Butler told the networks to get gavel-to-gavel coverage of these sessions the starting time should be 8 p.m. The networks, following precedent, wanted an 8:30 p.m. sign-on, which would save about $125,000 in time and commercial preemptions.

At a Tuesday session with CBS Inc.’s Mr. Stanton, NBC President Robert W. Sarnoff and ABC President Robert Kintner, the networks argued that they should pick up only the important events, and do away with broadcasts of the invocations, massing of the colors and other usual preliminaries.

The networks, it was reported, agreed to the 8 o’clock starting time, but reserved the right to cut away for other important developments. The national committee found itself involved in a minor and momentary scuffle with the radio-television correspondents over mezzanine working facilities at the convention.

Misunderstanding arose Tuesday when the committee, miffed over what it claimed to be a large number of empty seats, pre-empted the working area to the public and others holding no reserved tickets. Correspondents claimed many reporters were working at their studios or otherwise covering convention activities, and could not be present when proceedings started. The following evening the radio-tv, periodical and other sections were visibly bantered as such and public observers were restrained by ushers from entering.

Committee aides noted complaints of several empty seats in the gallery in justifying their decision. But when reporters, although on opening day, it was recalled, there were more news representatives on hand than actual delegates. Radio-tv correspondents claimed the pre-emptions violated the committee agreement and ignored the nature of correspondents’ duties.

Heading the correspondents are Bill Henry, convention chairman; Joseph F. McCaffrey, radio-tv chairman; Willard F. Shadel, convention co-chairman, and Gilbert Kingsbury, representing independent stations.

FRIENDS AND FOES • Democratic National Chairman Butler, in his opening address Monday, accused the GOP of “sabotaging” the publicity sponsored plan for raising funds to defray campaign expenses. This was the plan proposed by Philip Graham, publisher of the Washington Post and Times-Herald (WTOP-AM-FM-TV). He said the Republicans “avoided and rejected the proposals of leaders in television and radio for public debates between the Presidential candidates of the two major parties.” This was the proposal of CBS Inc. President Frank Stanton. [Editor’s Note: After CBS was attacked by Mr. Butler for its failure to carry the Democratic documentary film later that day, Mr. Graham’s Post vigorously defended CBS’ right to make its own editorial selection.]

REINSCH’S ROOMS • One of the busiest men in Chicago was J. Leonard Reinsch, assistant chairman of the Democratic National Committee and general manager of convention, who was operating Cox radio and television stations by remote control. Mr. Reinsch had three headquarters—on the eighth floor of the Conrad Hilton Hotel, hideaway suite across the street at the Blackstone and tactical office, built into platform at amphitheatre. He also maintained staff and quarters at Stockyards Inn.

LEGMEN • Among many familiar faces at convention as working reporters: Joseph M. Bryan, president, Jefferson Standard Broadcasting Co. (WBT-WBTV (TV) Charlotte, N. C., and WBTW-TV Florence, S. C.); Fanney Ney...
man Litvin, former FCC examiner, for Ed Craney's Montana station, and Harold C. Stuart, KVVO-AM-TV Tulsa, former assistant secretary of defense for air. Also seen and heard, but not as correspondent, was former FCC Comr. Prieda Hennock.

GENTLEMEN FROM TEXAS • One of important broadcasters with official convention duties, aside from General Manager Reinsch, was Vann Kennedy, owner of KSIX Corpus Christi and CP holder for KSIX-TV, who was delegate from Texas, and member of Platform and Resolutions Committee.

FREE LUNCH • RCA-NBC stole show at amphitheatre with its hospitality arrangements. Sid Robards, RCA press head, was host to 800-1,000 newcomers daily, serving hot lunches and beer, in new portion of hall ground floor. Six modern trailers, equipped throughout with RCA and Whirlpool appliances, were used. On hand too was Syd Elgat, NBC vice president, along with heads of press of all RCA divisions and their advertising agencies.

COLLECTORS' ITEM • Proving that the Stevenson camp was alert to modern campaigning, gaily-attired girls who passed out Adlai buttons also were soliciting contributions to "put Adlai on tv."

VOLUNTEERS • Among workers in the ABC radio-tv booth above the rostrum were two young men who also showed suitable talents. Both John Charles III and John Neal, sons of ABC Vice President John Daly, in charge of coverage, volunteered their services as copy boys.

WATCH YOUR LANGUAGE • In the MBS booth hung a sign: "Please watch your swearing and profanity. You may be on the air."

PREFERENCES TO BE SEEN • CBS odo WBBM's Eloise Kummer managed to nab a number of important VIP wives for her radio show last week—just about everybody except Mrs. Frank Clement. Contacting the governor's press agent, she reportedly was advised that Mrs. Clement accepts only tv commitments.

MEDIA SLEIGHT-OF-HAND • Sen. Robert Kerr (Okla.), himself identified with broadcast interests, managed to get in a few anti-media licks Wednesday evening. The GOP "circus," he charged, is conducted, among other things, on the basis that "if you have the right advertising agencies, the right publicity men and the sliest, slickest slogans, the people can be deceived into believing just what the administration wants them to believe."

IKE INTERUPTION • Candidate Stevenson was cut short Tuesday by a toppling tv camera while speaking to some delegates. He paused and advised the cameraman he didn't miss anything. "The fact is," Mr. Stevenson said, "I was wondering what to say next."

ADLAI'S DAUGHTER-IN-LAW • Among younger celebrities at Democratic convention was Mrs. Adlai Stevenson Jr., daughter of War-wick Anderson, head of Doe-Anderson Adv. Agency in Louisville, and Mrs. Anderson, who accompanied her. Adlai Jr. is law student at Harvard.

TOP ADVISOR • On Adlai Stevenson's top board of strategy is Barry Bingham, editor-owner of Louisville Courier-Journal and Louis-ville Times (WHAS-AM-TV). He is quietly in background. He was right bower to Adlai in 1952, too.

WHIRLED AWAY • After Monday convention recess, press and other people left amphitheatre by various means, most picturesque being CBS, NBC-TV's and Chicago merchant Sol Polk's helicopters. For CBS-TV and NBC-TV, it meant film was back on its way to Merchandise Mart.

HEATS OFF • ABC claimed 15 degrees cooler temperature in its studios than in rest of the amphitheatre because of air-conditioning unit specially installed by Philco, of course.

Big profits today!

WOR-TV's "Theatre of Movie Classics"

for Sunday showing, 1:30-3 pm, 3-4:30 pm, 4:30-6 pm, 9-10:30 pm

For the first time on television...a series of motion picture hits from the fabulous Thirties. And what a chance for an advertiser! To tie in with a wonderful family show virtually all day on the family's big day.... Viewers tune in at any time from 1:30 to 4:30, and see a complete show. And the evening showings are adjacent to "Million Dollar Movie," New York's all-time favorite feature film program.

"Theatre of Movie Classics" is just one more example of the solid and effective film programming that has made WOR-TV New York's favorite movie station...by far.

WOR-TV, New York channel 9
first with the finest films

For further information and rates, call Bill Dix, WOR-TV, Longacre 4-8000
CBS-TV proved to be the principal rather than the vehicle in the first big broadcast news story out of the Democratic Convention in Chicago last week by failing to broadcast the documentary film "Pursuit to Happiness" at the opening keynote session Monday night. The network suffered the ignominy of being publicly criticized from the podium by National Chairman Paul Butler in the first of a series of events which saw heated exchanges with CBS Inc. President Frank Stanton.

Mr. Butler charged CBS had breached its commitment to carry the film, which he described as an integral part of the keynote ceremonies Monday night, with the network using instead a forum news roundup and picking up only a few minutes of the film. He mentioned "sabotage" in his exhortation to the convention, but did not mention CBS by name. He publicly thanked NBC and ABC for carrying the film, produced by Dore Shary and narrated by Sen. John F. Kennedy (D-Mass.). There were cries of "throw 'em out" from the arena, and menacing fists were shaken in the direction of the CBS booth overhanging the hall. Some CBS people were pushed around, it was reported.

First CBS reply soon was issued by Sig Mickelson, CBS's vice president in charge of news and public affairs, who said the network had no commitment to telecast the film.

Dr. Stanton quickly answered by telegram what he described as the "inflammatory attack" and denied that CBS had ever committed itself to carrying the film. Those who make the news, he said, cannot, in a free society "dictate to broadcasters, as part of the free press, to what extent, where, and how they shall cover the news. Television and radio, in covering the convention as well as all other news events, are not mere conduits which must carry everything which the newsmaker demands."

ABC President Robert Kintner, in a formal statement, and Brig. Gen. David Sarnoff, in an oral observation, backed up Dr. Stanton's position. They asserted the right of broadcast media to exercise news judgment.

Officials of Ketchum, McLeod & Grove, Pittsburgh, advertising agency for Westinghouse Electric Co. which is picking up the CBS-AM-TV convention-election tab for $5 million, expressed no concern about the incident. Several executives of the agency were in Chicago for the convention and, in fact, in the CBS booth at the time Mr. Butler exploded with his comment. Dr. Stanton and Mrs. Stanton were in a box, seated next to President and Mrs. Harry Truman.

On Mr. Butler's call for a news conference hastily called on Tuesday afternoon, asked CBS formally to run the full film. In this conference, he expressed the view that the advertiser should be concerned about millions of people having been deprived of witnessing and hearing an important part of the keynote speech.

Mr. Kintner issued this statement: "ABC believes that each network must exercise its own editorial judgment concerning coverage of both the Republican and Democratic conventions. "We believe CBS was perfectly within its editorial rights to broadcast what it believed to be of greatest public interest. The right of networks to exercise judgment on important news events is as basic as freedom of the press and freedom of speech."

NBC was represented as being "aware" from the outset that the documentary film was considered a part of the "official proceedings" and was prepared to carry the entire motion picture. Dr. Stanton, in a wire to Mr. Butler from New York, promptly rejected the DNC chairman's "formal demand" for showing and broadcast of the "Pursuit to Happiness" film on the same lineup of radio-tv stations which have carried the convention coverage.

"In the light of all the circumstances and after careful consideration, we believe it inappropriate to accede to your demand," Dr. Stanton asserted.

Neither Gen. Sarnoff, RCA board chairman, nor NBC President Robert W. Sarnoff would make any formal statement on the incident, but were represented unofficially on behalf of the network as supporting CBS' position. Gen. Sarnoff told B&T Wednesday he is not "contemplating at this time" any formal comment in the controversy.

There was no public indication early Wednesday, in light of CBS' rejection, whether the DNC would press for radio-tv time to show and broadcast the 28-minute film, of which CBS carried six minutes. It was understood, however, that the matter would be dropped and no second demand would be made on the network.

CBS-TV, along with NBC-TV and ABC-TV, also cut away from a film clip of "The Best
FREEDOM IS A NATURAL RESOURCE, TOO

Ask almost anybody to tick off the natural resources that make America the world's most prosperous nation. He'll mention forests and coal and oil and iron and water power.

He'll probably never mention freedom!

Yet, per inhabitant, America has less oil than Iran.

Less timber than French Equatorial Africa.

Less iron ore than Brazil.

Less water power than the Belgian Congo.

What makes our standard of living higher? The freedom of all American business, small or large, to compete for the use of our natural resources with efficiency and conservation for the greatest national good. Plus the freedom of every American citizen to benefit from the products growing out of this American business courage.

REPUBLIC STEEL

GENERAL OFFICES • CLEVELAND 1, OHIO

EXPANDING BY $150,000,000 TODAY BECAUSE OF FAITH IN TOMORROW
CONVENTION COVERAGE

Years of Our Lives" Tuesday evening, as a lead-up to the appearance of Harold Russell, former national commander of the American Veterans for World War II & Korea and star of the motion picture. (The networks were not expected to cover this film clip.)

CBS-TV's Walter Cronkite explained that the network had no advance print of the clip and that picking it up off the screen, rather than by tv directly, might not prove "acceptable."

At his Tuesday news conference Mr. Butler relaxed his criticism of CBS to more even-tempered tones after his Monday evening blast, but still felt the network should "correct an error of judgment."

Mr. Butler asserted that media "have no right" to edit a vital part of the program and noted that radio-tv are "licensed and certified" by the government "for the public domain." He added, however, that while he wouldn't "go so far as to agree" with Sen. John Bricker (R-Ohio) on the latter's public utility concept for broadcasters, Sen. Bricker's position "will have much more public support" if similar incidents occur.

Mr. Butler declared he does not intend to deny networks the right to exercise editorial judgment, but "we permit the media to cover the convention and will expect them to exercise better judgment."

The DNC chairman admitted he had used the word "sabotage" Monday evening in describing the CBS action and still maintained it was "in effect sabotage," and added things may be altered in emphasis "as one cools off and gets a few hours of sleep."

Mr. Butler said a problem of communications in CBS ranks may have been involved, and professed the "greatest admiration and respect for Dr. Stanton." He opined such an Incident wouldn't happen at the DNC if the networks viewed it with respect to the keynote presentation. Mr. Butler also noted that CBS has "been one of the leaders in the industry and one of the most creative networks."

Mr. Butler while discussing Dr. Stanton, presumably referred to Gen. Sarnoff when he reminded reporters that "another great man—a great leader in the broadcasting industry—has often spoken of the freedom of the American people to see and hear."

Butler's Speculation

Mr. Butler also speculated as to the sponsor's (Westinghouse) reaction to the fact that CBS had, with "editorial judgment and respect to the keynote presentation." Mr. Butler also noted that CBS has "been one of the leaders in the industry and one of the most creative networks."

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Butler's Speculation

The disputed film cost the DNC in excess of $20,000 to make, which Mr. Butler termed a "very low figure" because of gratuitous help from Hollywood production and technical quarters. He said it might have cost between $100,000 and $150,000.

Mr. Butler said he is cognizant elements of freedom of speech and press have been raised over the CBS action—"the freedom to see and hear"—and said he felt the citizen should be able to enjoy "the right of the freedom of presentation and the right to see and hear" or the public might favor "possible restrictions."

The film was "much more newsworthy and entertaining than some of the programs they had on," Mr. Butler added.

The Monday night blast at CBS by Mr. Butler was a mixture of praise for ABC-TV and NBC and expression of regret that "a major network has failed to keep its commitment." To cries of "throw 'em out!" he added: "Ladies and gentlemen, let me say to all of you that we had no idea that any network would edit any part of this convention to the detriment of the American people, but we shall keep our commitment to all the media of public information, the networks and the press, so that the people may know."

A $20,000 Bargain

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AIR-RAIL MOVEMENT ON TIGHT SCHEDULE

"OPERATION Transport"—by air and rail—was geared to political convention timetables Thursday as the major networks firmed up plans for the transfer of electronic equipment from Chicago to San Francisco.

ABC-TV, CBS-TV and NBC-TV seemed hopeful, for different reasons, that primary gear would be in place and ready to function by late last Saturday evening, if not before that time, and indications were they would meet their own timetables.

All three tv networks reported they had chartered their flight crews to leave with basic equipment within six hours after the final gavel fell on the Democratic national convention. NBC-TV shipped out transmitter and microwave equipment Thursday by train, along with its Cadillac mobile units, while ABC-TV sent

Continues on page 76

Broadcasting • Telecasting
"Ad Age is an indispensable tool"

says JOHN H. BALLARD

President

Bulova Watch Company

"Advertising Age is an indispensable tool for this constantly changing advertising business. I always turn to my latest copy for the latest and most extensive news in the field. The factual approach is one I particularly appreciate and I have learned that if it appears in Ad Age, I can rely on the information."

JOHN H. BALLARD

Mr. Ballard is a modern day example of the classic Horatio Alger. At 16, he started at Bulova as a $4.00 a week office boy, and today is president of the largest jewelled watch company in the world. From 20 employees in 1909 to over 5,000 in 1956, Bulova under his direction recently exceeded $80,000,000 in annual sales.

Earlier in his career, he personally travelled the country for Bulova buying time spots on radio stations—spots that made B-U-L-O-V-A commercials world famous. Later, he became vice-chairman/sales and today, is still the guiding light in the firm’s advertising, merchandising and sales.

When market matters are in a state of flux, and time plays its usual major role in daily decisions, you’ll find that most of the executives guiding important sales, advertising and marketing programs rely on Advertising Age. On Monday mornings, as well as Monday evenings, AA’s reports on late news, shifts and developments get priority reading in the offices and homes of decision-makers who are important to you—not only those who activate, but those who influence important market and media decisions.

Take Bulova Watch for example. Broadcast has long played a major role in Bulova’s establishment and phenomenal growth. Its expenditure of $1,228,400* for tv spot alone ranks it among the top 11 tv spot advertisers for the first quarter of 1956. To its regular spot schedule, Bulova has added 18 stations for a total exceeding 285 on radio and tv.

Every week, 9 paid subscription copies of Ad Age are turned to by sales, advertising and other management executives at Bulova. Further, 172 paid subscription copies reach the agency handling Bulova broadcast schedules, McCann-Erickson.

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

*N. C. Rorabaugh Estimate for Television Bureau of Advertising

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3
CONVENTION COVERAGE

41.6% RETAIL SALES GAIN IN METROPOLITAN MACON DURING PAST FIVE YEARS

A greater increase than scored by all but three of the nation's top 25 markets! There's a reason: Retail hub of the multi-county Middle Georgia market, Macon is prospering in the expanding wealth of new industry, bigger payrolls, big-yield agriculture. Macon retailers rang up almost $160 million in sales last year.

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

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

GOOD BROADCASTING MAKES THE DIFFERENCE

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

THESE STATIONS MOVE MERCHANDISE:

WMAZ
10,000 Watts—940 Ke-CBS
MEMBER: GEORGIA BIG S

WMAZ-TV
Channel 13—CBS—ABC—NBC

Represented Nationally by:

AVERY-KNEDOL, INC.

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a station wagon and other equipment by train Thursday evening.

Each network is limited via air to 10,000 pounds. CBS-TV aimed expedient erecting and packing facilities to meet its San Francisco deadline, while ABC-TV was prepared to call on equipment from its o&o KGO-TV there. In Chicago the network utilized cameras of its o&o WBBK (TV) in "WABC-TV New York. Because NBC o&o WNBQ (TV) cameras are geared for color television, that network utilized equipment from W RCA-TV New York and WRCV-TV Philadelphia.

As head of the television camera pool, NBC-TV reckoned it might be a close table squeeze, though it anticipated less tonnage in flight, despite cameras and associated equipment.

The network pool also includes other two flights transporting over 100 people from all three networks after the equipment had gotten off the ground.

What final comments were as sparse as Thursday's consensus was that, generally, ban-
tamed tv cameras, along with miniature radio equipment, held their own as convention innovations during the Democratic conclav. There were difficulties in some instances, of course, but the portability of the instruments, along with visual screen effects, proved their advan-
tages, in the view of many observers.

CBS-TV utilized its Interoontelnta1l four-
pound camera with portable unit as well as a lighter Lockheed vest-pocket model of revolver size. ABC-TV also used a four-pound camera development of Philco. ABC-TV emphasized it was pinpointing personalities with circled pictures, making it easy to identify them when grouped for floor interviews. NBC also used the same technique.

All told, most of the standard convention gear allowed for as many as 26 different visual effects on tv screens, including CBS-TV's technique of showing a centered picture, with adjoining inserts around the periphery. RCA also worked its experimental four-pound camera with 15-pound back-strapped transmitter.

Among equipment used successfully were radio-tv "walkies-talkies," tv "creepie-peepies," and handless telephones.

GOP'S TV EDGE IN '52 CITED IN MICH. REPORT

REPUBLICANS in the 1952 election campaign had an "initial advantage" over Democrats in the "new world of television," according to an analysis published by the U. of Michigan.

According to the 122-page report, tv coverage and content on behalf of Gen. Eisenhower outweighed that of Gov. Stevenson because of "the traditional best of those who controlled the mass media and the greater efforts of the Republican party."

The analysis, "Competitive Pressure and Democratic Consent," is co-authored by Morris Janowitz, associate professor of sociology and research associate at the U. of Michigan's Institute of Public Administration, and Dwaine Marvick, assistant professor of political science at the U. of California (Los Angeles). The study is based on interviews by the field staff of the U. of Michigan's Survey Research Center of "a nation-wide cross section of adult citizens living in private residences," with 1,614 persons interviewed between the June 23 and the November 2 deadline.

Stating that tv exceeded both radio and the press as a chief source of public information about the 1952 campaign, the report said that tv, because of its visual content and suitability for creating favorable images of candidates, was especially significant for Democrats in that it "helped widen the arena of competition and offered a likelihood of offsetting the advantage Republicans traditionally enjoyed in the editorial outlook of the American press."

TV also "upset the simple formula that higher social class and educational level imply greater exposure to the mass media," the report said, for "when the middle class and the lower class were compared, the amount of television involvement was roughly equal."

On the question of whether the mass media stimulated voting, the report said nonvoting among television fans (how tv closely) was substantially less than among ordinary users of television, with a similar result for those heavily involved with the press and the same, but less markedly so, for radio listeners. For these and other reasons, the study concluded, "the data not only link voting to media exposure, but also indicate the differential consequences of high involvement with television, radio and the press."

In an analysis of "persistent nonvoting from 1948 to 1952," the study found that among non-media-users, 60.2% were persistent non-

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Lar Daly 'Equal Time' Suit Dismissed in District Court

A $2.5 million "equal time" suit by presidential aspirant Lar (America First) Daly against the major radio-tv networks was dismissed for lack of jurisdiction in Chicago Federal District Court Tuesday.

In sustaining dismissal motions by ABC, CBS, MBS and NBC Judge John P. Barnes did not pass on any merits of the case and suggested any such suit should be filed with the U. S. Court of Appeals. Mr. Daly was represented by Robert A. Kahn in the U. S. District Court, Northern District of Illinois.

Mr. Daly, perennial candidate for Republican office, sought facilities to answer all of Presi-

The decision followed arguments by counsel for plaintiff and defendants in court after the suit was filed last month (B&T, July 23, 16).
Processing machine speed at KSTP-TV is adjusted to take advantage of the extreme speed of Du Pont 931. Says Dick Hance (right), "We believe we're getting fully four times more speed from 931 than its rating indicates!"

“Spot coverage with High Speed Du Pont 931 wins consistent top ratings for our newscasts!”

says Photo-News Director Dick Hance, KSTP-TV, St. Paul, Minnesota

“Our 10 p.m. newscast is the highest-rated multi-weekly show in the Twin Cities area,” says Dick Hance. “Credit for that record goes to our fast-moving local coverage and to Du Pont 931. This top-speed 16-mm. film gives us usable spot-news footage under really tough lighting conditions.

"Du Pont 931 can be pushed to give us terrific speed ratings," continues Mr. Hance. "We figure we get just about four times the rated speed out of 931. As for picture quality, we often enlarge 16-mm. frames of traffic accidents all the way up to 8 x 10 for local police officials. Takes a pretty fine film to stand that kind of blowup!"

Take advantage of the high speed and fine quality of Du Pont High Speed Rapid Reversal Type 931 on your next TV newscast assignment. You'll find it gives you results under lighting you'd previously thought impossible. Try a roll soon! E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Del. In Canada: Du Pont Company of Canada Limited, Toronto.

SPECIFY DU PONT MOTION PICTURE FILM
NARTB Urged to Drop Its 'Punitive' Powers

NARTB should drop its "punitive" or "retaliatory" powers from the television code, National Assn. for Better Radio & Television urged last week in a manual titled Television Is Yours.

Clara S. Logan, of Los Angeles, NAFBRAT president, said the handbook covers cultural and legal aspects of broadcasting from the audience point of view, being designed as a guide "for individuals and groups who are concerned with the public-service responsibilities associated with the use of public-domain air channels."

NAFBRAT contends "a trade association, or any group of producers or distributors, has no right to discipline any broadcaster or any individual member of its group for failure to conform to the majority views as to what is proper or improper in programming content."

However, NAFBRAT said this doesn't imply "that such groups cannot or should not establish governing criteria designed to influence the creation and production of programs," since the final decision remains with the individual broadcaster.

Only a small portion of the public knows the NARTB TV Code contains "punitive procedures which may, at the discretion of an executive board which meets in complete secrecy, be taken against any broadcaster who does not conform to the views of the board," NAFBRAT claims. This is cited as one of the major reasons NAFBRAT "strongly recommends that the punitive or reformatory provisions (such as the threat of revocation of the right to use the so-called 'Seal of Good Practice') be abolished by the NARTB, and that the code, if it is to be retained, be basically revised into a legal and possibly valuable statement of 'recommended standards'."

Then NAFBRAT notes that criticism has been leveled at the code and at the failure of its administrators "to take action against the literally thousands of reported violations of the provisions and principles expressed in the code."

Adding that "even the industry press has been frank to admit that the code is unenforced," NAFBRAT continues, "There is no record which has come to our attention of even one single instance in which a broadcaster has been disciplined by the NARTB for failure to comply with its TV Code standards."

NAFBRAT doesn't complain about lack of enforcement, which it feels would be "illegal censorship over a public medium of communication," but contends "the fact that it is not enforced" shows the "almost 100% ineffectiveness of self-inflicted censorship by a trade group which has assumed censorship powers which this group has no right to possess." These powers are explicitly denied to FCC, NAFBRAT notes.

Explaining it is in full accord with the code's programming principles, NAFBRAT urges NARTB to abolish the threat of reprisal by dropping all code enforcement provisions. It feels the NARTB "censorship board" through its mandatory secrecy clause, can discriminate against any station, against business competitors, or against isolated stations or producers and can stifle public criticism of program content.

NAFBRAT wonders if broadcasters "are getting the full story" from NARTB's TV Information Committee.

RAB Signs 11 New Members

RADIO ADVERTISING BUREAU has added 11 new members, according to Arch Madsen, RAB's director of station service. Included in the new members is one station representative, Radio Television Representatives, and WIRL Peoria, Ill.; WADS Ansonia, Conn.; WMSL Columbia, S. C.; KOOS Coos Bay, Ore.; KVAN Portland, Ore.; WFTC Kinston, N. C.; KSWI Council Bluffs, Iowa; WDWS Champaign, Ill.; WAAB Worcester, Mass., and KTXI Seattle.

NEW board of directors of Assn. of Maximum Service Telecasters met following formal organization meeting of the full-power tv station trade group in Chicago Aug. 10 [AT DEADLINE, Aug. 13]. To r. seated (officers), Ken Carter, WAAM (TV) Baltimore, second vice president; Jack Harris, KPRC-TV Houston, president; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., first vice president; Harold Gross, WJIM-TV Lansing, Mich., secretary-treasurer; standing, P. A. (Buddy) Sugg, WKY-TV Oklahoma City, Okla.; John H. DeWitt, WSM-TV Nashville, Tenn.; Howard Lane, KOIN-TV Portland, Ore.; John S. Hayes, WTOP-TV Washington, D. C.; Harold C. Stuart, KVOO-TV Tulsa, Okla.; Harold V. Hughes, WBAP-TV Dallas, Tex.; Payson Hall, WOW-TV Omaha, Neb.; Messrs. Sugg, DeWitt, Hayes and Hough are members of executive committee. Board members, absent when the picture was taken included Robert D. Sweeney, WDSU-TV New Orleans; David Baltimore, W8RE-TV Wilkes-Barre, Pa.; Don Davis, KMBC-TV Kansas City, and Joe Bernard, WGR-TV Buffalo.
RAB Details Agenda Of Forthcoming Clinic

THE "story behind the story" of three of radio's top advertising campaigns of 1955-56 will be unfolded Oct. 29-30 during the second annual, two-day National Radio Advertising Clinic. The meeting, sponsored by Radio Advertising Bureau, is scheduled to be held in New York's Waldorf Astoria Hotel and will feature prominent broadcasters and radio advertisers. Among them, RAB President Kevin Sweeney announced last week, will be:

- James Cobb, advertising manager of American Airlines, who will tell RAB members how his company, through its Music Through the Night series on various CBS radio owned-and-operated stations, manages to blanket major metropolitan cities with the good word about American Airlines.
- Irvin Swartzberg, president of Realemon-Puritan Co., who will explain why the bottled citrus fruit firm prefers to use radio personalities on such programs as ABC Radio's Breakfast Club, NBC Radio's People Are Funny and CBS Radio's Robert Q. Lewis Show.
- Robert Breckenridge, brand advertising manager, Lever Bros.' Pepsodent Div., who will provide the answer to those who still "wonder where the yellow went," by explaining how Pepsodent's fantastic sales jump (10% in four weeks) brightened the smiles at Lever House [B&T, Aug. 13].

In announcing the speakers, Mr. Sweeney said that the new techniques of radio advertising are "of intense interest to advertisers and agencies." This was reflected, Mr. Sweeney declared, by the vast number of reservations that could not be filled for the upcoming October meeting. Other program events scheduled include panels on radio copy, marketing techniques, and new research projects.

NARTB Adds 142 Stations In Period of Four Months

NARTB membership reached a record total of 1,334 radio and 310 tv stations last week, according to Jack L. Barton, station relations manager. Since the start of last April's NARTB convention, 123 radio and 19 tv members have joined plus 16 new subscribers to the TV Code. All radio and tv networks are members.

New radio station members are:


KNUJ is the Leader—Yet the rates are Low, Low, Low! Join the Rush Choice Avails.

In Houston the swing is to RADIO . . .

and Radio in Houston is . . .

**Broadcasting • Telecasting**
AAT ANY TIME OF DAY
CHANNEL 10 GETS THE
BIGGEST ROCHESTER
AUDIENCES!

MORNINGS...

63.4%

AVERAGE WEEKLY SHARE OF AUDIENCE

LATEST AVAILABLE TELEPULSE FOR ROCHESTER (MAR. 1956)

 CHANNEL 10

125,000 WATTS • CBS BASIC • ABC AFFILIATE

ROCHESTER, N.Y.

EVERETT-M. KINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOILING CO. INC.

ENGINEERING, PUBLICITY FIRMS NAMED TO AID IN CBA DRIVE

RETENTION of an engineering firm and advertising-public relations company in a twoply drive to secure a power boost for all Class IV (100-250 w) stations and to augment its station membership was announced last week by Community Broadcasters Assn., Inc., Washington.

CBA reported that it has named Kaur & Kennedy, Washington, for engineering, and the firm of Bywords, also Washington, to handle publicity. CBA said that Kaur & Kennedy will immediately undertake an engineering study—for fall presentation to the FCC—supporting the CBA contention that all Class IV stations can be increased to 1 kw with adjacent channel interference.

Complete returns from a CBA post-card survey of some 900-plus Class IV stations (about 700 replies) revealed that 633 favored the proposal to increase to 1 kw power with less than a score expressing definite opposition. A statement outlining the position of CBA and the 633 stations has been submitted to the House and Senate Small Business committees and CBA representatives will appear before both bodies, the association stated.

CBA, headed by F. E. Lackey, president, WHOP Hopkinsville, Ky. Other officers are Robert T. Mason, WMRN Marion, Ohio, vice-president; and John P. Henzel, WHDL Olean, N. Y., secretary-treasurer. Howard J. Schellenberg Jr., OLaughlin & Schellenberg, Washington, is CBA general counsel.

AAAA Committee Named

PLANNING committee members for the 1956 annual conference of the American Assn. of Advertising Agencies were named last week by Lennen & Newell President Adolph J. Toigo.

Chairman of the committee for the Nov. 27-28 meeting at the Roosevelt Hotel in New York is James J. McCaffrey Jr. of Ogilvy, Benson & Mather, and an AAAA broadcast media committee member.


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NARTB Plans Promotion Kit For National Television Week

NARTB is preparing a promotion kit for use by all TV stations in connection with National Television Week, to be observed Sept. 23-29. The kit will include news releases, suggested proclamations by mayors, tie-in ideas for use within local live programs, slide and opaque symbols and a consumer handbook, "How to Use Television," for distribution during the week. It will be the first national week on behalf of the TV medium.

Television Bureau of Advertising will provide a booster kit for station sales departments. Radio-Electronics-Tv Mfrs. Assn. is supplying kits to distributors and dealers, including stories on color TV, portable sets, remote tuning, styling, programming, display materials and other promotion aids. National Appliance Radio-Tv Dealers Assn. will coordinate promotion at the local level, with committees of telesalesmen, dealers and public utilities joining in activities.

Police Say Conelrad Obsolete, Ask for Commercial Uhf Only

CONELRAD was declared obsolete in a resolution adopted by the Assoc. Police Communication Officers Inc. at its 22d annual meeting in Los Angeles Aug. 2-5 while another resolution called for switch of all TV to uhf to free needed channels for public service and mobile communication stations. FCC Comm. Rosel H. Hyde attended the meeting.

The 400 delegates from the U. S., Canada, Mexico and Japan protested a modification of Conelrad rules, effective Jan. 2, which virtually forbid all broadcasting by police and fire stations during an impending attack. The resolution pointed out that aircraft and guided missiles no longer need such guides but now have more effective means of locating a target.

Still another resolution called upon FCC to reconstitute the World War II Radio Technical Planning Board for review and a new evaluation of the spectrum needs of all services in an effort to achieve higher allocation efficiency. The organization felt television would function better technically in uhf and that more stations in a market would become competitively feasible. The change to all-uhf would be made over a period of years, it was noted.

RETMA Names Policy Group For Report on Allocations

A SPECIAL Committee on Frequency Allocations has been re-established by Radio-Electronic-Tv Mfrs. Assn. to develop policy in connection with FCC's upcoming tv frequency study [B&T, Aug. 13] and recommendations of the Senate Interstate & Foreign Commerce Committee.

The special RETMA group is headed by Dr. W. R. G. Baker, vice president of General Electric Co. and RETMA president. The committee will report to the RETMA board, probably in September, recommending both policy and action by the association on a proposed crash research program. FCC is expected to meet with industry groups in a few weeks.

With Dr. Baker on the special committee are E. C. Anderson, RCA; Max F. Balcom, Sylvania Electric Products Inc.; H. C. Bonfig, CBS Columbia; Allen B. DuMont Labs; Paul V. Galvin, Motorola Inc.; Larry F. Hardy, Philco Corp.; H. Leslie Hoffman, Hoffman Electronics Corp.; L. C. Truesdell, Zenith Radio Corp.

NARTB Committees Named

TWO committees of NARTB for the 1956-57 fiscal year were named Wednesday by President Harold E. Fellows. They follow:

Radio Transmission Tariffs Committee—Earl M. Johnson, WCAW Charleston, W. Va., chairman; Joseph M. Boland, WSBT South Bend, Ind.; Gene L. Cagle, KFJZ Wort Worth; George C. Hatch, KALL Salt Lake City; Fred A. Knorr, WKMH Dearborn, Mich.

Radio standards of Practice Implementation Committee—Worth Kramer, WJR Detroit, chairman; Carleton Brown, WTWL Waterville, Me.; Cliff Gill, KBIG Hollywood; Walter E. Wagstaff, KIDO Boise, Idaho. The committee will meet Aug. 23 at NARTB Washington headquarters.

NARTB Revising Handbook

NEW EDITION OF THE NARTB Engineering Handbook is being prepared under the direction of Raymond F. Guy, NBC, chairman of the NARTB Engineering Advisory Committee, and A. Prose Walker, the association's engineering manager.

New material will be included in the upcoming edition, supplementing the basic articles and data in past editions. Station engineers, manufacturers and consulting engineers are being contacted for original material. Topics will include towers, fm multiplex, remote control. Conelrad, uhf and color tv microwave systems. Engineers desiring to contribute original material will offer their suggestions to Mr. Walker.

WOC-TV

Proved by 648,330 Pieces of Program Mail received by this Station During 6 full Years of Telecasting...

This fabulous response... 91% of it to local telecasts... began in 1950. That year... WOC-TV's first full year on the air... 33,845 pieces of program mail were received; this mail came from 23 Iowa-Illinois counties — 237 cities and towns.

By 1955, this response jumped to 149,215 pieces of program mail received during a 12-month period; it came from 19 Iowa-Illinois counties — 513 cities and towns in these counties.

Accompanying map shows breakdown of this 1955 program mail, proving WOC-TV's "Good Picture" area.

WOC-TV Viewers are responsive. They respond to WOC-TV telecasts by mail. More important, they respond to advertising on WOC-TV by purchases at retail outlets. We have a million success stories to prove it (well, almost a million). Let your nearest Peters, Griffin, Woodward representative give you the facts. Or call us direct.

WOC-TV 39-COUNTY COVERAGE DATA

| Population | 1,568,500 |
| Families | 484,800 |
| Retail Sales | $1,926,588,000 |
| Effective Buying Income | $2,382,388,000 |
| Source | 1956 Survey of Buying Income (Sales Management) |
| Number TV Homes | 317,002 |
| Source | Advertising Research Foundation |

WOC-TV Owned and Operated by Central Broadcasting Co. Davenport, Iowa

The Quiet-Cities Station — Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

Channel 6 Maximum Power Basic NBC

Col. B. J. Palmer, President; Ernest C. Sande, Vice Pres. Mark Wodlinger Res. Sales

PETERS, GRIFFIN, WOODWARD, INC. EXCLUSIVE NATIONAL REPRESENTATIVE

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Screen Extras Guild O.K.s Collective Bargaining Pact

By overwhelming majorities, the membership of the Screen Extras Guild has (1) approved a new collective bargaining contract with the Assn. of Motion Picture Producers and the Alliance of Television Film Producers, (2) voted to join the film industry's pension plan and (3) given tentative approval to a health and welfare program.

Results of a secret mail referendum conducted by certified public accountants were announced Wednesday night by Richard H. Gordon, SEG president, and H. O'Neil Shanks, executive secretary, in Hollywood.

The new contract, raising all basic wage classifications $2 per day, retroactive to Jan. 2, 1956, and providing other improvements in working conditions, was approved by a vote of 1,883 to 80.

On the question of whether SEG should submit to membership vote a detailed health and welfare plan costing six cents per hour presently incorporated in extras' pay checks, the vote was 1,769 "yes" and 113 "No." Pending final determination on this question, the one cent per hour health and welfare allowance won in the recent negotiations makes the extras' current wage increase $2.08 per eight-hour day, SEG said.

On the issue of whether SEG should join the Motion Picture Pioneers Plan, with the producers to pay 48 cents and the extras 32 cents for each straight time day, the vote was 1,748 "yes" and 204 "no". The extras will become a part of the pension plan Sept. 12. The contract provides for an additional increase of 21/2% in minimum wage scales to take effect automatically on Jan. 30, 1958, with the contract to run to April 1, 1959.

Faulk Scores Points In AWARE Libel Suit

JOHN HENRY FAULK, WCBS New York humorist, last week could claim the first round in his libel suit against AWARE Inc. and two other defendants, believed to be the first court action against alleged "blacklisting" practices in radio-tv [B+1, June 23].

The New York Supreme Court upheld Mr. Faulk in his contention that he had been defamed and libeled by an article linking him with communist activities—if the contents of the article are untrue at Mr. Faulk charges. The court thereby over-ruled a defense contention that Mr. Faulk's charge of libel was "insufficient" as a cause of action.

It also agreed with Mr. Faulk that two other defenses offered by the defendants—that of "truth" or "justification," and that of "fair comment"—were inadequate.

The court did hold, however, that the "second cause of action" cited in Mr. Faulk's complaint—that the defendants had damaged him by conspiring to injure him and by publishing defamatory matter—lacked "the necessary definiteness and particularity."

Mr. Faulk was allowed additional time to amend his "second cause of action," and the defendants were given additional time in which to amend their answer to his complaint.

Mr. Faulk is second vice president of the New York Local of American Federation of Television & Radio Workers.

Defendants along with AWARE are Vincent Hartnett, writer, lecturer, and talent consultant, and Laurence A. Johnson, former Syracuse supermarket operator. Both are members of AWARE.
PROFESSIONAL SERVICES

Zugsmith Gets $75,000 Fee

ARIZONA Supreme Court has held that John C. Mullins, former principal owner of KPHO-AM-TV Phoenix, Ariz., owes Albert Zugsmith, station and newspaper broker, $75,000 for "finding" a purchaser for the KPHO stations. The Phoenix radio-tv properties were sold in 1952 to Meredith Publishing Co. for $1.5 million. Although a jury found for Mr. Zugsmith, a lower court judge overruled the jury verdict and decided in favor of Mr. Mullins. The Arizona high court's decision reinstated the jury verdict in favor of Mr. Zugsmith.

PROFESSIONAL SERVICE PEOPLE


William J. Flanagan, formerly press secretary to Democratic candidate Adlai Stevenson in 1952 presidential election, now group supervisor at Harshe-Rotman Inc., Chicago, elected vice president of national public relations firm.


Billy Gould, with CBS Radio and CBS-TV, Hollywood, since 1935, resigned to join E. T. Somlyo Agency as associate. Somlyo is radio-tv and motion picture talent management firm.

Gene Ragle, former operations director, KBET-TV Sacramento, Calif., appointed director of radio and tv for Calif. State Fair & Exposition, Sacramento.

Joseph P. Richardson, vice president, Neeloham & Greghmann, N. Y., and formerly head of advertising and public relations, Statler Hotels, to Howard F. Dugan Inc., N. Y., hotel consultant and representative firm, as vice president.

E. J. Ade, public relations director, National Fund for Medical Education, N. Y., resigned to set up his own advertising and public relations firm after Labor Day.

Al Kingston, former merchandising counselor to tv personalities, to Theatrical Enterprises Inc., N. Y. Firm manages tv, motion picture and legitimate theatre artists, producers and directors.

Celeste F. Wessel, Long Island representative for N. Y. Herald Tribune Fresh Air Fund, and former NBC writer, to Joseph A. Suberland Inc., Garden City, N. Y., public relations firm, as account executive.

Milton Golin, head of radio-tv desk of Chicago City News Bureau for past 16 years, resigned to join American Medical Assn. as head of AMA new publications department.


NOW . . . ABOUT THAT LINE
THEY'RE HANDING OUT . . .

Me? I'm an expert on "Lines". And I'll bet you Time Buyers have heard them all, too.

In Minneapolis-St. Paul, for example, they're handing out a lot of wild claims about station ratings. But in spite of all the claims you hear, these facts remain indisputable.

1. WLOR is the No. 1 independent station in the Twin Cities.*
(Leads all independents and 3 network stations)

2. More Twin Cities advertisers buy WLOR than any other station.
(The sincerest kind of flattery by businessmen who are on the scene and who know the score.)

3. WLOR leads all stations in the Twin Cities in out-of-home listening.
(Wherever they go, you are there.)

These are the reasons why you get more homes per dollar on WLOR than any station in the Twin Cities orbit.

*Latest Pulse.

MINNEAPOLIS-ST. PAUL
1330 on the dial—5000 watts

LARRY BENTSON, Pres.
Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.

represented by AM RADIO SALES

PULSE PROVES IT
No. 2 STATION IN THE TWIN CITIES
No. 1 INDEPENDENT STATION IN THE NORTHWEST

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CELLER GROUP MAILS

NBC and CBS get queries regarding detailed information on agreements between TV networks and producers, packagers, and distributors of programs since Jan. 1, 1954.

The House Antitrust Subcommittee, headed by Rep. Emanuel Celler (D-N.Y.), last week continued its preparations for TV hearings to begin in September in New York by sending additional questionnaires to CBS and NBC.

While Chairman Celler was attending the Democratic National Convention in Chicago as a member of the latter's Resolutions & Platform Committee, the House group staff mailed out letters under Rep. Celler's signature to the two TV networks asking:

- Detailed information on the financial relationships and agreements between each TV network and the producers, packagers and distributors of programs which have appeared on the network from Jan. 1, 1954, to date.
- Data on discounts granted to advertisers and agencies on gross time charges on each TV network since Jan. 1, 1955.

Networks already have been asked to supply the antitrust group with all affiliation and talent contracts [BET, Aug. 13] and CBS and NBC earlier were asked to furnish copies of all communications with the FCC since 1948 relating to dealings on television. Other information has been asked from the FCC and NARIT preparatory to opening of the September hearings.

Subcommittee spokesmen still maintained last week that no definite date has been set for beginning of the hearings next month, but a staff member earlier had indicated the sessions will not begin until mid-September or thereafter. They are expected to run well into October.

Rep. Celler's letter asked each network to list each program carried since Jan. 1, 1954, which was produced, packaged or distributed by a person or organization not controlled by or affiliated with the network, together with the name of the producer, packager or distributor. The subcommittee wanted to know whether the network had any "direct or indirect" financial interest or control in each program and, if so, wants to be supplied a copy of the agreement in each case, together with all communications.

NEW QUESTIONNAIRE

The House group also requested a list of all producers, packagers or distributors with which the network has had any agreement since Jan. 1, 1954, to receive direct or indirect financial interest in the organization named or in any film or show handled or produced by the named firm, together with copies of all agreements and all verbal and written correspondence involved.

In asking for the discount data, the subcommittee requested the names of each advertiser who has received a discount from the network's gross time rate since Jan. 1, 1955, together with the name of the agency handling the account, name of the program, network's gross time rate for the program, amount of discount granted and all written or verbal communications or "other materials" on (1) criteria used by the network to determine whether a discount should be granted and (2) instances in which the network has refused to grant discounts to advertisers or agencies.

MORE REPLIES FILED ON FCC TV PROPOSALS

Eight markets concerned with latest comments on proposed channel switches.

In the wake of two TV applications for ch. 5 at Lubbock, Tex. (story, page 88), numerous comments, mostly favorable, were received by the FCC last week on its proposal to change the Lubbock educational reservation from ch. 20 to 5.

Opposing any change in the Lubbock status were C. L. Trigg, who last week filed an application for that channel, and McClendon Investment Corp., which said it intended to file for ch. 5. McClendon owns KLIF Dallas, KELP-KILT (TV) El Paso, Tex.; WIRT Milwaukee, and 66.4% of WGLS Decatur, Ga.

Supporting the U-V educational switch were ch. 11 KCB-DTV and ch. 13 KDBU-TV, both Lubbock; S. S. Forrest Jr., mayor of Lubbock; Lubbock Memorial Assn.; William H. Evans, chairman, board of education, Lubbock Independent School District; Lubbock Chamber of Commerce & Board of City Development; Nat Williams, superintendent, Lubbock Public Schools; Texas Technological College, which filed an application for ch. 7, and Texas Commission for Educational TV.

Other comments received on FCC rule-making proposals:

Bakersfield, Calif.—KBAK-TV (ch. 29) and KERO-TV (ch. 10), both Bakersfield, oppose addition of uhf channels 17 and 39 to that city. KBAK-TV requests switching ch. 12 at Fresno, Calif., for Bakersfield's ch. 29 or assignment of both chs. 8 and 12 to Bakersfield. KFRE-TV Fresno (ch. 12), which first proposed adding uhf's to Bakersfield, supports rule-making to add chs. 17 and 39 to Bakersfield.

Peoria-Rock Island, Ill.—Opposition to deleting ch. 8 at Peoria and adding ch. 25 were filed by the villages of Roanoke and Bartonville, Ill., and the 2,300-member Peoria County Farm Bureau.

Lexington-St. Joseph, Tenn.—Ch. 23 WMSL-TV Decatur, Ala., and TV Muscle Shoals, which said it was preparing an application for ch. 4 at Florence, Ala., both oppose the proposal to allocate ch. 11 to St. Joseph, delete educational ch. 11 from Lexington, and instead substitute educational ch. 49.

Pierre-Reliance, S. D.—Mid-Continent Broadcasting & Televi...
Commission Approves WJR, WJRT (TV) Sale

RELINQUISHMENT of control of WJR Detroit and WJRT (TV) Flint, Mich., by Mrs. Frances S. Parker, widow of the late G. A. Richards, through sale of almost 30,000 shares to station executives and family members was approved by the FCC last week. Total consideration involved was nearly $300,000.

During the past few weeks, Mrs. Parker has reduced her ownership to 29.99%, disposing of 73,906 shares at $10 per share [BT, Aug. 6]. The shares have gone to John F. Patt and family, 25,000; Worth Kramer, 12,406; William G. Seldon, 10,000; Seldon S. Dickinson, 7,000; Mrs. Rozene Moore (Mrs. Parker's daughter) 16,000 and F. Sibley Moore (husband of Mrs. Moore), 8,000.

Commenting on the sale, the station said: "Stock purchase by the directors achieves close integration of active management with ownership and is expected to end rumors that the station is to be sold to outside interests."

Ownership Change Approvals Sought by Three Stations

AMONG station ownership change applications filed for FCC approval last week were those involving WROL Knoxville, Tenn., WIW Kokomo, Ind., and KWG Stockton, Calif.

WROL, which operates on 620 kc with 5 kw, was sold by Paul Mountcastle to Greater East Tennessee TV Inc., of which Mr. Mountcastle owns 37.43%. Consideration is reported at $275,000 in cash and notes. Other principal East Tennessee stockholder is Clarence Bean Jr., 14.29%, former owner of WKGN Knoxville. Greater East Tennessee TV Inc. is licensee of ch. 6 WATE-TV Knoxville.

WJIOU (1350 kc, 1 kw) was sold by North Central Indiana Broadcasting Co. to John L. Booth for $180,000. Booth interests include WLIB-WBKI (FM) Detroit; WBBK Flint, WSGW Saginaw, WIBM Jackson, all Mich., and WIVA South Bend, Ind. Because of the proposed WJIOU purchase, Mr. Booth last week asked the FCC to dismiss his application seeking a new station in Lansing, Mich. Knorr Broadcasting Corp. and Capitol Broadcasting Co. are also seeking the Lansing facility—730 kc.

KWG was sold by Delta Broadcasting Co. (James E. Longe and Lewis B. Saslaw) to Western Broadcasting Co. for $85,000. Western principals are equal owners Douglas D. Kahle, owner of KWIN Ashland, Ore., and businessman Robert J. Ramsey. KWG operates on 1230 kc with 250 w.

Chain Accepts FTC Order

THE Federal Trade Commission has announced that the 1,350-store United Cigar-Whelan Stores Corp. has accepted consent settlement of an order directing the chain to stop "knowingly inducing or receiving" from suppliers promotional allowances not made available to all its competitors. FTC last March charged that United Cigar-Whelan chain had induced and received from suppliers special allowances in return for promotion of their products on the chain's tv shows. These allowances violated the Robinson-Patman Act, FTC said, as unfair competition.

TRIPLE TREAT TO SALES SUCCESS

Score Fall programming hits—Boost ratings—Secure audiences—With one or more of these top 3 syndicated football shows!

TOUCHDOWN
13 week series beginning week of September 24th. 50 top college games!

NATIONAL PRO HIGHLIGHTS
13 week series beginning week of October 1st. Every weekly Pro game covered!

NOTRE DAME FOOTBALL
11 week series beginning week of September 24th. Football in the "fighting Irish" manner!

DISTRIBUTED BY
WORLD SPORTS, INC.
Suite A 23, Biltmore Hotel
New York 17, N. Y. Phone: Murray Hill 5-8553

TEL RA PRODUCTIONS
1518 Walnut St., Philadelphia 2, Pa. Phone: Kingsley 6-4140

WRITE • WIRE • PHONE
For audition prints and prices for your market

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ACLU Happy No Changes In Political Equal Time Law

AMERICAN Civil Liberties Union has gone on record as favoring no change in the present law requiring that equal radio-tv time be made available to all qualified political candidates.

A statement issued by Patrick Murphy Malin, ACLU executive director, and approved by the Union's board of directors, asserted that "while major problems had developed under the regulation, on the whole, Sec. 315 has made a major contribution to fairness on the airwaves." The statement expressed satisfaction that Congress had adjourned without revising the law.

The Union voiced opposition to various proposals made in the recent congressional session that would amend Sec. 315 to permit stations and newspapers to give political parties without allotting equal time to smaller parties. ACLU argued that such recommendations would not cope with "one major part of the problem: the economic difficulties in securing equal time for candidates and other political controversy on the airwaves." The statement contended that these proposals would result in all smaller parties being kept off the airwaves, "which is contrary to the democratic and civil liberties content of discussion for all."
**GOVERNMENT**

**Speed Uhf Research, McConnaughey Urges**

EARLY IMPLEMENTATION of a "crash" research and development program to upgrade uhf equipment and bring about a more effective television broadcasting system was called for Friday by FCC Chairman George C. McConnaughey in an address to the West Virginia Assn. of Broadcasters, meeting at the Greenbrier Hotel, White Sulphur Springs. He addressed the Friday dinner session of the Aug. 17-19 meet.

Mr. McConnaughey referred to his meeting a fortnight ago [**BT**, Aug. 13] with Dr. W. R. G. Baker, RETMA president, at which it was planned to invite all segments of the industry some time next month to formulate means of organizing the research program. RETMA last week announced the re-establishment of a Special Committee on Frequency Allocations to develop policy with respect to the FCC's frequency study and recommendations to the Senate Interstate & Foreign Commerce Committee (see separate story).

The FCC chairman said he saw "useful advantages" in the formation of a non-profit organization that would coordinate the work in the uhf development program. He noted that such an organization could be available to receive gifts, donations and grants.

Mr. McConnaughey acknowledged that there are many difficulties to conquer along the road to a more competitive broadcasting system, but he said, "... the goal offers the best hope on the horizon for facilitating the expansion of this nation's tv service to the levels where ingenuity, spurred by active competition, can carry it." He expressed optimism that the task would be achieved, despite the dimensions of the problem, saying, "... as a citizen of a country which can send its aircraft hurtling through the air at speeds approaching 2,000 miles an hour, which is preparing to launch an artificial satellite capable of encircling the globe several times a day, and which is exploiting the atom for manifold industrial uses, how can I doubt the capacity of the engineers in this country to surmount the obstacles which until now have impeded progress in the utilization of the uhf portion of the spectrum for effective tv broadcasting."

Any transition to uhf would be gradual, the chairman pointed out, stating; "I want to emphasize that there is no thought of precipitate action which at a single thrust would obsolete vhf receiving and transmitting equipment in which the public and the broadcasters have made tremendous investments. But every receiver has a limited life span, and depreciation at permissible rates can meet the financial problems of vhf broadcasters who may at some future date be required to replace their present facilities with uhf equipment."

**Bremen, Ga., Grant Affirmed**

FCC Hearing Examiner Basil P. Cooper issued an initial decision last week affirming the Commission's Nov. 2, 1955, grant to West Georgia Broadcasting Co. of a new fm station (formerly WWCS, now WWCC) to operate on 1440 kc, 500 w daytime, in Bremen, Ga. The grant had been protested by WLBB Carrollton, Ga.

Examiner Cooper decided that WLBB had failed to sustain its burden of proof under claims of alleged multiple-ownership violations, economic injury and a charge that West Georgia was not financially qualified to build and operate the proposed station.

**Nationality of Jesuit Head Cited in New Orleans Case**

CITIZENSHIP qualifications concerning Loyola U., New Orleans, have been questioned by James A. Grant, former commercial manager, who asked the FCC to reconsider its decision of last month granting ch. 4 New Orleans to the university (WWL) [**BT**, July 16]. The Commission denied the competing application of the New company and "WPS Newell" (Times-Picayune), latter of which was favored in a July 1955 initial decision by FCC Hearing Examiner Elizabeth C. Smith.

Crux of the Nee argument is the legal status of Loyola, operated by the Society of Jesus. Contending that effective control over the university is exercised by the Superior General of the Society of Jesus, who is a citizen of Belgium, Nee draws a parallel between Loyola U.'s failure to meet the citizenship standards required of other applicants.

**WISC-TV’s Immell Scores Critics of FCC’s Doerfer**

EDITORIAL criticism of FCC Comr. John C. Doerfer for his presence at dedication ceremonies of ch. 3 WISC-TV Madison, Wls. [**BT**, Aug. 13], was a "false, low and unwarranted personal attack" by "disgruntled" and "monopolistic" interests, Ralph M. Immell, WISC-TV president, has charged. Mr. Immell took to the air on ch. 3 Sunday night, Aug. 12, to repudiate implications of impriory raised by the Madison Capital Times and the Wisconsin State Journal concerning Comr. Doerfer’s attendance at the WISC-TV ceremonies. The newspapers were principals in the unsuccessful application for the Madison channel.

Mr. Immell’s address also was carried as a full-page, paid advertisement in the Aug. 13 issue of the Capital Times. Mr. Immell contended that the basis for the newspapers’ reaction was their failure to obtain the ch. 3 permit. He further said that because the newspapers contemplated the purchase of ch. 33 WMVT (TV) Madison, they are attempting to keep ch. 3 out of that city. Historically, government officials participate in dedicatory ceremonies, Mr. Immell stated.

**WLAQ Rome, Ga., Sold By Graham to Melof**

FCC last week was asked to approve the $50,000 sale of WLAQ Rome, Ga., from Cary L. Graham (to Mitchell Melof [business name Don Mitchell]), only one month after the FCC approved Mr. Graham’s purchase of the station from the News Publishing Co. (Rome News-Tribune). At that time Mr. Graham paid $17,000 plus assuming certain debts and obligations of the station.

Mr. Graham also owns WETO Gadsden, WANA Anniston and WDDC Piedmont, Ala. Mr. Melof is former commercial manager of WGST Atlanta and before that was manager of WXQI in the same city. WLAQ (1410 kc, 1 kw) is affiliated with ABC. The Graham-Melof sale was negotiated by Blackburn-Hamilton Co.
Commission Plans to Issue Decisions in Printed Form

THE FCC is planning to issue decisions and orders in printed form instead of in mimeographed shape, as it has been doing since its establishment in 1934.

Arrangements are being worked out with the Government Printing Office so that decisions and orders will be published in one printed pamphlet each week. Details have not yet been decided completely, but it is understood that the new system may be instituted Jan. 1.

Change in the Commission's announcement procedure was disclosed in a report published by the House Government Information sub-committee.

A subcommittee spokesman said attorneys and others concerned with FCC decisions are required to go to the FCC offices to find the results of Commission decisions—or to subscribe to the Pike & Fischer service which prints FCC and other government agency actions.

Although FCC decisions are printed, this is often "five years" behind the date the decisions are published, the spokesman said.

Under the contemplated move, decisions and orders would be mimeographed immediately for distribution to parties involved in the cases and to newsmen. The printed pamphlet would be available to others at a fee from the GPO once a week.

The House subcommittee's report (H Report 2947) criticized the refusal by government agencies and executive departments to furnish information to the public and Congress, and particularly those which have cited the President's 1954 order prohibiting the Defense Dept. from revealing communications within the department during the Army-McCarthy hearings.

The subcommittee spokesman said the House group intends to call on the Justice Dept. for testimony in this regard. Justice only last month cited the presidential order in denying access to its files by a House Antitrust sub-committee investigating the AT&T consent decree.

WTVW (TV) Start Protested

REQUEST of the FCC by ch. 7 WTVW (TV) Evansville, Ind., for special temporary authority to commence commercial operation tomorrow (Tuesday) [AT DEADLINE, Aug. 13] has been protested by now dark ch. 21 WKLO-TV Louis- ville, Ky., which last week asked the FCC to set WTVW's STA request for hearing. WKLO-TV alleged that WTVW has made building preparations for its tv operation "totally differ-ent from that authorized by the Commission" in the construction permit. WKLO-TV said that WTVW's cp called for a 462-ft. tower and RCA transmitter, whereas the station has constructed without authority—a 300-ft. tower with Du- Mont transmitter. WKLO-TV's protest was accom-panied by pictures purporting to show that WTVW had engaged in unauthorized construction.

Hall Names GOP Aides

THREE appointments in the Republican Na- tional Committee have been made by GOP Chairman Leonard W. Hall. Nyle M. Jackson, Seymour, Ind., will serve during the convention as assistant chief sergeant at arms of the radio- tv section and Russell D. Rouch, Springfield, Ohio, will perform the same function in the press section. Lyle O. Snader, minority clerk of the House of Representatives, will head a "newly-elonged" speakers bureau for the 1956 campaign.

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**NO OTHER DENVER RADIO STATION CAN MAKE THESE STATEMENTS**

MORE GREATER-DENVER FAMILIES LISTEN TO KLZ-RADIO THAN TO ANY OTHER DENVER RADIO STATION

Morning, Afternoon and Night

HERE'S PROOF:

Statements substantiated by Denver's most complete and nationally recognized radio survey, Pulse Inc.—based on 72,000 completed completed quarter-hour reports, June 1956. Full Morning 6 AM—12 Noon; Full Afternoon 12 Noon—6 PM; Full Evening 6 PM—12 Midnight. No selected segments.

**First First First First First**

in average rating MORNING, 6.83; AFTERNOON, 4.85; EVENING, 4.85. KLZ's average evening rating is higher than any other station's average daytime rating.

in PERSONALITY SHOWS ... 8 of KLZ's daily personality shows rate first in their time periods.

in NEWS—WEATHER—SPORTS—MARKETS ... 19 of these KLZ broadcasts rate first in their time periods.

KLZ has highest ratings during 51 of 72 daily quarter-hours surveyed (plus 1 tie). ... 2½ times more than all other radio stations combined.

Statements based on ratings (number of actual radio listeners per 100 homes).

NO WONDER KLZ-RADIO HAS BEEN NATIONALLY ACCLAIMED FOR THE "RE-BIRTH OF RADIO"

Buy this audience—Sell this audience—Buy KLZ Radio

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**KLZ Radio Denver 560 kc**

For the full story, call your KATZ man or me today.

LEE FONDREN
General Sales Mgr. CBS for the Rocky Mountain Area—Represented by the Katz Agency

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August 20, 1956 • Page 87
Two File for Lubbock Vhf; Third Applicant Expected

THE LAST available vhf assignment in Lubbock, Tex.—ch. 5—vacant since December 1954 when former KPVO-TV was deleted, was the center of activity last week with two applications for that channel filed with the FCC and the announcement that a third application will be filed shortly. Last month [B/T, July 23] the FCC issued a notice of proposed rule-making which would change the Lubbock educational reservation from ch. 20 to 5. Lubbock's tv allocations are chs. 5, 11 (operating KCBD-TV), 13 (operating KDBU-TV), 20 (educational) and 26.

Texas Technological College of Lubbock filed one of the requests for ch. 5, proposing to use it on an educational basis. The non-profit institution simultaneously petitioned the FCC to designate ch. 5 as educational. Texas Tech plans 11.1 kw visual effective radiant power with antenna height of 444 ft. above average terrain. The school plans to spend $86,189 for construction and $36,000 for first year operation.

C. L. Trigg, owner of ch. 7 KOSA-TV Odessa, Tex., also seeking the Lubbock channel, proposed 100 kw visual power, antenna of 705 ft. above average terrain and an ABC-TV affiliation. Mr. Trigg would spend $325,032 for construction, $500,000 for first year operation and anticipates a first year revenue of $625,000.

Multiple station owner McLendon Investment Corp. (KILT TV) El Paso, other stations, opposing the FCC proposal to change the Lubbock educational reservation, indicated that it would soon file an application for commercial operation on ch. 5. McLendon referred to Texas Tech's petition as an attempt by the school to "immunize itself from a hearing," pointing out that nothing prevents the school from applying for the channel as presently allocated and then operating it on a non-commercial basis.

The proposed change in the Lubbock educational reservation received favorable response from KDUB-TV, KCBD-TV and several other groups (see separate story). McLendon Investment Corp. and Mr. Trigg filed oppositions. Deadline for comments was last Wednesday.

Scripps-Howard Appeals FCC Knoxville Denial

AN APPEAL from the FCC denial of its protest against the grant of a modified construction permit to WBLR-TV Knoxville, Tenn., and a motion to stay Commission action of Aug. 9 which granted WBIR-TV special temporary authority to begin commercial operation were filed in the U.S. Court of Appeals last week by Scripps-Howard Radio Inc. (WNOX Knoxville). In granting WBIR-TV special operating authority on ch. 10, the FCC found that prior construction allegations by WNOX were of such minor account they could not be considered significant.

WNOX told the Court that the modified permit was illegal because it was granted by the Chief of the FCC Broadcast Bureau in excess of his authority. WNOX also claimed that WBIR-TV's proposals under the modified permit were in substantial variance to the original proposals and raised questions of WBIR-TV's financial qualifications to proceed with the new construction. WNOX said it was prepared to prove that WBIR-TV commenced construction before it received an authorization to do so.

Hodge Timebuying in Illinois Spotlighted in ‘News’ Report

DEPOSED Illinois State Auditor Orville Hodge channeled $6,000 of taxpayers' money into a spot radio-tv campaign on Illinois stations during last April's primary elections, the Chicago Daily News reported Aug. 8 in an exclusive story.

The Knight Newspaper, which is credited with breaking the $1.5 million scandal involving the state auditor's office, claimed that Mr. Hodge sent a personal check on the Southmoor Bank & Trust Co. to Commercial Broadcasters Radio Adv. Agency, Chicago, in payment for 300 announcements "on virtually every Illinois radio and tv station." It quoted Michael Edelson, a member of the agency, as reporting a bill of $6,245.01, with the agency contributing the sum above $6,000 to Mr. Hodge's campaign.

According to the Daily News story, Richard Stengel, Democratic candidate for U. S. Senator, has asked Leonard W. Hall, chairman of the Republican National Committee, that the Republicans "refund" the money to the state.

Mr. Hodge paid for the time with a check on the Southmoor Bank, though he had no account there, the News alleged, adding that over $450,000 in forged state warrants (checks) were cashed there while Mr. Hodge was state auditor. Mr. Hodge and other principals are under 54 federal indictments for misapplication of funds in a federally-insured bank, and the former state auditor also faces 46 state indictments for embezzlement.

FCC Members Assigned To Fall NARTB Meetings

THE seven members of the FCC have been assigned dates for appearances at the approaching series of NARTB regional meetings, starting Sept. 17 [B/T, Aug. 13]. Commission members were invited by NARTB to participate in the industry sessions, with assignments made within the Commission itself as was the case last year.


A Knight on Tv

CALIF. Gov. Goodwin Knight August 12 began monthly half-hour live appearance series on KTTV TV Los Angeles, as former Governor, similar to the live show he does Sundays on KFSD-TV San Diego. The KFSD-TV series began Feb. 26. He did a similar live stint on KCCC-TV Sacramento from last November through April. The format calls for Gov. Knight to answer questions phoned by viewers during program. The fourth Sunday of each month Gov. Knight appears on KOVR TV Stockton with Report to the People, which began last October and presents state officials on current problems. The Governor's office last week told B/T he is planning Ask Your Governor for San Francisco when time can be worked out.
Trade Commission charges against nine clients who used in-store promotions prompts promise of legal support.

NETWORKS rallied last week to the defense of their respective merchandising plans—and of clients using these in-store promotions—whose propriety has been challenged indirectly by the Federal Trade Commission [B&T, July 30].

CBS Radio President Arthur Hull Hayes announced that his network will seek to become “an active participant” in various proceedings in which FTC charged nine major manufacturers with violating the Robinson-Patman Act through the use of various merchandising arrangements offered by CBS, NBC and ABC.

The FTC did not name the networks as defendants in the proceedings. But, Mr. Hayes said, CBS Radio attorneys have been instructed to prepare a petition to intervene in those cases where CBS Radio's Supermarketing Plan is involved. If the petition is granted, he said, CBS Radio will take “a vigorous role in defense” of its Supermarketing Plan and the use of the plan by its advertisers.

Plans of NBC and ABC were not formally announced. It was learned, however, that each intends to go to the assistance of its respective clients who were named defendants by FTC. Neither one, apparently, has yet decided just what form this assistance will take.

NBC authorities, for instance, said they intended to assist defendant-clients “in every way possible” in fighting the FTC litigation but that, as of the moment, they were inclined to think it would not be necessary to “intervene”—as CBS Radio proposes to do—in order to give maximum assistance.

Emphasizing that no final decision has been made as to procedure, however, they made plain that the question is still being considered and that present thinking accordingly may be reversed and intervention sought.

ABC was reported to be inclining toward the same general thinking—that of assistance to clients without actual “intervention.”


The merchandising plans involved are those of network-owned stations. The defendant manufacturers are accused, in effect, of paying retail grocery chains for in-store promotions of their products without making the same allowances available to all other customers proportionately.

FTC claims they did this by buying time at regular card rates on network-owned stations that offer in-store promotions of their products as a “special inducement” for buying time. The in-store promotion privileges generally are obtained by stations in exchange for free spot announcements for the stores involved. According to FTC’s reasoning, the defendant-manufacturers, by using merchandising plans, were in effect giving the participating chain outlets promotional allowances which they were not offering other retail customers.

Most of the defendants have declined specific comment on the FTC charges, other than general denials [B&T, Aug. 6].

Six Productions Scheduled
By NBC-TV Opera Theatre

THE NBC-TV Opera Theatre last week scheduled six productions—including both an American premiere and a world premiere—for its eighth consecutive season beginning Nov. 18. All operas will be performed in English dress, with “at least half of them” to be seen in color, according to Producer Samuel Chotzinoff.

The season will get underway with Giacomo Puccini’s “La Boheme,” followed on Dec. 16 by NBC-TV’s annual presentation of Gian Carlo Menotti’s “Amahl and the Night Visitors.” On Jan. 13, the NBC-TV Opera Group will present the U.S. premiere of Sergei Prokofiev’s “War and Peace,” and on March 10, the world premiere of Stanley Hollingworth’s “La Grande Bretèchète.” Other presentations scheduled are Giuseppe Verdi’s “La Traviata” (Feb. 18) and Richard Strauss’ “Elektra” (April 21). Continuing as staff for the company will be Mr. Chotzinoff, Peter Herman Adler (music director), Kirk Browning (tv director) and Charles Polacheck (associate producer). In addition to the six tv programs, the company also will embark on its national tour Oct. 11, returning to New York Dec. 9.

Arbitration Assn. to Hear Hal March Issue Sept. 26

A PROCEEDING involving tv star Hal March for alleged breach of contract is slated for 11 a.m. on Sept. 26 at the offices of the American Arbitration Assn., New York. The action is being taken by two broadband producers, Alexander H. Cohen and Ralph Alswang, who also have a $250,000 suit pending in New York Supreme Court against cosmetics manufacturer Revlon Inc., New York, charging the tv advertisers with persuading Mr. March to break his contract to star in a comedy to have been called “The Brass Section” [B&T, July 2].

In the arbitration session, Herman Levin, Morris Mitchell and A. L. Berman will make up the board that will decide the issue. Mr. Levin, also a broadband producer, will represent Messrs. Cohen and Alswang; Mr. Mitchell will act on behalf of Mr. March, while Mr. Berman will serve as an impartial arbitrator.
NBC ACCELERATES ITS COLOR EXPANSION

Network's yearlong $12 million project to hit high mark this fall with opening of new facilities in New York, Brooklyn and Burbank.

THE BULK of NBC's $12 million expansion of its color facilities within the past year—three new color studios and other new color facilities—will be placed into service this fall. NBC is reporting today (Mon.) that the Ziegfeld Theatre, "Brooklyn Two" and "Color City Four" at Burbank, Calif., are included as well as the installation at Color City of a recording system using lenticular film (new development of NBC, RCA and Eastman Kodak Co.)

The latter system, according to NBC, will be operating at the start of the fall season and will permit the network to present color programs on the West Coast on the same time-delay basis now standard for black-and-white.

The plans for these studios and other expansion which will double NBC's color production had been disclosed last fall by Brig. Gen. David Sarnoff, board chairman of RCA and then also of NBC (B-T, Nov. 7, 1955).

The Ziegfeld Theatre in the Broadway section of New York that has been converted into studios by NBC has its facilities concealed, thus retaining the theatre's traditional appearance. The network said the Ziegfeld will make "an ideal showplace for televising big entertainment events that call for a 'first-night' atmosphere."

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Breath of Contract Suit Filed Against NBC by Martin, Lewis

DEAN MARTIN and Jerry Lewis filed a $3 million breach of contract suit against NBC in the U. S. District Court at Los Angeles last week attacking the network's refusal to carry out a five-year personal appearance agreement made earlier this year.

The comedy team charged that its production, York Pictures Corp., a New York corporation, signed a contract with NBC Feb. 15, 1956, covering a series of tv programs to begin this September. The complaint said the agreement covered four programs each season for five years with NBC to pay $250,000 for each show, live or on film. The contract specified that NBC would notify York of the telecast dates for the next season by July 1 of each year, the court suit explained, although the deadline this year was extended to Aug. 1.

The complaint charged that on July 25 NBC notified York in writing that it would not comply with its obligations to York and repudiated the contract. The suit said that on or about Aug. 1 York informed NBC of its continued "readiness, willingness and ability to fully perform its obligation under said agreement" but about the same date NBC "unequivocally and in writing reaffirmed to York, NBC's repudiation of the aforesaid agreement."

The suit was filed in behalf of York by the Los Angeles law firm of Pacht, Ross, Werne & Bernhard.

Martha Raye Scheduled To Leave Miami Hospital

COMEDIENNE Martha Raye was scheduled to be discharged from Miami Beach's St. Francis Hospital over the past week-end after a near-fatal overdose of sleeping pills last Tuesday. A close friend of the star and her manager (and ex-husband), Nick Condos, also said that Mr. Condos had told him Thursday that the police would not press charges against Miss Raye for attempted suicide, as had been reported earlier. The friend asked that his name not be revealed.

Miss Raye, according to intimate friends, had been despondent for several months. In Florida to establish residence in order to obtain a divorce from dancer Ed Begley, she had been performing at The Beachcomber up to Aug. 12. The divorce petition was denied Aug. 10 on grounds that Miss Raye had established a "paper residence" only.

Signs Marx Exclusively

NBC last week reported that Grouch Marx and John Guedel, star and producer of You Bet Your Life (NBC-TV, Thursday, 8-8:30 p.m., NBC Radio, Wednesday, 9-9:30 p.m.)—last week were signed to a long-term contract effective this September. The new agreement—negotiated with NBC by Gummo Marx, Grouch's brother and agent, and Laurence W. Bellenson, attorney for Messrs. Marx and Guedel—provides for the humorist's exclusive NBC radio and television appearances and similar production services of Mr. Guedel on the Life program.

istered on black-and-white film through minute lenses which form a portion of the film itself. The film can be processed rapidly with normal black-and-white techniques and then played back as a color tv program."

As described by NBC, the theatre when completed will have a studio control in the basement of the theatre to provide people to view stage action through two vidicon cameras. For rehearsal convenience a "Director's Delite"—a small portable control console set up temporarily on the stage floor—will be used. A removable fore-stage floor, fore-stage lighting and an aerial camera attachable to the balcony's front will be available for larger tv productions. A large-screen monochrome monitor as well as regular color monitors will be used for audience viewing. A lighting system handling 900,000 watts of current and containing 450 lighting outlets will be employed.

The new major color studio in Brooklyn is adjacent to the color studio currently used. Brooklyn Two is said by the network to be the largest studio "ever built from the ground up specifically for color." It will have 13,500 sq. ft. of floor space, exceeding in size only that of the adjacent studio that originally was a film studio before conversion to color tv. The lighting system is described as the "most powerful in the industry, having a capacity of 1.2 million watts and 850 outlets. Enough current will be used by the studio alone to light a city of 4,000 homes.

Burbank Facilities

On the west coast, the new Burbank Color City Four will be the second such studio and will have 12,600 square feet of floor space. This is approximately the same size as Color City Two (NBC's first color studio in Burbank), NBC described its lenticular system as working in this way: 'electronic information is registered on black-and-white film through minute lenses which form a portion of the film itself. The film can be processed rapidly with normal black-and-white techniques and then played back as a color tv program.'
Hospital Releases Sullivan

ED SULLIVAN, host of the CBS-TV show bearing his name, was released Aug. 13 from Griffin Hospital, Derby, Conn., where he had been recovering from injuries suffered in an automobile accident Aug. 6 near his Southbury, Conn., farm (B&T, Aug. 13). CBS-TV reported that Mr. Sullivan had been advised by his doctors not to appear on the Sunday night show for three or four weeks. Mr. Sullivan received a broken rib and other less serious injuries.

NETWORK PEOPLE

Jerry Bowars, radio-tv producer, named producer of Glamour Girl show on ABC-TV Western Regional Network.

Victor Wolfson, author and playwright, appointed associate producer of CBS-TV Climax.


Dave Guarway, host on NBC-TV's Today and Wide World, married August 7 to Pamela Wilde Kastner de Coninck, formerly on production staff of Elliot, Urger & Elliot, N. Y. film firm.

PROGRAM SERVICES

PROGRAM SERVICE PEOPLE

Stanley J. Kavan, sales manager of albums, Columbia Records Inc., N. Y., to additional post of coordinator, popular albums artists and repertoire. Other CRI appointments: John Lothrop, recording operations editor, to manager of office services, and Albert Kellbach, catalogue supervisor, to supervisor of file and stenographic services.

Al Freedman, freelance tv writer, named producer of Barry & Enright Productions, Monday-Friday NBC-TV giveaway, Tie Tac Dough.

Alan Surgal, tv writer and author, and Mrs. Surgal (Florence Small, agency editor, Broadcasting-Telecasting), parents of son, Thomas Jordan Surgal, born Aug. 14 in New York.

In and On the Air

WHEN you're too busy to accept announcing bids for tv commercials in other cities, the best thing to do is buy your own plane. At least that's what Bill O'Connor, Chicago freelance radio-vid pitchman, has done. Generally regarded as the city's busiest announcer, Mr. O'Connor found last year he couldn't keep up with offers to handle tv spots in Detroit, Cleveland, St. Louis and other midwest cities. So the 31-year-old announcer took flying lessons, obtained a license and bought his own Piper Tri-Pacer plane. Over a fortnight ago Mr. O'Connor took off from Chicago's Ravenswood Airport for Lambert Field in St. Louis—and his first out-of-the-city tv spot assignment.

MANUFACTURING

Tv Sets Will Be Smaller, But Not Pictures—Baker

THE trend in tv receivers will be smaller models offering the same size picture screens, according to Dr. W. R. G. Baker, vice president of General Electric Co. and president of Radio-Electronics-Tv Mfrs. Assn. Speaking last week at a management institute held at American U., Washington, Dr. Baker said new picture tubes will have an opening angle of 110 degrees compared to the current 90 degrees, permitting a cut of four to five inches in depth of receivers.

When the new tubes eventually are put into portable models, he said, they will be "more desirable" than at present. He said the consumer "wants the set to come to him—he doesn't want to have to go to the set."

Output of portable tv sets totaled 326,000 in the first half of 1956 compared to 50,000 in the same 1955 period, he said, predicting development of battery-transistorized sets when design problems are overcome.

Meck Sells His Interests In Scott Radio Labs Plant

SCOTT Radio Labs plant in Plymouth, Ind., was reported to be on the sales block last week after confirmation of reports that John S. Meck, former president of the set firm and now advertising executive, has completed disposal of his majority interest.

Mr. Meck, who last July joined the Martin Co., advertising agency, as director of technical product merchandising and was elected vice president, confirmed he has sold his 52% interest to Benjamin Smith, head of Monogram Mfg. Co., Culver City, Calif.

While Scott Radio Labs still remains a corporate entity, Mr. Meck said, it has not manufactured any radio-tv sets under the Scott or Meck names at its Plymouth plant since early this summer. It was not known whether the Scott name would be retained by Mr. Smith's firm.

Mr. Meck entered the electronics manufacturing field in 1939 with a small plant turning out phonographs and sound systems and two years later moved to Plymouth on war production work. Later he produced low-priced radios and entered the tv receiver field.

Portables Set Sales Pace, Officials of Emerson Say

EMERSON'S sales pacers in radio-tv are portable tv sets, the new portable tv-phonograph radio and transistor radios.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., told a distributors' convention in New York last week that portable tv sets accounted for 20% of this year's unit sales and 15% of the dollar volume at his firm. He predicted portable tv within three years will boost industry sales from a current 7 million to 10 million.

Another Emerson executive, Dorman D. Israel, executive vice president and general manager of the tv-radio-phonograph division, declared that the tv "Phonoradio", as Emerson calls its portable that also can be operated from an automobile, is selling faster than any other tv receiver ever produced by the company.

This outlook on Emerson's receiver production was presented along with a preview to the distributors of the 1957 line of radios, tv sets and phonographs. Among the models is a 21-inch color console which is list priced at $678.
Admiral Earnings Decrease During First Half of 1956

CONSOLIDATED sales and earnings of Admiral Corp, for the first half of 1956 decreased from the same period last year, according to John B. Huariza, executive vice president and treasurer.

He reported sales for the first six months of this year as being $85,834,325, compared to $94,018,923 during that period in 1955 (a 9% drop) and earnings after taxes of 1,748,055 (74 cents per share) as against $1,946,192 (equal to 82 cents per share). Profits before taxes rose, however, from 2,845,413 that period last year to $3,371,334 in 1956.

Mr. Huariza, in his Aug. 12 report, attributed the apparent drop in sales and earnings to late introduction of Admiral's 1957 t.v. line (June 28) and said a substantial amount of orders already booked will be reflected in the company's third quarter statement.

RCA Plans 3½% Price Boost In Monochrome T.V. Receivers

COST of most RCA black-and-white t.v. sets will be increased an average 3½% Sept. 1, C. P. Baxter, vice president and general manager of RCA's television div., reported Thursday.

RCA Victor's line of 10 color tv receivers, beginning at $495, is not affected.

While color remains the same in price, RCA hinted that only anticipated "increased volume and mass production techniques" prevent a 'like also for that commodity.'

RCA insisted, however, that its increases, which will range from 1½% to 10% according to the model (and with the prices of some monochrome receivers remaining the same), were hastened by higher labor and material costs.

RCA noted that some of the "leading" set makers had increased prices of their receivers in the past two years, during which time RCA "has substantially maintained a price level" on its monochrome sets.

Mr. Baxter declared that RCA's new price schedule "reflects only relatively minor upward revisions of our present prices."

He added that while RCA, at the time of its introduction of the 1956-57 line of monochrome receivers, decided to hold the price line as long as possible despite "spiraling" labor and material costs, "recent unforeseen rises in overall costs have forced us to reflect these increases in our price structure."

Philco Prices Up 10%

PHILCO Corp., Philadelphia, advised its distributors last week that prices of most of its products will be increased up to 10% in the near future. Philco Executive Vice President John M. Otter said the move is necessary because of the recent increase in the price of steel and higher labor costs.

Philco manufactures radio and tv receivers, phonographs and major home appliances.

RCA Ships Equipment

COLOR CAMERA, antenna and transmitter shipments reported by RCA included three vidicon color film cameras to WRCV-TV Philadelphia; KPIX-TV San Francisco and NBC, New York; live studio color camera to KRAD-TV Wichita; six-section supercastvite vhf antenna to KXLL-TV Butte; vhf transmitters—25 kw amplifier to KHSI-TV Chilco, Calif., and 50 kw amplifier and 2 kw standby for WDEF-TV Chattanooga, and 25 kw uhf transmitter (amplifier) for WBRE-TV Wilkes-Barre.

Olympic Now Unitronics

STOCKHOLDER approval has been granted to change of the corporate name of Olympic Radio & Television Inc. to Unitronics Corp. [B&T, June 11]. Named president of the new corporation at an Aug. 3 meeting was Branson Mayers, director of company, and former assistant to publisher of Time Inc., who now will head Unitronic's three divisions, Olympic Radio & Television, David Bogen Co., and Presto Recording Corp.

MANUFACTURING PEOPLE

Harold C. Mattes, formerly president of Raytheon Mfg. Co. and co-founder of old Belmont Radio Corp., elected vice president in charge of private label division of Halcyonics Co. Chicago, which recently purchased Raytheon-tv and radio tools and other equipment.

Kenneth P. McNaughton, retired major general, U. S. Air Force, named director of west coast operations, Fairchild Camera & Instrument Corp., Syosset, N. Y. He will headquarter at L. A.


Dr. Hans Christoph Wohlrab, chief engineer, Siemens & Halske (electrical supplies, tv, film equipment), Karlsruhe, Germany, to director of engineering, professional equipment & instrumentation division, Bell & Howell Co., Chicago.

John M. Spooner, manager of RCA's kinescope servicing plant, Sellersville, Pa., to manager of firm's Findlay, Ohio, plant (high-voltage transformers and deflection yokes).

Anthony L. Conrad, manager of RCA missile test project at Patrick Air Force Base, Fla., elected vice president, RCA Service Co.

Alice Close, formerly with Sylvan Ginsbury Associates, Philadelphia, expert of electronic components and testing equipment, to export manager, International Div., Allen B. DuMont Labs, N. Y. Peter Well, special analyst in charge of finances, planning and control, DuMont Labs, to assistant manager, technical products division.

John P. J. Finnie, formerly with Brookes, Smith, French & Dorrance, N. Y., to David Bogen Co., (high-fi sound reproduction equipment), N. Y., as assistant advertising manager.


Thomas J. Murphy, special sales representative for electric ranges and home laundry equipment, Philco appliance division, Phila., named manager of premium sales for corporation.

Michael F. Dowley Jr., formerly with R. H. White, Boston department store, in executive sales capacity, to RCA International Div., N. Y., as director of consumer products marketing department.

Dr. Allen B. DuMont, board chairman, Allen B. DuMont Labs, will address Texas Electronics Assn. convention Friday at Houston on "Television—Today and Tomorrow."

MANUFACTURING SHORTS

Teraclco Co., St. Paul, Minn., marketing automatic converters to use automobile current in operation of portable tv sets. Models plug into dashboard cigarette lighter and are available for six or 12 volt systems.

Damon Recording Studios Inc., Kansas City, Mo., which last year designed and put into use new nine-speed hysterisis, synchronous direct drive for disc recording machines and players, now producing units for other recording organizations. Firm, after continuous use of units, reports outstanding results in all phases, including disc duplication at double speed.

Allen B. DuMont Labs, Clifton, N. J., reports equipment for conversion of its multi-scanner to color has been ordered by WRKX-TV Rockford, Ill. (ch. 3).

Motorola Inc., Chicago, reports portable and automobile radio sales reached their highest monthly peak at Motorola Inc. during June, with increases of 30% and 16%, respectively, over the same month in 1955.

Seltchell Carlson Inc., St. Paul, Minn., has announced new line of tv receivers including 17, 21, 24, and 27-in. models, portable, table and console type; construction of cabinet features "unitized" design with functional units easily removed from chassis for maintenance or modernization.

RCA Theatre & Sound Products, Camden, N. J., has developed four-speed automatic record changer for home-installed high fidelity system, to be added to standard intermixing of 7, 10 and 12-in. discs and established 45, 33½ and 78 rpm speeds, new machine will also accommodate 16½ rpm size used for storybook discs.
'Project Information' Launched by P,G,W

Variety of market data is offered timebuyers and agency media planners in new $100,000-plus project by agency.

NEED of timebuyers and agency media planners for a wealth of market data is emphasized by Peters, Griffin, Woodward in its new $100,000-plus 'Project Information.' The new studies, extensively prepared over the past six months by P,G,W, were previewed Wednesday at a news conference in New York as the station representative started its huge task of mailing them in series to agencies and advertisers. Specifically, 'Project Information' — based on 114 different studies of market conditions — aims to benefit stations represented by P,G,W and to stimulate radio and tv national spot business in general (Chosen City, Aug. 13).

P,G,W officials said the firm, which represents more than 50 radio and tv stations, had absorbed all of the project's cost, reported to be $100,000, with the stations asked "not to contribute even a dime."

The project has these distinct parts for each market: radio market stories (about six pages in length) to be distributed in complete sets to advertisers and agencies; television market stories, called "sellers handbooks," which contain a complete volume for each market; city or market stories for use by P,G,W salesmen and "Dames in the Daytime," a special study on daytime viewing habits. Station stories contain coverage maps and highlights of the market stories and can accommodate more specific information on programs, rates, coverage and the like.

Last week, P,G,W started distribution of the radio market stories; the tv counterparts, illustrated and plastic bound, will go out later this month.

In all, there is a total of 250,000 printed materials. Basic pieces include 32 for radio and 26 for tv with "Dames in Daytime" an additional mailing piece.

H. Preston Peters, president of the representative firm, stressed in his announcement of the project that advertisers and agencies had long sought such materials for use in planning campaigns. "Mr. Peters stated his firm believed the project's circulation would mean that for the first time an advertiser, account executive or timebuyer could bone up at "one short reading session" on market conditions and traditions existing in those markets P,G,W represents.

Features of the market stories include contour maps, pictures, sales figures, individual market weather conditions, college enrollments, lists of retail outlets, of competing broadcasting stations and data on local newspapers.

As an example of the type of material the firm will distribute, the "Seller's Handbook for Roanoke and WDBJ-TV" has 15 pages crammed with statistics and general information. First page sets background with a general description of Roanoke, Va., the second flips into facts and figures of the Roanoke metropolitan county area (including counties, population, families, national ranking and population characteristics). Next comes a look at Roanoke's industry, presenting data on employment classifications, names of some of the major companies located in the market (even as to include office hours, factory shifts and industrial paydays).

A full page is devoted to retail trade, presenting the main department stores, variety stores, chain groceries and drug stores, as well as principal shopping days. Classifications and number of retail establishments for the Roanoke market's counties are presented along with overall totals, the total employees and the 1954 payroll. Page 6 of the Roanoke study lists railroads, airlines, highways and total auto registrations. A full page is devoted to a list of tv and radio stations (affiliations and power for both radio and tv; height above average terrain and channel number for tv, frequencies for radio) and to newspapers (morning or evening, and daily and Sunday circulation).

The next page points up collegiate statistics: name of school, its location, type (coed, women...
ELTON RULE, KABC-TV Los Angeles general sales manager, points out a feature of Tom Sawyer “Rippled” potato chips which will be used on long-term spot schedule just signed with KABC-TV. Getting the facts are (l to r) Lou Holzer, vice president, M. B. Scott Inc, advertising agency, that city; Dick O’Leary, KABC-TV account executive; Bill Zinsley, Tom Sawyer sales manager; Ben Spillman, Tom Sawyer director, and Robert Smith, Scott account executive.

or men, etc.), number of students and teachers. The weather and water page presents the normal for temperature and precipitation for each of the 12 months in the year along with figures for the whole year (including snowfall). Altitude and type of water are presented. The leading hotels in Roanoke are treated next (location and phone number).

The remaining few pages are used to tell the P, G, W- represented WDBJ-TV Roanoke story. This includes full description of the station, a coverage map, breakdown into counties of the coverage area (taking in population, families and total retail sales).

The radio market story similarly packs into its fewer pages essentially the same information, with emphasis, however, on fuller treatment of other radio stations in the market, and on the competing tv and newspaper outlets.

The separate “Dames in the Daytime” presentation is an illustrated booklet that points up various research findings on the extent of television viewing in the daytime hours. Stressed are the huge number of tv homes which watch tv before 5 p.m.; the fact that women do most of this viewing, that this housewife attention level is about the same in the daytime as it is at night, and that women daytime tv viewers are younger, have the larger families and shop more often.

WIOD Now Called WCKR, Uridge Appointed Manager

BISCAYNE TV Corp. (WCKT [TV] Miami) has taken over operation of WIOD Miami and the call letters have been changed to WCKR, according to Niles Trammell, president. Mr. Trammell also announced the appointment of four station officers, headed by Manager Owen Uridge. The change became effective midnight, Aug. 10. WIOD was purchased by Biscayne from Ida of Dreams Broadcasting Corp. for $404,128 [B+T, July 23]. This necessitated the sale of WQAM Miami by the Miami Herald, a substantial stockholder of Biscayne, because of FCC duopoly rules.

Besides Mr. Uridge, other station executives who have joined WCKR include Gene Rider, chief engineer; L. L. (Duke) Zimmerman, sales manager, and Walt Svehla, program manager. All four men formerly were with WQAM. Mr. Uridge, WQAM general manager, formerly held the same position with WAFD and WJR, both Detroit. He joined WQAM in 1947.

At the present time, WCKR is operating from studios in downtown Miami but will move into new facilities in Biscayne’s radio-tv building early next month. Sister station WCKT went on the air last month, with studios in the new building. Both stations are NBC affiliates. Christal Co., New York, will represent WCKR.

WOW-AM-TV Issues Film On Conservation Problems

WOW-AM-TV Omaha, Neb., has produced its third soil and water conservation documentary film, “Regimented Raindrops II.” The filming required 350 man-hours, more than $3,000 in production costs and 3,000 miles of travel.

“Raindrops II,” preceded by “Big Muddy” and “Regimented Raindrops I,” dramatizes what Missouri Valley basin farmers are doing to conserve vital water on their own land. The film lasts 27 minutes and is in color with sound.

A team composed of WOW-AM-TV Farm Director Mal Hansen, his associate Arnold Peterson and photographers Bill LaViolette and Bob Mockler shot scenes throughout Nebraska and Iowa from the air and on the ground.

The film has been shown by WOW-AM, KCMO-TV Kansas City and will be shown next month by KTNT [TV] Tacoma, Wash. It also is available for group showings and bookings at present are a month ahead. Stations interested in showing the film may obtain copies by contacting Mr. Hansen.

Color Progress ‘Remarkable’ Heribeaux Reports to NBC

WNBQ (TV) Chicago made “remarkable progress” in programming, sales, client-agency acceptance and in generating public interest in color television in its first four months of operation as an “all-color” station, Jules Heribeaux, NBC Chicago vice president and general manager, reported last week.

Details of Mr. Heribeaux’ four-month report followed generally the pattern of findings shown in a special three-month report presented by B+T a month ago [B+T, July 16]. Reporting to Charles R. Denny, NBC vice president in charge of owned stations and NBC Spot Sales, Mr. Heribeaux said, in part:

(1) WNBQ currently is averaging approxi-
THEY PUT THEIR MONEY ON PROMOTION-MINDED NAGS

PLAYING a hunch on the 590 frequency of WROW Albany, 19 members of a party given by the station at the Saratoga race track chose 3 and 9 in the daily double. And promotion-minded horses—looking at the call letters on a balloon flying overhead—came in for the payoff. The winners were among more than 100 timebuyers and other advertising personnel from New York, Boston and Philadelphia entertained at the track by WROW. Lucky ticket holders (1 to 10) are, seated: Rita Driscoll, of C. I. Miller; Betty Powell, Geyer Advertising; Jane Podester, McCann-Erickson; Alolph Avery, daughter of Avery-Knodel’s Lew Avery; Frank Smith, WROW president; Jack Clark, Harrington, Richter & Parson; Pat Hart, WROW; Gerry McGuire, WCDA Albany, and standing: Val Rither, N. W. Ayer; John Dickenson, HR&P; Bob Liddel, Compass Advertising; Harry Goldman, WROW; George Perkins, WROW; Marc Richfield, BBDO; Stan Hamer, Dancer, Fitzgerald & Sample; Lew Avery; Jack Dunford, Bryan Houston; Dane Kane, Ellington & Co., and Bernie Rasmussen, Fuller & Smith & Ross.

at the track by WROW. Lucky ticket holders (1 to 10) are, seated: Rita Driscoll, of C. I. Miller; Betty Powell, Geyer Advertising; Jane Podester, McCann-Erickson; Alolph Avery, daughter of Avery-Knodel’s Lew Avery; Frank Smith, WROW president; Jack Clark, Harrington, Richter & Parson; Pat Hart, WROW; Gerry McGuire, WCDA Albany, and standing: Val Rither, N. W. Ayer; John Dickenson, HR&P; Bob Liddel, Compass Advertising; Harry Goldman, WROW; George Perkins, WROW; Marc Richfield, BBDO; Stan Hamer, Dancer, Fitzgerald & Sample; Lew Avery; Jack Dunford, Bryan Houston; Dane Kane, Ellington & Co., and Bernie Rasmussen, Fuller & Smith & Ross.

mately 38 hours of color per week (30 hours local, 8 hours network). This fall, when network colorcasting is boosted from 40 to 80 hours a month, WNBQ will be presenting 50 hours of color per week, or about 15 hours more than when it started colorcasting last April.

(2) A total of 36 local and national spot advertisers currently use WNBQ’s color facilities to present a total of 74 live, film or slide commercials in an average week. Color has had a “uniformly enthusiastic” reception from all 36.

(3) Color has brought new business to WNBQ—local and national spot sales in May, June and July were up 25% over the same period of 1955.

(4) Some 30,000 visitors have trooped to WNBQ’s Hall of Color in the past four months and traffic now averages 2,000 per five-day week.

(5) Although there is no authoritative count of the number of color sets in the Chicago area, sales there have exceeded those in any other market and it’s estimated that the total has doubled since WNBQ started its color operation.

A further step-up is expected this fall as a result of increased color programming, plus recent reductions in color set prices.

(6) WNBQ color orientation sessions, open to all advertisers and their agencies, have had “great success,” with 29 agencies and 40 of their clients having used station’s “laboratory” facilities to color-test products as of July 31. Though some of these advertisers are not now using color, and a few are not even using tv, they should be considered potential users who have been “pre-sold” on color.

Color clients are renewing at an “encouragingly high rate,” Mr. Herboveux said. Among the most recent renewals were those of Goldblatts’, Armour & Co., Santa Fe Railway, Peter Hand Brewing Co., Vanzer milk and First Federal Savings & Loan.

Fla., Tenn. Stations Bought by Rounsaville

THE Rounsaville station group was expanded to seven regional outlets in major markets as the result of last week’s purchase of WSOX Nashville, Tenn. (1470 kc 1 kw daytime) and WIOK Tampa, Fla. (1130 kc 1 kw daytime) from H. C. Young Jr., of Nashville. Price for the two outlets was $540,000. Sales are subject to usual FCC approval.

Robert W. Rounsaville, head of the group, said six of the major market stations will be programmed to Negroes but WQXI Atlanta, the headquarters station, will continue its music-news-sports policy plus exclusive Atlanta Crackers baseball and high school football coverage.

Besides the three outlets mentioned, the group includes WCIN Cincinnati; WLOU Louisville; WOBS Jacksonville, Fla.; WMBM Miami Beach. Mr. Rounsaville holds permits for WATL-TV Atlanta; WQX-N TV Cincinnati and WQXL-TV Louisville. He first entered radio in 1941 by building WGAA Cedartown, Ga.

Besides acquiring WSOX and WIOK, Mr. Rounsaville last week sold WBAC Cleveland, Tenn., for almost $150,000 to a group headed by Thad F. Fitch, WBAC manager, and Walter Kite, Cleveland businessman. Some months ago he sold WBEJ Elizabethhott, Tenn., to local interests for $100,000. Early in the summer he had applied for a 10 kw station on 1010 kc in Tampa.
Swezey Defends Right Of Radio-Tv in Court

THE IMPORTANCE—in point of public service as well as fairness—of allowing radio-tv to cover legislative and judicial proceedings on a par with the rest of the press was emphasized by Robert D. Swezey of WDSU-AM-FM-TV New Orleans, a member of the Broadcasting Freedom of Information Committee, in a panel session on municipally-owned WNYC New York a fortnight ago.

Most of the half-hour transcribed program was taken by a presentation of opposing points of view by Mr. Swezey and Wayland B. Cedarquist, attorney and former member of the board of managers of the Chicago Bar Assoc. Other participants were Jacob Sher, associate professor at Northwestern U.'s Medill School of Journalism and also general counsel for the House of Representatives' Subcommittee on Government Information, and James H. McBurney, dean of Northwestern's School of Speech, who was moderator.

Mr. Cedarquist agreed generally with Mr. Swezey that television coverage need not interfere physically with proceedings. He insisted, however, that although the technical facilities may be unobtrusive, the knowledge that a proceeding is being telecast can have important psychological effects on a witness, making it "difficult to get the truth of the matter" and depriving the defendant of a "fair trial."

Mr. Swezey disagreed "completely," arguing that "the minute a witness becomes a witness—becomes actively interested in what he's saying, his answers, his statements, and so forth—he loses completely the feeling of what goes on around him."

He also said:

"Let me review with you the purposes for public trials. What are they? The first one, I assume, is to assure there will be a fair proceeding . . . to get away from the inquisition and the star chambers. The second, as I recall, in order of importance, was that the publicity itself would bring forward witnesses that otherwise hadn't been found who might have some valuable information to clear up the case.

"And the third one was to keep the defendant and the witnesses and everybody else pretty close to the truth—that is, if [the witness] were making statements before the public, he would be much more likely to be pretty careful what he said and to be pretty sure that he meant what he said before he made the statement.

"I believe there was a fourth, and that was to assist the judge and the other officials in keeping close to an orderly deportment themselves . . ."

"Now, as far as I can see, those . . . are the main historical reasons why we have public hearings and public trials . . . All of these things [contribute] to the fact that television should be in the picture, because this is the greatest publicity medium that we have so far achieved."

WESLEY DUMA (r), president of KSFO, San Francisco Broadcasters Inc., and Robert O. Reynolds, vice president and general manager of KMPC Los Angeles, exchange check and stock certificate completing the $1 million sale of KSFO to Golden West Broadcasters (KMPC) [B&T, June 18].

WBUF (TV) Begins Campaign To Convert TV Sets to UHF

A NEW CAMPAIGN that WBUF (TV) Buffalo hopes will bring tv set uhf conversion farther along the road toward the 100% mark in its coverage area was underway last week, coincident with WBUF's carrying the full NBC-TV schedule.

"Project 17," as the station calls the campaign, is using every promotional, merchandising, advertising, publicity, technical and civic means at its disposal, according to General Manager Charles C. Bevis Jr. The promotional group at the station will keep busy on Buffalo business enterprises that sell or install necessary equipment to make tv receivers capable of carrying WBUF programs.

Describing the operation as having "mobility and speed of military action," Mr. Bevis said the team handling "Project 17" will be headed by Robert Fillmore, manager of advertising and promotion at the station; assisted by H. W. Shepard, director of sales and projects. WBUF-owned stations will include specialists in advertising, merchandising, promotion and publicity, as well as advisory services of NBC technicians, statisticians and fiscal experts.

A 53% increase in the number of metropolitan Buffalo homes equipped to receive uhf telecasts in the first six months of operation by WBUF has been claimed by Mr. Bevis. According to Mr. Bevis, an estimate as of July 1 showed 160,160 uhf-equipped sets, or 47.5% of the tv homes in metropolitan Buffalo. This estimate, he noted, was projected from a study by W. R. Simmons & Assoc., made for the ch. 17 station in March and supplemented by estimates taken from local distributors, the local power company and other sources. WBUF counted 165,000 uhf-equipped tv sets in the area on Jan. 1 and 124,000 by March. Between March and July, the volume rose by more than 29%.

WVCG Now Broadcasting From New $75,000 Studios

WVCG Coral Gables ("South Florida's Good Music Station"), now is broadcasting from its new $75,000 building. George W. Thorpe, president and general manager, said the move was made without a break in broadcasting continuity.

The new facilities occupy more than 3,000 sq. ft. and feature duplicate control rooms, employe lounge and a large studio. WVCG is on the air Feb. 18, 1948, and broadcasts with 1 kw on 1070 kc.

KDUB-TV Gets Court Access

FIRST tv access to a West Texas district court was obtained Aug. 10 by KDUB-TV Lubbock when Duncan Ellison, news editor, was permitted to take films in a forgery trial. The coverage was put on the air shortly after the pickup. W. D. Rogers, KDUB-TV president, and other media representatives had petitioned Judge Robert Bean for the coverage rights. Counsel for both sides agreed to the telecast.

Two Nebraska Radio Stations Plan to Establish Tv Outlet

TWO Nebraska radio stations—KCOW Alliance and KOLT Scottsbluff—last week announced plans to establish a tv station to serve the northwestern panhandle of that state.

Although complete details have yet to be worked out, the stations said they have been working on the project with an engineering firm for several months and that full information will be available within 30 days. Supervising planning for the proposed outlet are Gene Ackerley, general manager of KCOW, and L. L. Hilliard, owner of KOLT. Both are veteran broadcasters. Present plans call for the formation of a new corporation, Western Nebraska Tv Inc., in which the two stations will be principal stockholders.

What Are Pittsburgh's Working Hours?

ASK YOUR COLONEL

Factory shifts, office hours, and school hours are just a few of the facts your Colonel has assembled for Pittsburgh . . . and for 23 other markets he represents.

PGW TELEVISION SALES
Quad-City Telecasting Corp. Formed, Seeks Video Outlet

FORMATION of the Quad-City Telecasting Corp. for the purpose of providing an additional telecasting facility in the quad-city area of Rock Island, Moline and East Moline, Ill., has been announced by Glenn L. Seydel, president of the group. Other officers are G. LaVerne Flambo, majority stockholder of WQUA Moline, vice president, and Clarence J. Bendle, treasurer.

Mr. Seydel said the group is interested in filing an application for a tv station on ch. 8 in Rock Island, if and when the FCC's proposed rule-making to delete ch. 8 from Peoria and assign it to Rock Island is finalized. The Commission has granted Peoria ch. 8 to WIRL Peoria, but construction has been prohibited until completion of the rule-making proceeding.

WCJB-TV Minot Planning To Build 1,070 Ft. Tower

KCJB-TV Minot, N. D., has completed plans to construct a 1,070 ft. tower and to increase ERP to 65 kw, it has been announced by John W. Bolter, president of the North Dakota Broadcasting Co., station's licensee. An application requesting the change has been filed at the FCC.

The new tower will be located in an area southwest of Minot and will be one of the two tallest in North Dakota, second only to the 1,085 ft. tower of KXJB-TV Valley City, N. D., also operated by the North Dakota Broadcasting Co. Ch. 13 KCJB-TV is a primary CBS affiliate.

MBS Outlet KRDG Starts

NEW Mutual-Don Lee affiliate, KRDG Redding, Calif., began operation Aug. 1 on 1230 kc with 250 w fulltime, it was announced last week by Howard N. Martineau, general manager. Operator is Redding Broadcasting Co., 1214 Locust St. Telephone is Redding 5451. Reinard W. Brandley is associated with Mr. Martineau in ownership of KRDG. Lynn Olson is chief engineer and Edith Martineau is program director.

WBAT Sold for $140,000

SALE of WBAT Marion, Ind., from Marion Radio Corp. (John L. Ramp) to Central Broadcasting Corp. (WKBY Richmond, Ind.) for $140,000, was announced last week by Allen Kander & Co., broker negotiating the sale. The sale is subject to approval by the FCC. WBAT (1400 kc, 250 w) began operation in 1947 and is a CBS affiliate. Lester G. Spencer, general manager of WKBY, also will manage WBAT.

WLW Foundation Reactivated

THE WLW Consumer Foundation—made up of several hundred radio families in the Cincinnati-Columbus, Ohio, area who pre-test advertised products—will be reactivated in the fall by the Crosley station. The testing panel, which actually used products in the home before WLW accepted them for radio advertising use, has been inactive the past few years. The reactivation move, according to WLW, is because of the "rejuvenation of radio programming..."
Fred Nahas New President Of Shamrock Broadcasting

FRED NAHAS has been appointed president of Shamrock Broadcasting Co., which operates KXYZ Houston, Tex., it was announced by Glenn McCarthy, chairman of the board.

Mr. Nahas has been associated with KXYZ since 1948, when he joined the station as executive vice president and general manager. In the early days of television, Mr. Nahas was appointed by Broadcast Music Inc. to make a series of speeches throughout the nation on the unusual promotions used by KXYZ during the difficult period.

Mayer Receiver for WTOM-TV

APPOINTMENT of John Mayer of Detroit as temporary receiver of ch. 54 WTOM-TV Lansing, Mich., has been announced. The station, which is under the management of L. G. Christian Jr., has $115,000 in liabilities. Mr. Christian said a Boston investment firm was interested in helping reorganize the licensee and that creditors would be paid in full after reorganization. The station is remaining on the air.

KPOK Names Leon to Sales

IRVING S. LEON has been named director of sales and service of KPOK Scottsdale, Ariz., according to President Dick Gilbert. The station is still under construction. Ariz. Gov. Ernest W. McFarland and other state and local dignitaries took part in recent ceremonies lighting KPOK's 210-ft. tower. For the past three years, Mr. Leon has been an account executive for KTVL Mesa, Ariz.

KAIR Tucson Names Grant

KAIR. Tucson, Ariz., has named W. S. Grant Co. as national representative and announced plans to go on the air Aug. 25. The station is owned by Pima Broadcasting Co. Charles Cowling is vice president and general manager.

KOLO-TV Reno, Nev., Begins Increased Power Operations

KOLO-TV Reno, Nev., ch. 8, has begun operating from a new transmitter site atop 10,120 ft. Slide Mt., 15 miles southwest of Reno. With new 11.7 kw effective radiated power from a 2,920-ft. antenna height (above average terrain), the Reno outlet has gained a 50% increase in viewers (from 21,750 to 33,500), according to Harry Huey, general manager. The station will serve CBS network programs from KPIX (TV) San Francisco and NBC programs from KCKA-TV Sacramento, Calif., via its own off-the-air relay system. ABC affiliation is for film. The transmitter can be reached in winter via ski-lift and motorized sled.

WSYE-TV Target Sept. 15

WSYE-TV Elmiria, N. Y., has set a Sept. 15 target date, according to E. R. Videboncoeur, president of WSYR-AM-TV Syracuse (Central New York Broadcasting Corp., which owns WSYE-TV). All transmitting and control equipment has been installed for the ch. 13 outlet with the exception of the antenna, which is slated for delivery in early September. Supervising technical operations are Albert Elchofizer and Francis Thisse, WSYR-AM-TV chief engineer and assistant, respectively.

REPRESENTATIVE APPOINTMENTS

WGMS-AM-FM Washington names Adam Young Inc., N. Y. Station recently was purchased by KRO Teleradio Pictures Inc.

KYA San Francisco appoints McGavren-Quinn Co. L. A. representative. Station maintains its own N. Y. office.

WTOA Boston names Richard O'Connell Inc., N. Y.

REPRESENTATIVE PEOPLE

Ralph C. Kelley, formerly vice president in charge of Chicago office of The Walker Co., radio-television representative, to John Cockrell, Inc., media representative, same city, as vice president.

Fred L. Nettere, time and space salesman, formerly with The Katz Agency, to similar post with NBC-TV Spot Sales, N. Y.


In Cincinnati—Get All Four

Personalities
Ratings
Audience
Power

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

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STATIONS
Robert A. Fillmore, manager of advertising and promotion of NBC-owned WRCV Philadelphia, transferred to WBUF (TV) Buffalo, also NBC outlet, in same capacity.

Roddie Smith, auditor, KEX Portland, Ore., Westminster Broadcasting Co. station, named by WBC to post of auditor at KPIX (TV) San Francisco. Succeeding Mr. Smith in Portland is James R. Melinder, former assistant auditor at San Francisco station.

William Martin, formerly assistant to Edgar Bergen, CBS, to KTFA (TV) Hollywood as talent director.

Wade St. Clair, assistant program manager, WBT Charlotte, N. C., to station sales staff.

Douglas Bell, program director, WSC Charlotte, to assistant program manager at WBT.

Thomas M. Smart, Idaho representative, Bal- lard & Carter, electronics supply firm, to KDVL Salt Lake City as account executive.

Joseph M. Tasker Jr., announcer-newsctaster, WKNB (TV) New Britain, Conn., named music director at station's WBT studios.

Jim Patterson, formerly producer-director of Panorama Pacific, CBS Television Pacific Network, to KTRC (TV) Los Angeles as executive producer.

Craig Harrison, California radio veteran, to KCBS San Francisco as Housewives' Protective League director succeeding Lee Adams, now at WLW Cincinnati. Clifford Trotter, salesman, KJBS San Francisco, to KCBS as account executive.

Clifton Utley, NBC commentator, to return to regular newscasting duties at WMAQ Chicago Sept. 3, ending absence of three years spent recuperating from heart ailment. He replaces Austin Kiplinger, leaving to join his father's Kiplinger Letters, Washington.

Michael Stanley, news director, WJOC Jamestown, N. Y., to WOCJ Coatsville, Pa., in same capacity.

Orville C. Schumacher, formerly on WLS Chicago staff, to KCAL Redlands, Calif., as news and sports director replacing Bill Paterson, resigned to join sheriff's office in San Bernardino County.

Cal Stewart, disc jockey, WOWO Fort Wayne, Ind., named director of news and special events.

Jack E. Underwood, program director of Jackson, Mich., radio station, to WOWO as disc jockey succeeding Mr. Stewart.

Dorothy Munster Trantow, traffic manager, WFTC-AM-FM Fayetteville, N. C., promoted to assistant continuity director, succeeding Janet Phinney, resigned. Carol Lofink named traffic manager. Mrs. Trantow formerly was on N. Y. advertising staff of BWT.

Jack Laffin, former sports director, WSSV Petersburg, Va., to KOCY Oklahoma City on news-sports staff.

Clifford Geiselman, Holdrege, Neb., farmer, to engineering staff, KOL-TV Kearney, Neb. William V. Ranker and Lee Will, graduates of Central Technical Institute, Kansas City, Mo., also to KOL-TV as engineers.

John Morgan, singer, to KTWW (TV) Seattle-Tacoma. Wash., for late night shows succeeding Al Brightman, assigned to teenage show resuming next month.

Richard Lyon, faculty member, U. of Connecticut, Mansfield, to WDRC Hartford, Conn., as part-time summer announcing.

Herb Sheldon, personality on WRCA-TV New York, signed by WABD (TV) New York for series of programs to begin this fall. He will continue his WRCA-TV show.

Graduates of Northwest Radio & Television School who have taken station positions: Bill Larson to WDAY-TV Fargo, N. D.; Jack Wagen, KBAM Longview, Wash., announcer-salesman; George Pfau, KLCB Libby, Mont., announcer; Robert Tien, KKL-TV Butte, Mont., film department; John Pearman and Nathan Morgan, WPKE Pikesville, Ky., announcers; Vern Wright, KODL The Dalles, Ore., combination man; Don Brubaker, KLQX- FM Boise, Mont.; Carlene Miller, WCYB- TV Wintre, Va., and Charles McCormick to WJEH Galipolis, Ohio.


Paul Gribben, Phoenix, Ariz., radio personality, to KOOL there for daily news program.

Dick McMahon, recent high school graduate, to announcing staff of KLZ Denver.

Jim Gibbs, news staff, WFAA-TV Dallas, Tex., appointed assistant news director.

Chris Trull, Fuchs, Zemp & Celander, St. Petersburg, Fla., advertising agency, to WSUN-TV there as director.

Jack Barry, free-lance radio personality, to staff of WPEN Philadelphia for evening show and news. succeeding Fred Bennett, resigned to join Voice of America. Jules Reind assigned to morning news and Bill Smith to night.

The Rev. John E. Sjawka, pastor of St. John & St. Peter Lutheran Church, Syracuse, and conductor of Tell Us a Story on WSYR-TV there for five years, leaving for pastorate in Fort Wayne, Ind.

Thomas E. Baxendell Jr. to technical staff of WTVH (TV) Peoria, Ill.

Bill Bolling, WWIN Baltimore, to WAYE Dundalk, Md.
Eddie Hubbard, disc jockey at WIND Chicago, signed by WGN-AM-TV same city to exclusive contract effective Sept. 1.

Ruth Welles, women's commentator, WRCV Philadelphia, retired after 16 years with station.

Howard K. Martin, executive vice president, WALA-AM-TV Mobile, Ala., died Aug. 11. He had been in ill health for past year.

Bellum Miller Jr., 57, engineer for WOL Washington for 25 years, died Aug. 13 of pneumonia.

Mrs. Nonie Kaufman, wife of RKO Teleraudio executive, Arnold Kaufman, died Aug. 14 following long illness.


Bob Brooke, assistant film director, KHOL-TV Kearney, Neb., married Delores Ann Thomas, Aug. 10.

Gordon E. Clark, 39, radio transmitter engineer, KLZ Denver, killed by lightning July 26.

Alfred B. Sheaffer, sales manager, KDAY Santa Monica, Calif., father of girl, Debra Renee, July 18.

Thomas V. Belcher, director, KRLA (TV) Los Angeles, father of boy, Eric, July 20.

Bill Jones, 46, morning personality, KLZ Denver, died Aug. 3 of heart attack.

Larry Eisenberg, publicity staff, WABD (TV) New York, father of girl, Mindy Ellen, Aug. 3.

Ford Youngs, floorman-cameraman, KOA-TV Denver, father of boy, James Michael.

KSAN-AM-TV San Francisco's new $500,000 radio and television center is located in the heart of the California city, at 1111 Market St. The four-story, modern structure was purchased last month. It has 24,000 sq. ft. of studio and office space, which will be utilized in "immediately establishing television programs of greater interest to the overall public," according to officials of the tv station.

Paul Hayes, news director, WSN-AM-TV St. Petersburg, Fla., married Joan Rawlings, Aug. 4.

M. Robert Rogers, former president of WGMS Washington and now consultant to new licensee RKO Teleraudio Pictures Inc., on leave from station duties to serve as executive director of Committee of the Arts & Sciences for Eisenhower, recently established in Washington.

Robert Ney, news film director, WTRF-TV Wheeling, W. Va., elected president of Belleair, Ohio, Lions Club.

Johnny Andrews, WRCV-AM-TV New York personality, named man of the week, Jewish Chronic Disease Hospital Month in New York.

Clyde R. Spitzner, commercial manager, WIP Philadelphia, elected chairman of board of trustees, Charles Morris Price School of Advertising & Journalism, Phila.

Paul Barselos, continuity director, KDAY Santa Monica, Calif., to appear in Highway Patrol film series produced by Ziv Television Programs.

Ed Kabernagle, sales department, WRAL-TV Baltimore, elected to board of directors, Travelers Auxiliary of Md. Pharmaceutical Assn., representing, station says, first radio-tv member to be so recognized by TAMPA.

Gunnar Back, news director, WFIL-TV Philadelphia, to be represented in Mass Communication Exhibits of Wisconsin State Historical Society, Madison. His collected papers, including transcripts of World War II and Washington reports will be incorporated along with work of H. V. Kalenborn, Elmer Davis and Morgan Beatty.

Lee Segall, originator of radio's Doctor I. Q. program of the 'forties, now chairman of board of KIXI, Dallas, Tex., has announced he will produce new Broadway musical, "Living It Up." Book is by Ted Farah and Charles Heft, music by Alex Alstone and lyrics by James Kennedy. Production date was not announced.
**U.S. Programs Dominate CBC's Fall TV Schedule**

Dominion viewers, however, will see one Canadian-produced show each evening, with largest number of such productions on Saturdays.

AMERICAN network and film programs dominate the Canadian Broadcasting Corp. television network schedule for this fall and winter. But at least one Canadian-produced TV show will be seen each evening, with greatest number on Saturday night.

New on Canadian TV this fall will be a Canadian-produced one-hour festival-type show for Chrysler Corp. of Canada (through McCann-Erickson, Toronto). This will be a six time feature with outstanding international musical concert talent on Wednesdays from 10 to 11 p.m. Among stars booked for this show are Mario Lanza, Harry Belafonte, Gisele Mackenzie, Alex Templeton, Jose Greco and Nanette Fabray.

Also new this year will be the Perry Como Show from NBC on Saturday evenings, with five sponsors, RCA-Victor (through Kenyon & Eckhardt, Toronto), Canadian Cellicotton Products (Kleenex) (through Spitzer & Mills Ltd., Toronto), Ogilvie Flour Mills Co. Ltd. (through H. F. Stanfield, Montreal), Lever Bros. Ltd. (through J. Walter Thompson Co., Toronto), Novexa Chemical Co. of Canada (through MacLaren Adv., Toronto), and Simmons Ltd. through (Cockfield, Brown & Co., Toronto).

**New U. S. Film Shows**

New U. S. film shows this fall will include on Saturday evening for Nestle's Canada Ltd. (through Cockfield, Brown & Co., Toronto) Oh Susannah!; on Friday evening for Campbell Soups of Canada (through Cockfield, Brown & Co., Toronto) On Trial; and on Tuesday evening for Sheaffer Pen Co. of Canada (through H. F. Stanfield, Toronto) The Brothers.

A number of programs seen on kinescope recording last year from U. S. networks will be carried live this season. These include for Kraft Food of Canada (through J. Walter Thompson Co., Montreal) Kraft TV Theatre; for Chrysler Corp. of Canada (through McCann-Erickson, Toronto) Climax; and Disneyland at same time as on U. S. networks for Courtsaults Ltd., Montreal (direct), American Motors Corp. of Canada (Nash cars) (through McKim Adv. Ltd., Toronto), and Swift Canadian Co. (through McCann-Erickson, Toronto).

Other network shows scheduled include on Sunday for Prudential Life Insurance Co. of America (through Harry E. Foster, Toronto) You Are There; for Colgate-Palmolive of Canada and Walter N. Lowney Ltd. (through Harry E. Foster, Toronto) Lastie: Burns & Allen for B. F. Goodrich of Canada (through Harry E. Foster, Toronto); Father Knows Best for Imperial Tobacco Co. (through McKim Adv. Ltd., Toronto) and Du Pont Co. of Canada (through Vickers & Bently, Montreal); Our Miss Brooks for General Foods (through Baker Adv. Ltd., Toronto); Ed Sullivan Show for Ford Motor Co. of Canada (through Cockfield, Brown & Co., Toronto); All-Star Theatre for Singer Sewing Machine Co. of Canada, and Bristol-Meyers Co. of Canada (through Young & Rubicam, Toronto), and Showtime, a Canadian variety program.
show, for Canadian General Electric (through MacLaren Adv. Ltd., Toronto). Daily, Monday through Friday, a number of advertisers sponsor a Canadian version of the Howdy-Doody Show each afternoon. Monday also sees in the evening The Millionaire for Colgate-Palmolive of Canada (through Spitzer & Mills, Toronto); the Diamond Showcase, once monthly, for RCA-Victor of Canada (through Kenyon & Eckhardt, Toronto); I Love Lucy for McColl Frontenac Oil Ltd. (through Ronald Adv., Toronto) and H. J. Heinz & Co. (through MacLaren Adv. Ltd., Toronto); Denny Vaughan Show, a Canadian production, for Lever Bros. of Canada (through Young & Rubicam, Toronto), and Studio One for Canadian Westinghouse (through S. W. Caldwell Ltd., Toronto).

Tuesday evenings see telecasts of Big Town for Lever Bros. Ltd. (through J. Walter Thompson Ltd., Toronto); Chery Show, alternate weeks, for General Motors of Canada (through MacLaren Adv. Ltd., Toronto); Dragnet for S. C. Johnson & Son of Canada (through Needham, Louis & Broby, Toronto) and General Foods (through Baker Adv. Ltd., Toronto), and Pick the Lucky Number, a Canadian talent hunt show, for Canada Packers Ltd. (through Cockfield, Brown & Co., Toronto).

Wednesday afternoons Kellogg Co. of Canada (through Leo Burnett, Toronto) shows Rin-Tin-Tin, and in the evenings, in addition to new shows mentioned, Cross Canada Hit Parade, a Canadian show, is telecast for Standard Brands Ltd. (through MacLaren Adv. Ltd., Montreal) and Proctor & Gamble of Canada (through Cockfield, Brown & Co., Toronto) and in the evening Jane Wyman's Fireside Theatre for Proctor & Gamble of Canada (through Compton Adv., Toronto), and Jackie Gleason Show, a Canadian variety show, for Sunbeam of Canada (through Vickers & Benten, Toronto) and Nestle's Canada Ltd. (through Cockfield, Brown & Co., Toronto).

Thursday for the children there is The Lone Ranger, for General Mills of Canada (through E. W. Reynolds, Toronto) and Nestle's Canada Ltd. (through Cockfield, Brown & Co., Toronto) and in the evening Jane Wyman's Fireside Theatre for Proctor & Gamble of Canada (through Compton Adv., Toronto), and Jackie Gleason Show, a Canadian variety show, for Sunbeam of Canada (through Vickers & Benten, Toronto) and Nestle's Canada Ltd. (through Cockfield, Brown & Co., Toronto).

Friday late afternoon will see Roy Rogers for General Foods of Canada (through McConnell-Eastman, Toronto) and in the evening The Plouffe Family, a French-Canadian English-language show, for Colgate-Palmolive of Canada (through Spitzer & Mills, Toronto); Country Hoedown, a Canadian show, for Proctor & Gamble of Canada and Robin Hood Flour Mills (through Young & Rubicam, Toronto); Cavalcade of Sports for Gillette Safety Razor of Canada through Maxon Inc., New York, and Jim Coleman Show, a Canadian sports show, for Tuckett Tobacco Ltd. (through MacLaren Adv. Ltd., Toronto).

Saturday late afternoon the youngsters see Wild Bill Hickock for Kellogg Co. of Canada (through Leo Burnett, Toronto) and adults see Mr. Fix-It, a Canadian handymen show, for Flo-Glaze Paints (through Locke, Johnston, Toronto); Holiday Ranch, a Canadian variety show, for A & M Sports Sales (Baker Adv. Ltd., Toronto) and Nabisco Foods Ltd. (through MacLaren Adv. Ltd., Toronto); NHL Hockey, a Canadian play-by-play hockey game, for Imperial Oil Ltd. (through MacLaren Adv. Ltd., Toronto), and King Wally, a Canadian sports show, for Whitehall Pharmacal of Canada (through Young & Rubicam, Toronto).

Because there is only one tv station in each Canadian city, except language stations in Montreal and Ottawa, U. S. network competitive shows will not appear in Canada. This situation is not expected to be corrected for some time to come, and Canadian advertisers with parent companies in the United States, on competitive network shows can only count on advertising value in border areas where U. S. stations can be tuned into by Canadian audiences. A point in this is the Saturday 8 p.m. spot, which the Jackie Gleason Show has held for several years on Canadian stations. This will now be occupied by the Perry Como Show.

**Canadian TV Set Sales Down, But Radio Set Sales Increase**

SALES of television sets to dealers in Canada in the first half of 1956 lagged behind sales in the similar 1955 period, but sales of radio sets were higher, the Radio-Electronics-Television Manufacturers Assn. of Canada has reported.

Sales of tv sets in first half of 1956 amounted to 216,196 units, compared to 245,917 in the same period last year. Total radio set sales were 243,271 in the January-June 1956 period, compared to 217,121 in the 1955 period, but sales in June were down from 42,439 sets in 1955 to 37,245 in June 1956.

**Four Dominion Stations Issue New Rate Schedules**

NEW RATE CARDS have been released by CKRS-AM-TV Jonquiere, Que.; CKBL Maritime, Que., and CJOR Vancouver, B. C.

New rates for CKRS became effective Aug. 1, with Class A charges of $7 for 15 seconds to $37 for a half-hour. CKRS-TV's new rate card is effective Oct. 1, with Class A rates from $250 for one hour to $258 for eight seconds announcement.

CKR1's new rates are effective Jan. 1, and features Class A one hour at $70 with $8 for 15 seconds announcement.

CJOR's new rate card goes into use on Sept. 1, ranges from $115 for one hour of Class A time to $14 for 15 seconds announcement.

**German TV Set Sales Off**

TV SET SALES have slowed down unexpectedly in West Germany. Total number of licensed sets now is increasing at a monthly pace of only 4.4%, with the half-million mark yet to be reached.

A West German newspaper publisher meanwhile protested officially against a mixture of commercial and non-commercial programs which is going to be broadcast by existing German stations having a monopoly in radio as well as tv. Newspaper publishers demanded a clear separation of existing non-commercial stations from future independent and privately owned stations. The publisher claims existing quasi-official stations fear independent and private program competition and therefore try to grab commercial tv before private business has a chance to adopt it.

**YN-TV Nicaragua Starts**

YN-TV, ch. 8, Television de Nicaragua S. A., began telecasting last week with an on-air appearance of the nation's President, Anastasio Somoza. Equipment for YN-TV was provided by RCA International Div., New York, which early last month sent a demonstration team to Nicaragua before receiving the order for full studio facilities and transmitting equipment.
Radio Liberation Negotiates Training Program With NBC

NEGOTIATIONS are in progress between Radio Liberation and NBC for the establishment of a radio broadcasting training program for RL employees in cooperation with the network. Present plans call for a series of lectures and demonstrations to RL staffers by Robert Cody, former CBS and ABC newsmen and currently with Radio Liberation, and various NBC specialists.

The decision to institute the training course follows a two-month trip by Mr. Cody to RL's European installations, during which he covered the Bulganin-Khrushchev visit to London. One of his recommendations to Radio Liberation was to organize a course of study for employees on latest broadcasting techniques and operations. The training program is set to begin in the fall, using NBC facilities. Radio Liberation is a private organization that broadcasts to the peoples of the Soviet Union.

CCIR Meets in Warsaw

DELEGATES from 32 nations from East and West of the Iron Curtain are presently meeting in Warsaw, Poland, for the eighth CCIR Convention. CCIR is an international organization designed to discuss and arbitrate technical broadcasting matters. The agenda includes adoption of international technical standards, color TV and European frequency troubles.

Europe One May Be Sold

EUROPE ONE, commercial radio station which is located in The Saar, small territory bordering Germany and France, may be sold to the official French Radio Service for a price of 3.3 billion francs, it is reported in Paris.

Move may be triggered by the planned return of The Saar to West Germany.

Europe One broadcasts in the French language and reportedly is producing good sales results. Three other possibilities for the future of the commercial station are mentioned: (1) closing down for good, (2) launching of a joint Franco-German private company which would operate the station, (3) switching it to non-commercial operations with the accent on propaganda for European unity.

Britain's Ad Total Given

A TOTAL of 392.9 million pounds was spent last year in Great Britain for advertising, according to Advertising Assn.'s statistics. This is considerably more than the 1954 figure (259.5 million pounds) but less than estimated earlier. There are no specific figures on commercial TV's share but for the first half of 1956 a gross of 3.9 million pounds for ITA programs has been mentioned. List of advertisers using commercial TV in Britain is-top.(first six months of 1956) by Shell (91,460 pounds), OMO (69,405 pounds) and Daily Mail (67,835 pounds).

Tv Set Sales Soar in Australia

START of test operations by TCN Sydney, Australia's first TV station, has touched off a "boom" for TV receivers, according to John K. Morton, New South Wales sales manager with Admiral of Australia Ltd., manufacturing subsidiary of Admiral Corp. Station scheduled to begin regular commercial operation about Sept. 15. Two other TV stations in Sydney and three in Melbourne are in varying stages of construction, he reported. The two in Melbourne are expected to be in operation in time for telecast of Olympic Games next November, Mr. Morton said.

INTERNATIONAL SHORT

Jos. A. Hardy & Co., Ltd., Toronto, Ont., station representative firm, has moved to enlarged offices at 19 Richmond St. West, Toronto, with new phone number Empire 3-9433.

INTERNATIONAL PEOPLE


Jack Docherty, ABC Network, Australia, to technical staff of CHCT-TV Calgary.

HOW LONDON VIEWING COMPARES TO NEW YORK

COMPARISON OF TOP 15 ONCE-A-WEEK TELEVISION PROGRAMS

<table>
<thead>
<tr>
<th>Program Average</th>
<th>London Tv Area (By Pulse Ltd.) Program Average</th>
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<tbody>
<tr>
<td>Rating %</td>
<td>Rating %</td>
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<tr>
<td>June 1956</td>
<td>June 1956</td>
</tr>
</tbody>
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| Ed Sullivan     | Sunday 46.9                                   |
| $6,000 Question | Tuesday 37.8                                   |
| I Love Lucy     | Monday 35.8                                    |
| Perry Como      | Saturday 33.7                                  |
| Jackie Gleason  | Saturday 32.5                                  |
| This Is Your Life| Wednesday 30.3                                |
| Dinner Hour     | Monday 30.2                                    |
| Gunsmoke        | Thursday 30.5                                  |
| $6,000 Challenge| Sunday 30.5                                    |
| Alfred Hitchcock| Sunday 29.4                                   |
| Person to Person| Friday 29.4                                   |
| What’s My Line  | Sunday 28.8                                   |
| G.E. Theatre    | Sunday 27.9                                   |
| Dragnet         | Thursday 27.8                                  |
| Jackie Benny    | Sunday 27.3                                   |

Television Playhouse     Thursday 55  
Gun Law                   Wednesday 51  
London Palladium          Sunday 51  
Robin Hood                 Sunday 51  
Dickie Valentine Show     Saturday 49  
Jack Jackson Show         Saturday 49  
Roy Rogers                  Sunday 49  
Dragnet                     Friday 45  
I Love Lucy                 Friday 45  
My Wildest Dream            Tuesday 47  
Summer Theatre             Tuesday 47  
$6,000 Question           Saturday 45  
Stage One                    Sunday 45  
Comedy Hour—Ice          Thursday 44  
Look In On London         Wednesday 44  

Stainless shipping facilities assure fast delivery! Railroad sidings adjacent to the Stainless Plant provide direct loading. Overhead crane tracks and hoists facilitate rapid loading of as many as four gondolas at a time with precision placement and security for long hauls.

The Stainless Plant is near the Philadelphia International Airport, the Port of Philadelphia and only a few hours from New York docks and rail centers.

August 20, 1956 • Page 103
WORLD'S SURPRISE FROM SKIES

LAZING in the sun or dancing by portable radios, Cape Cod's beach visitors got a personal visit from Norm Talun or Allen Rich, WORL Boston disc jockeys. The pair buzzed the Cape's beaches by plane August 11 to play records and chatter for dancers and sunners below. The regular program (noon-2 p.m.) was broadcast direct from the plane and relayed back to WROL's Boston studios. The station has done other aerial gimmicks of this sort, notably a trip by plane to Nova Scotia to do a record show last year.

HURRICANES INSPIRE WEEI

EXPLOITING radio's identification with the elements, WEEI Boston has sent out hurricane maps with the advice. "To Whip Up a Sales Storm in New England Use WEEI." The map, a carefully detailed account of the eastern seaboard paths of 30 storms between 1951 and 1955, also gives information on hurricane chemistry and sober as well as humorous side-lights on hurricane eccentricities. Sent to advertising agencies, local and national clients, yacht clubs, from New York to Maine, to public and parochial schools, the promotion piece brought in 300 requests for additional maps within a week of release.

WSM TO HOST OPRY FEST

WSM NASHVILLE has gotten plans underway for the station's big disc jockey festival November 9 and 10. This will be the fifth annual festival held to commemorate Grand Ole Opry's anniversary. It's the 31st birthday for the country music show, and will be marked by attendance of 2,000 disc jockeys, recording company officials, visiting country artists, music publishers, guest station representatives, and reporters. Last year 1,400 visited Nashville for the event. Festival headquarters will be set up in the Andrew Jackson and Hermitage Hotels. A widely-varied series of meetings, luncheons, receptions and parties have been planned.

WMID UNROLLS LOT OF WIRE

ON completion of the Great Egg Harbor Bridge, WMID Atlantic City, N. J., covering the event, had the telephone company use 10,000 feet of wire and 27 poles to stretch the half mile from end to middle of the bridge, setting a station record for a single remote. Completion of the link in the Garden State Parkway drew crews of shore travelers and state dignitaries headed by Gov. Robert Meyner who officially opened the bridge.

WAVE-TV MAILING HAS WALLOP

WAVE-TV Louisville, Ky., is dramatizing the NBC-TV Steve Allen Show's impact on the local viewing scene with its latest promotional mailing—little Louisville Slugger baseball bats autographed by Mr. Allen.

VOTE-RECRUITING SET ON NBC

IMPORTANCE of registration, campaign issues and voting during the current political year will be stressed in a special non-partisan "Get out-and-vote" program on NBC Radio starting Sept. 3. Titled See You at the Polls, the special five-minute program will be produced jointly by the network and the American Heritage Foundation. It will be scheduled Monday-Friday, 5:35-5:40 p.m. EDT.

WTMJ-TV ADDS TO ARCHIVES

TV news films with possible historical significance are being supplied by WTMJ-TV Milwaukce to the Wisconsin Historical Society, the station reports. Art Olszyk, WTMJ-TV assistant news director, made a check of the station's newsfilm files, going back eight years ago, and passed along a selection to the society. The news department will send along other selected films as they are developed and used.

Page 104 • August 20, 1956
PORTER JUBILEE SCHEDULED

"The Cole Porter Festival" will lead off the Ford Star Jubilee series for the coming season starting Oct. 9 (9:30-11 p.m. EDT), CBS-TV has announced. The series is carried in color every fourth Saturday, sponsored by Ford Motor Co., Dearborn, Mich., through J. Walter Thompson Co. The Porter show will originate live from CBS' Television City in Hollywood with a star cast now being recruited. The network also has announced it has acquired rights to Rod Serling's "Requiem for a Heavyweight" to be presented on Playhouse 90, 90-minute dramatic show to go on the air in the fall.

NBC TELESCOPE SET FOR FALL

NBC's public affairs department, which this past season scheduled several teledocumentaries as special programs (including Antarctica: The Third World and Assignment: India), has announced plans to place such future filmed reports in a regular Sunday afternoon show, tentatively titled Telescope. Early programs will deal with "Uncommitted Asian Nations" (excluding India which was covered last season) and the Soviet Union.

KOIN-TV ACCESS WAIT OVER

KOIN-TV Portland, Ore., covered the report of a grand jury in a local vice probe after nine weeks of waiting. Judge Alfred Dobson permitted coverage after inspecting sound film gear. Chuck Foster, KOIN-TV newsman, was first to take silent films in an Oregon courtroom three years ago. He and his wife, Betty, do a daily local film news report. KOIN-TV claims to have been first station to cover sessions of the Legislature.

WGR-TV SEeks Rural Queen

INITIATION of a "Farm Maid of 1956" promotion "in no way to be confused with a beauty contest" was launched this month by WGR-TV Buffalo. Open to farm girls aged 16-21, the winner will be chosen on her participation in community, church and scholastic work, her ability to cook, bake, sew and milk as well as her appearance. Grand prize includes a New York vacation, household appliances, clothes, show tickets and cash.

CITIZENS TOLD ABOUT WCKT (TV)

APPEARANCE of a new picture, that of ch. 7 WCKT (TV) Miami, on area TV sets was heralded by elaborate coverage in the July 29 Miami Sunday News. The new Biscayne Television Corp. outlet dominates pages of an entire editorial section and cover of the Amusement supplement, and display ad salutes the new station. Operations, local and network personalities, owners and management are introduced in feature stories and art. The firm is owned by the James M. Cox Jr. interests (Miami News), the John S. Knight interests (Miami Herald) and Niles Trammell, former chairman of the board of NBC and president of WCKT.

BMI, FCDA Cooperate on Book

A 15-MINUTE book review of Philip Wylie's Tomorrow—the story of an A-bomb attack in the Middle West—was sent last week to all U. S. radio stations by Broadcast Music Inc. as part of its Book Parade program. The review, by Civil Defense Administrator Val Peterson, will be used during the Sept. 9-15 Civil Defense Week, and is being promoted by BMI, stations and the FCDA in letters to state, county and local officials.

PROOF! Before leaving the Detroit market because of a bad sales picture, Golden Mix Pancake Mix decided to run a test spot radio and television campaign for a period of 9 weeks on CKLW and CKLW-TV. RESULTS...nearly 300% average increase in sales for the entire Detroit area and renewed planning to stay in this lucrative market. Here again, in selling Detroiters, CKLW radio and TV made the difference. Either one, or both, could make the difference in your sales picture, too...and at modest cost!
KHOL-TV AWARDS ADVERTISING

KHOL-TV Holdrege and its satellite KHPL-TV at Hayes Center, both Neb., in the stations' search for Outstanding Young Businessman of the localities, picked a prize calculated to make his business even more outstanding: television advertising. First place winner, Keith Kehmeier of St. Francis, Kan., received $420 of advertising on KHOL-TV and a plaque, and writer of the nominating letter got a $25 U. S. Savings Bond. Second and third placers, Clay Caflery of Dickens, Neb., and Myron Dossen of Venango, Neb., received $165 and $135 worth of tv advertising, respectively. They were judged on civic and community activities.

‘KLUB KARS’ GRACE PARADE

KLUB Salt Lake City got its local “Days of ’47” parade promotion rolling with a train of KLUB cars engineered by the station’s team of five featured personalities. Renting a miniature train for its “Music Unlimited,” the station coupled a Breakfast KLUB Kar, Newsroom KLUB Kar, Bumper to Bumper KLUB Kar and Nite KLUB Kar for inspection by the crowd of 100,000 who gathered for the festival. Seven weeks earlier, the station attracted Salt Lake’s attention to its new call letters (formerly KUTA) and programming when one disc jockey conducted his show from an airplane, circling over sponsors’ places of business during commercials.

WBRC-TV CUTS MANY CAKES

WHEN candles were blown out and cake crumbs cleared after the WBRC-TV Birmingham, Ala., seventh anniversary celebration, the station counted almost 40,000 letters and postcards received in response to seven contests conducted during birthday week. Winners collected more than $2,700 worth of prizes in the seven contests, and results of one competition, the cake-baking event, were so gratifying, that judges added two extra prizes during the finals.

‘EDWARD R.’ NO NAME FOR BURRO

WHAT the winner named the donkey in the Name-the-Burro contest conducted by WFRV-TV Green Bay, Wis., wasn’t divulged in the station’s final news release announcing that 12-year-old Gail Lea Engelbrecht had won. Earlier, though, WFRV-Ty did announce that it had firmly rejected one name for the animal: Edward R. Burro.

Night People Gain Book Through Literary Hoax

WHEN I, Libertine, a 192-page historical novel of 18th Century court life in London, hits U. S. bookshops next month, Night People everywhere are sure to cheer loudly. For these “night people”—a small band of dedicated persons who spend their waking hours taking in the chatter of WOR New York disc jockey Jean Shepherd—will have succeeded in perpetrating a literary hoax.

It all began (as they say) last April when Mr. Shepherd, philosopher, musicologist, columnist and author, asked a Doubleday Bookshop clerk for an anthology of Vic and Sade radio scripts. As Mr. Shepherd later reported to his listeners: “Not only did he say Doubleday didn’t carry the book, but he also pointed out that it simply couldn’t exist because it wasn’t on any publishers’ lists.”

It should be pointed out here that there is a relentless struggle between Night and Day People. The latter waste their time, according to the Shepherd’s flock, regimenting themselves by train schedules, luncheons, memos, telephone calls and “lists of all kinds.” Sufficiently aroused by the Day People’s “cocksureness . . . superiority over us Night People,” Mr. Shepherd took it upon himself to “shake the Day People’s faith in their organization . . . to restore the status quo.” What better way, he asked his listeners, than to start with bookshop clerks whose lists make them the most organized of all Day People?

First off, Mr. Shepherd asked his audience to submit names of an imaginary book and author, arriving after considerable screening at I, Libertine, by Frederick R. Ewing, described as “that famous Oxford scholar and retired Royal Navy commander who once had a BBC series on 18th Century erotica.” Secondly, Mr. Shepherd urged his Night People to demand the book, in shops, libraries and newstands. Picture the consternation: People asking shops, shops asking salesmen, salesmen asking publishers! No one, it seemed, had ever heard of I, Libertine.

As soon as publisher Ian Ballantine got wind of this story, he contacted Mr. Shepherd, asked him to write the book under the nom de plume of Ewing. After much persuasion, Mr. Shepherd teamed up with science fiction writer Ted Sturgeon to produce a book described by Mr. Ballantine as “turbulent, turbid and tempestuous.”
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
August 9 through August 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards and routine changes through August 15.

Abbreviations:
- Construction permit. DA—Directional antenna. ERP—Effective radiated power. uhf—ultra high frequency.

Am-Fm Summary through August 15

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<th></th>
<th>App.</th>
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<td>161</td>
<td>264</td>
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<td>Fm</td>
<td>523</td>
<td>546</td>
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FCC Commercial Station Authorizations
As of July 31, 1956

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<th>Am</th>
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<td>519</td>
<td>513</td>
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<tr>
<td>Cps on air</td>
<td>45</td>
<td>31</td>
<td>306</td>
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<tr>
<td>Cps not on air</td>
<td>118</td>
<td>119</td>
<td>116</td>
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<tr>
<td>Total</td>
<td>642</td>
<td>639</td>
<td>634</td>
</tr>
</tbody>
</table>

Applications in hearing
|       |     |     |     |
|       | 166 | 32 | 128 |

New station bids in hearing
|       |     |     |     |
|       | 142 | 122 | 121 |

Facilities change requests
|       |     |     |     |
|       | 143 | 143 | 143 |

Total applications pending
|       |     |     |     |
|       | 814 | 66 | 324 |

Licensed deleted in July
|     |     |     |
|     | 8  |    |

Cps deleted in July
|     |     |     |
|     | 1  |    |

*Based on official FCC monthly reports. These figures are not always exactly current since the FCC must await formal notifications of stations going on the air, change stations, surrendering licenses or grants, etc. These figures do not include new applications in am and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

FCC ANNOUNCEMENTS

New Tv Stations

ACTION BY FCC

Primeville, Ore.—Orizby Television Inc.'s application seeking cp for new tv to operate on ch. 11 in Primeville returned. (Channel is not presently assigned to Primeville.) Announced Aug. 13.

APPLICATIONS

LaSalle, Ill.—West Central Restc. Co., uftch. ch. 3 (306-505 mc). ERP 193 kw vis.; 5.4 kw aur.; ant. height above average terrain 431 ft., above ground 462 ft. Estimated construction cost $73,750. First year operating cost $21,000. Post office address 2907 Springfileld Rd., East Peoria, Ill. Studio located at LaSalle. Trans. location: 5 miles north of LaSalle, northeast of U. S. 251, Geographic coordinates 40° 46' 13" N., Lat. 115° 29' 00" W. Long. Trans. and ant. RCA. Legal counsel F. H. McMinnis & Assoc., Washington. Station will operate as satellite to WEEK-TV Peoria and will be under same ownership. Filed Aug. 13.


Existing Tv Stations

ACTIONS BY FCC

KESW-TV Jojolin. Mo.—Granted cp to change ERP to 229 kw vis.; DA 129 kw aur.; DA; install DA, and make other equipment changes. Also granted STA to operate commercially on ch. 12 for period ending March 6, 1957. Announced Aug. 14.

KVSO-TV Armore, Okla.—Granted mod. of cp to change ERP to 1.5 kw vis.; ant. height 60 ft. to 200 ft., and make other equipment changes. Also granted STA to operate commercially on ch. 3 for period ending March 1, 1957. Announced Aug. 14.


KQIN-TV Portland, Ore.—Granted cp to maintain facilities in service in STA granted 8-6-55. Announced Aug. 14.

WBHF-TV Knoxville, Tenn.—Granted STA to Nov. 14 for commercial operation (ch. 10) in accordance with cp, except using temporary studios at trans. site. Action Aug. 9.

WCGB-TV Bristol, Va.—Granted STA to operate commercially on ch. 3 for period ending Dec. 11. Announced Aug. 14.


APPLICATIONS

WRAW-TV Princeton, Ind.—Seeks cp to replace expired cp which authorized new tv. Filed Aug. 13.


Nearly 55,000 Farms are located within WHBF's 31-county (25,000 sq. mile) coverage area. 14 of these counties are among the top 200 in the nation in Gross Cash Farm Income. (Sales Management 1956)

CBS FOR THE

Texas business is booming

and we're in the heart of

Texas!
APPLICATIONS

Phoenix, Ariz.—Grand Canyon Broadcasters Inc., 15401, 1 D. Post office address P. O. Box 1714, Phoenix. Estimated construction cost $17,410, first year operating cost $55,400, revenue $65,000. Principals include Pres. William F. Lester (for former employee, KAZZ Phoenix), Vice Pres. Charles E. McAllister (less than 1%), Secy-Treas. Don B. Jackson (less than 1%), and others. Filed Aug. 10.

Richmond, Ind.—Sky Wave Inc., 1510, 1 kw. Post office address 880 Bellwood Dr., Greenwood. Estimated construction cost $32,220, first year operating cost $75,000, revenue $86,000. Principals are equal owners J. Kephart, former manager, KGMG Greenwood, and KTLN Denver, Colo., and Walter Fancher Angerer, retail package liquor interests. Filed Aug. 10.

Fayetteville, Ark.—PAYT-FM Payette, 1450, 1 kw. Post office address 15 W. 11th St., Payette. Estimated construction cost $7,900, first year operating cost $40,000, revenue $50,000. Principals are equal owners J. Kelly and J. B. Crawford. All bold interest of PAYT-FM, Fayetteville. Filed Aug. 12.


APPLICATIONS AMENDED

Palatka, Fla.—Tidewater Broadcasters’ applications seeking renewal of cp to be operated during 1300, 1 kw. D. Post office address 600 Legion Dr., Palatka, Fla. Estimated construction cost $22,400, first year operating cost $100. Filed Aug. 13.

Harve, Mont.—Bill Holcomb, 1045, 1 kw. D. Post office address 149 Main St., Harve, Me. Estimated construction cost $22,287, first year operating cost $100. Filed Aug. 13.

Harve, Mont.—Bill Holcomb, 1045, 1 kw. D. Post office address 149 Main St., Harve, Me. Estimated construction cost $22,287, first year operating cost $100. Filed Aug. 13.


APPLICATION RESUBMITTED

Ridgeland, Calif.—Ridgeland Radio’s application seeking renewal of cp to be operated during 9990, 2 kw. 1000 D.Filed Aug. 13.

Authorization to determine operating power by direct measurement of the antenna returned. (Filed on wrong form.)

Kدان إرباك، كنف.— Granted mod. of cp to change ant., trans. location, and make changes in antenna system. Announced Aug. 14.


WABN Wayneburg, Pa.—Granted mod. of cp to change ant., trans. location, and make changes in antenna system. Filed Aug. 14.

APPLICATIONS

KOB New Mexico, N.M.—Seeks cp to change power from 1 kw to 10 kw; install DA-2; change ant., trans., and station location and make changes in antenna system. Filed Aug. 15.

WCDT Canton, Ohio.—Seeks cp to replace expired cp which authorized changes in DA-N. Filed Aug. 15.

WCAK Pontiac, Mich.—Seeks cp to change power from 1 kw to 10 kw; install DA-2; change ant., trans., and station location and make changes in antenna system. Filed Aug. 15.

WAMY Amory, Miss.—Seeks cp to increase power from 1 kw to 1 kw; install DA-2; change ant., trans., and station location and make changes in antenna system. Filed Aug. 15.

KFRK St. Joseph, Mo.—Seeks mod. of license to transfer station from St. Joseph, Mo., to TV station and studio location. Filed Aug. 15.

APPLICATIONS RESUBMITTED

KJJO San Jose, Calif.—Resubmits application seeking authority to determine operating power by direct measurement of antenna. Filed Aug. 13.

Existing FM Stations

AUBURN, Ala.—Seeks cp to change ERP to 3.7 kw. Filed Aug. 10.

Ownership Changes

CORRECTION

IN B’T’s August 6 & “For the Record,” Arthur D. Smith Jr., President of WDEH Sweetwater, Tenn., to WDEH Inc. for $22,500, incorrectly listed as owner of WDDT Merced Calif. Mr. Smith is former owner of that station.

RONTON.—Grant of control of licensee from Universal owner, will now hold Hirsch, addition of A. Aug. 12.


KJAY Topeka, Kan.—Grant of license to KJAY Inc. Grant is for assignment of stock to its sole owner Robert Roberts to his wife Jeannie Roberts. Announced Aug. 14.

KFCI Bowling Green, Ky.—Grant of agreement of assignment of stock to its sole owner Robert B. McConnell from Universal. Owner Robert B. McConnell owns 49% of Universal. C. H. H. Landis is trustee of Restitution and this application was filed Aug. 14.


KFCI Bowling Green, Ky.—Grant of assignment of stock to its sole owner Robert B. McConnell from Universal. Owner Robert B. McConnell owns 49% of Universal. C. H. H. Landis is trustee of Restitution and this application was filed Aug. 14.


Hearing Cases . . . . . INITIAL DECISION

Bremen, Ga.—Hearing Examiner Basil P. Cooper by Hearing Decision reinstating and affirming FCC's grant on Nov. 2, 1955 of cp to WCNX, W. E. Sharfman, yng stockholder for new tv to be operated on 1460 kc, 500 w.

Thad McConnell is owner of WHJC, 12, Inc., of which Reardon is president. Hearing Examiner's decision was filed Aug. 14.

Routine Roundup . . .

August 9 Applications

Accepted for Filing

KURA Moab, Utah.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WLWA (TV) Altamaha, Ga.—Seeks mod. of cp (which authorized new am) for extension of completion date to Sept. 10, 1957.

KWRK Altamont, Mo.—Seeks license to cover cp which authorized new tv.

WAVU-AM-FM Albertville, Ala.—Seeks license to cover cp which authorized changes in licensed station.

KMKW (FM) Boulder, Colo.—Seeks license to cover cp which authorized new fm.

WGBR-AM-GM Greenville, Tenn.—Seeks license to cover cp which authorized new fm.

WYAK-FM East Lansing, Mich.—Seeks license to cover cp which authorized changes in licensed station.

WFWX (FM) Philadelphia, Pa.—Seeks license to cover cp which authorized new tv.

KGBR-AM-FM Orlando, Fla.—Seeks license to cover cp which authorized new tv.

Renewal of Licenses

KTRC Santa Fe, N. M.; KMFM (FM) Mt. Park, N. M.; WUDA (AM-FM) St. Tammany, La.

Remote Control

KRFN (FM) Boulder, Colo.

August 10 Decisions

ACTIONS ON MOTIONS

By Commissioner Richard A. Mack

WMAT-FM Springfield, Ill.—Grant of petition for extension of time to and including Aug. 21, 1955 to file opposition to petition for rehearing and reconsideration filed in ch. 3 proceedings. Springfield, on July 30, by Sangamon Valley Television Corp. Action Aug. 7.

By Hearing Examiner H. Gilford Hruby

South Georgia Best Co., Fitzgerald, Ga.—Grant of motion for continuance of hearing in proceeding in application and that of WBBR Fitzgerald, from Sept. 11 to Oct. 15, 1955. If the cases will be exchanged on Sept. 24, and prehearing conference will be held Oct. 4. Action Aug. 8.

WALA-AM-BF Birmingham, Ala.—Grant of petition for extension of time to Sept. 17 to file suggested corrections to transcript filed by WELS on Aug. 7, re its application for mod. of cp (ch. 8). Action Aug. 8.

By Hearing Examiner Herbert Sharpman

WBCQ Sarasota, Fla.—Ordered that prehearing conference in this case scheduled for Sept. 5 at 10 a.m., re application of WCBQ for cp to replace expired cp and for mod. of cp. Action Aug. 6.

Veterans in radio—On oral request of counsel for WNET (TV) Providence, R. I., and without objection by counsel for other parties, filed Aug. 8 that time for filing supplemental proposed findings of fact and conclusions of re application of Cherry & Webb Best. Co. for new tv to operate in Providence, Pa., be extended from Sept. 3 to Sept. 13.

ASK YOUR COLONEL

The weather in Denver (or Des Moines or Davenport) can mean dollars or deficits to the advertisers of a great many products. Your Colonel has a month by month picture of the weather in 24 markets.

PGW TELEVISION SALES

MILESTONES for September

BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the September package commemorates a special event of national importance:

"V-J Day" September 2, 1956

"A RIGHT ROYAL REEL" (Queen Elizabeth)

Born: September 7, 1533

"CONSTITUTION DAY" September 17, 1787

"JUVENTILERS" September 22, 1956

"Milestones" is available for commercial sponsorship—see your local stations for details.
August 10 Applications

**FOR THE RECORD**

**August 10 Applications**

Accepted for Filing

Modification of Cps

WKBK St. Marys, Pa.—Seeks mod. of cp (which authorized changes in ant. system) for extension of completion date.

WBLK-AM, Clarksville, Va.—Seeks mod. of cp (which authorized mounting tv ant. on top of am tower) for extension of completion date.

WJNO-TV West Palm Beach, Fla.—Seeks mod. of cp (which authorized new tv tower) for extension of completion date to Feb. 15, 1957.

WNVV (TV) Cadillac, Mich.—Seeks mod. of cp (which authorized new tv tower for extension of completion date).

WJNO-TV Las Vegas, Nev.—Seeks mod. of cp (which authorized new tv tower) for extension of completion date to Nov. 1.

WALM-TV Anderson, S. C.—Seeks mod. of cp (which authorized new tv tower) for extension of completion date to Feb. 14, 1957.

KRIS-TV Corpus Christi, Tex.—Seeks mod. of cp (which authorized new tv tower) for extension of completion date to Oct. 1.

Reniw of Licenses


Renewal of License Returned

KSMU-FM Dallas, Tex. (Improperly filed.)

August 13 Applications

Accepted for Filing

License to Cover Cp

KXIVN Marked Tree, Ark.—Seeks license to cover cp with new tower.

WFBS Fort Walton Beach, Fla.—Seeks license to cover cp which authorized new am.

WBEF Harley, Md.—Seeks license to cover cp which authorized increase in power and installation of DA-1.

KNDY Marysville, Kan.—Seeks license to cover cp which authorized new am.

KMIN Grants, N. M.—Seeks license to cover cp which authorized new am.

License to Cover Cp Resubmitted

KIKI Honolulu, Hawaii—Re-submits application seeking license to cover cp which authorized change in frequency.

Modification of Cp

WTWY (TV) Tupelo, Miss.—Seeks mod. of cp (which authorized new tv tower) for extension of completion date to Feb. 1, 1957.

KXKT Tucson, Ariz.—Seeks mod. of cp (which authorized change in frequency; change power; changes hours of operation, and installation of DA-1) for extension of completion date.

WHO P Pensacola, Fla.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WJLJ Niagara Falls, N. Y.—Seeks mod. of cp (which authorized change in ant.-trans. location) for extension of completion date.

WMYN Mayodan, N. C.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KMOB Tyler, Tex.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KAKW Salmon, Wash.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WAVT (TV) Newark, N. J.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KWMF (TV) Beaumont, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of Licenses


Remote Control

WYOU Newport News, Va.

August 14 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of August 9

WTTL Madison, Wis.—Granted authority to operate trans. by remote control from 111 S. Main St., Dubuque, Iowa.

KGEC Palm Springs, Calif.; WTTT Madisonville, Ky.

August 15 Applications

Accepted for Filing

License to Cover Cp

WJDB Thomasville, Ala.—Seeks license to cover cp which authorized change from employing author in system.

KVDY Denver, Colo.—Seeks license to cover cp which authorized change from employing author in system.

WDDC Washington, D. C.—Seeks license to cover cp which authorized change from DA-1 to DA-2 and changes in DA pattern.

WGHN Grand Haven, Mich.—Seeks license to cover cp which authorized change in ant.-trans. location and changes in ant.

WBAW Saneca, S. C.—Seeks license to cover cp which authorized change in ant.

License to Cover Cp Amended

WGMS Bethesda, Md.—Application seeking license to cover cp which authorized change in freq.-time station and location; change from D to U time, and change power amended to cover WJQX and WJQX-WFJS Pictures Inc. Amended Aug. 15.

WNYA Norton, Va.—Application seeking license to cover cp which authorized change in freq.; increase changes in ant.-trans. location amended to change applicant name to Radio Wise Inc.

Remote Control

KVDY Denver, Colo.

UPCOMING

AUGUST

Aug. 27-28: Georgia Assn. of Broadcasters, annual meeting, King and Prince Hotel, St. Simon's Island, Ga.

Aug. 29-31: Montana Radio Stations Inc., annual meeting, Glacier Park Hotel, Glacier Park, Mont.

SEPTEMBER

Sept. 6-7: RAB midwestern managers' conference, French Lick, Ind.

Sept. 10-11: RAB southern managers' conference, Fonda, N. Y.


Sept. 27: Massachusetts Broadcasters Assn., annual meeting, Hotel Somerset, Boston.


Oct. 7-9: Wisconsin Broadcasters Assn., annual meeting, Hotel Plankinton, Milwaukee.

Oct. 10-12: Central Region AAAA Meeting, Hotel Blackstone, Chicago.

Oct. 10-11: Ohio Assn. of Broadcasters, annual meeting, Hotel Fort Hayes, Columbus.

Oct. 10-11: Western Region AAA Meeting, Hotel Del Coronado, Coronado, Calif.


Oct. 8-12: SMPTE semi-annual convention, Los Angeles.


NOVEMBER


Nov. 11-12: Texas Broadcasters, annual meeting, Hotel Caprock, Lubbock.

Nov. 15: Arizona Broadcasters Assn., annual meeting, Tucson, Ariz.

Nov. 16-17: Oregon State Broadcasters Assn., annual meeting.


NARTB CONFERENCES

Region 5 (Minn., N. D., 1A to DA-N., Iowa, Neb., Mo., 1B-19)

Region 7 (Mountain States, 1A to DA-N. of Nev. and 1B-19)

Region 8 (Wash., Ore., Mt., 1A to DA-O., 1B-19)

Region 9 (Calif., Okla., Tex.)

Region 10 (Pa.-Del., N. J., Md., Va., 1A to DA-O., 1B-19)

Region 11 (New England, R.I., Mass., Vt., N. Y.)

Region 4 (Ky., Ohio, Ind., Mich., W. Va., 1A to DA-O., 1B-19)

Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tex., Miss., Ala.)

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Write for Free Catalog, Specify course.

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Attention:

DISC JOCKEYS

We're buying Independent stations and need top-flight staffs.

Right now you have your choice of two Northeastern markets in the top 40. There'll be more later. Salaries open—but good!

Also vacation, health and life insurance benefits. Tell all first letter. Tapes returned after careful audition. All replies strictly confidential.

Box 533A, B'T

Page 112 • August 20, 1956

DISC JOCKEYS

We're buying Independent stations and need top-flight staffs.

Right now you have your choice of two Northeastern markets in the top 40. There'll be more later. Salaries open—but good!

Also vacation, health and life insurance benefits. Tell all first letter. Tapes returned after careful audition. All replies strictly confidential.

Box 533A, B'T

Page 112 • August 20, 1956
Opportunity for experienced announcer who does all around—excellent job with DJ, commercials, news. Winning personality, selling voice to build shows. Send tape, resume to WMIX, Mt. Vernon, Illinois.

Country jock, substitute four months on one of the nation's top ten independent stations for top-rated present jock while he's out. Tape, picture, resume, first reply. Returned. Cuzzin Bill Hamby, WONE, Dayton, Ohio.

Wanted: Combo man with 1st class ticket. Must be good announcer. Pleasant working conditions in one of northern New England's finest cities. Send complete information. Box 560A, B-T.

Wanted to work in small-town New England? We own one successful "home-town" station and are building 2 others in Massachusetts. Many staff jobs open for on-the-ball guys with this growing organization. Needed: 2 morning men, PD, combo men, 1 chief, 2 announcer-copywriters, 1 manager. Write fully, including how much, in first letter. Jim Miller, Shorehaven, East Norwalk, Conn.


Chief engineer for 100 watt southwestern daytime station with remote control. Must be mature, and fully qualified. Salary $400.00 per month. Write Box 454A, B-T.

Combination engineer-announcer—1st class ticket needed immediately. North Carolina small town independent. Send full information first letter, include salary desired, tape and photo. Position open immediately. Box 460A, B-T.

Southeastern regional needs competent engineer-announcer. Pleasant location in up-and-coming area. Excellent equipment and working conditions. Send tape. Write giving experience and desired salary. Box 517A, B-T.

Chief engineer for 1000 watt southwestern daytime station with remote control. Must be mature, and fully qualified. Salary $400.00 per month. Write Box 454A, B-T.

Combination engineer-announcer—1st class ticket needed immediately. North Carolina small town independent. Send full information first letter, include salary desired, tape and photo. Position open immediately. Box 460A, B-T.

Southeastern regional needs competent engineer-announcer. Pleasant location in up-and-coming area. Excellent equipment and working conditions. Send tape. Write giving experience and desired salary. Box 517A, B-T.


Wanted—engineers with first and second phone licenses. Salary will depend on qualifications and experience. Range $61.50 to $126.00 per week. Radio and television positions available immediately. Experience not required. Write Box 529A, B-T.

Top engineer wanted. Thoroughly experienced chief engineer for remote controlled station. A chance for freedom of operation and good salary in return for 100% efficient engineering operation. Apply only if you're sure you can handle everything between the mike and antennas and enjoy everything connected with radio and engineering. Complete details to Box 560A, B-T.

Chief engineer, Start as engineer-announcer. Opportunity to become chief after brief trial period. Contact Gene Ackerly, KCCW Radio, Alliance, Nebraska.

Chief engineer for combo work 40 hours weekly. Salary consistent with combo work experience. Apply KNOC, Nogales, Arizona, immediately.

Engineer, engineer—220 volt independent 90 miles from New York. Must be able to maintain station and do good announcing job. Salary with opportunity. Write Manager, WDLC, Point Jervis, New York.

Man with first license, some announcing, transmitter and studio maintenance. Car. Will consider straight operator. Salary open and will depend on ability and experience. A good opportunity for family man to settle permanently in a growing community of 15,000 in the northern Shenandoah Valley. Contact Station Manager, WFM, Martinsburg, West Virginia.

Chief engineer-announcer for daytime Mutual station. Furnished apartment available. Permanent position with growing station in growing area. Contact Harry G. Bright, Radio WEZT, New Martinsville, West Virginia.


WTGC, Skw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.


Chief for kilowatt directional. Must be good maintenance man. Good living and working conditions. WWBZ, Vineiland, N. J. Phone 5-6500.

Wanted: Engineer-announcer combination around September 1st. Pleasant working conditions, top pay for right man. Call Ed Wilson, Orange, Va., 7263, collect.

Program director-announcer—Fall opening at midwest independent daytime for imaginative man ready to utilize top program and equipment resources. Because personal interview is required, only midwest applicants will be considered. Send complete details in first letter. Box 57A, B-T.

Are you an assistant promotion manager looking for a department of your own? A Rocky Mountain NBC-TV station is looking for you. Write Box 526A, B-T.

Program director. Top-rated news and music station in large city. Experience with news, with ability to supervise personnel essential. Exceptional opportunity. Unless you have proven record as assistant program director or program director in big-time, independent operation, do not apply. Confidential. Box 53A, B-T.

Sales promotion manager. Fine opportunity open for young man able to type and draw with good ideas for radio promotion. Write Box 569A, B-T.

Personnel and job requests have been pouring in from ALL sections of the country. List NOW with National for the job OR person you've been looking for! Write, wire or phone M. E. Stone, Manager today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.
RADIO

Help Wanted—(Cont’d)

Programming-Production, Others

Leading midwestern radio station, network affiliated, needs experienced copywriter. Good opportunity. Excellent working conditions. Send complete details to Box 570A, B-T.

Program director-announcer—immediate opening for experienced announcer ready for program director’s job. Must be good at news and DJ work. Station has a profit sharing plan and ideal working conditions. Salary is no problem if you are our man. Send complete details, tape and picture in first letter. Joe M. Leonard, Jr., Manager, KGAF, Gainesville, Texas.

Experienced copywriter wanted September 10th. Send letter stating expected salary and sample copy to KHOB, Box 247, Hobbs, New Mexico.

Need one, experienced copywriter. Send sample of copy, complete background including salary requirement and photo. Write to Larry Gethen, Program Director. KRLN, Lincoln, Nebraska.

Top radio newscaster needed because of expansion of news staff. Must have local news coverage experience. Send complete resume and tape to Conroy Bryson, KTSU, 801 N. Oregon, El Paso, Texas.

Experienced local newscaster, capable of organizing one-man department. Personal interview necessary. KWOW, Pomona, California.

Experienced newscaster needed now for 10kw station. Gather, write, air local news. Some general announcing. Good opportunity for right man. Send tape, resume to WPAG, Mount Airy, N. C. Also opening for general announcer.

Situations Wanted

Manager

Manager: Young family man. Desires small or medium independent. Successful experience due to change in ownership. Outstanding sales record plus executive ability to train and inspire others. Versatile background covers local and network radio and national advertising agencies. Creative ability covers every type program, gimmick and simple commercials and top quality selling copy. Also station and advertiser promotion, publicity and merchandising. Present annual income in five figure bracket. A "high return" investment for some smart station operator. You can't win the Derby on a donkey! Box 455A, B-T.

I'm no magician but—if you have the facilities and a market, I can make your station pay off. Top ratings in 90 days. Over 20 years operating experience. Presently gainfully employed but need a market half million or more. Moderate salary plus percentage of gain. Box 506A, B-T.

Manager: Investigate before you invest! Factual outline, administrative and personal sales record, bonafide details and figures; top accredited industry reputation; substantiated local/national sales know-how business getting ability. On your desk—at your request! Nothing to lose. Confidential. Box 519A, B-T.

Sales manager: Don't try to top a proven professional. Hire his experience and know-how! Factual outline and bonafide detailed personal sales record substantiating national/local business getting ability yours for the asking. Now working but confidentially seeking your inquiry. "Don't let a good one get away." Box 519A, B-T.

Manager-mature experienced man. Strong on sales and efficient, creative operation. Knows radio business, references. Box 534A, B-T.

Southeastern small market: Nine years experience announcing, engineering, sales, administration. Presently assisting manager, 100% owner due to southeastern local. Desire larger share in some operation. Can make modest investment. 30 year old family man. Box 541A, B-T.

SUCCESS STORY ILLUSTRATES ADAPTABILITY OF NORTHWEST'S TV-TRAINED PERSONNEL

The young man pictured at the left is another example of the practicality of Northwest's training. John recently completed Northwest's Television Production training on a Friday. He then appeared on Panorama Pacific for a week starting the following Monday, competing as Portland's entry in their Puppeteer contest.

Of course, Northwest does not primarily train TV artists. Our business is all-around, practically-trained TV production personnel. But John's success typically illustrates how Northwest's diversified training enables our People to become especially adept in those fields for which they have particular aptitude or background—be it announcing, copy, film or any other phase of TV—and at the same time be well qualified in all phases of Production work.

Call Northwest FIRST for all Broadcasting personnel problems. Call, wire or write John Birrel, Employment Counselor for complete details.
RADIO

Situations Wanted—(Cont’d)

Announcers

Deejay—morning man—tops—employed—veteran family—Box 535A, B-T.


Eight years play-by-play . . . experience all phases of radio. Sports spot wanted. Excellent references. Box 532A, B-T.

Free-lance radio and tv announcer, would like to make a change from the element of insecurity in free-lancing to a permanent position; depend- able, experienced, resume, tape, photo available. Box 464A, B-T.

Employed am-tv announcer . . . DJ. Now in strong midwest market. Wants to move to station with greater opportunity for news, Rich, mature voice . . . intelligent newscast. Box 468A, B-T.

Reliable, experienced announcer, southern Califor- nia, exceptionally strong on news and DJ. Formerly news director. Wants job in southwestern or northern California. Box 506A, B-T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 506A, B-T.

Experienced sports announcer—salesman. Mar- ried . . . ex-G.I. Can handle remotes as well as board . . . available immediately. Box 507A, B-T.

"Flying saucers." Featured on the nation's finest country and western show, NBC Network, tele- vision and radio. Records from coast-to-coast now included affiliation with a station in the country minded. (1) Personable, dynamic young singer. (2) Good voice (i.e., America's hearts from six to sixty and broken all sales records. Available immediately. Complete inside knowledge of talent program- ming. (3) In sport we can put you on the golden country band wagon or renovate and build for you a sound nationally recog- nized show at a minimum budget. Box 509A, B-T.

Many years experience in broadcasting with some television. Complete details on inquiry. Box 510A, B-T.


Sports director, Midwest, east. Experienced all sports, news, aff. news, College graduate, mar- ried, 25, vet. Desire sports, or sports combination with solid, permanent operation. Experience as sports-sales $400 medium market. Box 512A, B-T.

Seven years experience, play-by-play, Sports di- rector. Exciting radio-tele- vision, sales. All phases. Married, vet. Box 512A, B-T.

Two experienced men desire change preferably together. News, disc, special events, sales, top play-by-play. One presently announcer-sales promotion manager. Other sports-program. Fam- illy late 20’s. All offers considered. Box 533A, B-T.

Experienced sports, news, disc, excel play-by- play, Family. Employed program director. Box 534A, B-T.

Young woman-staff announcer, trained, strong feature shows, commercials. Tape, resume avail- able. Box 535A, B-T.

Experienced DJ. Veteran, married, college, avail- able immediately. Full resume on request. Box 542A, B-T.

Experienced, dependable. Announcer would like to work in Pennsylvania, Connecticut or New Jersey. Box 546A, B-T.

Now available due to change in programming policy. Play-by-play sports, 8 years experience. Major college football, basketball, box- ing, etc. top all. With top play-by-play all phases of midwest radio. Major college, full reference. Box 543A, B-T.

Personality DJ—production minded. Musician, piano, 7 years experience. Radio-tv. College degree. Grad with extra high grades. Situation in southwest or west. Box 554A, B-T.

Play-by-play sports. Want good situation west or southwest. 7 years experience. College. Mar- ried. Box 556A, B-T.

RADIO

Situations Wanted—(Cont’d)

Announcers

Experienced 1st phone announcer interested in spots, also do good job on music and news. Sin- cere commercials. Relocate anywhere there is an opportunity for advancement. Available about September 10th. Box 556A, B-T.

Inexperienced, little training, willing to learn. Will travel two hours from New York City. Box 559A, B-T.

Staff announcer, thoroughly trained news, com- mercials. DJ and board. Tape available. Box 560A, B-T.

Country singer disc jockey, radio and television experience. B.T. Zeke Clements, P.O. Box 250, Nashville, Tenn.

Nationally famous woman deejay with eight years of experience in metropolitan market. Highest recommendations from present management. Re- locating because of format change at present station. Write Mary Dee, 728 Adelaide Street, Pitts- burgh, Pa., or call MU 2-4044.


Experienced announcer and personality disc jockey wants progressive station. Versatile, de- sirable to both. Box 570A, B-T.


Technical

Chief engineer—good practical experience—con- struction, maintenance, directional, remote control. Box 506B, B-T.

Employed chief announcer—24—sports, news, music—prefer New England. Box 516A, B-T.

Programming-Production, Others

Ambitious, attractive negro girl well trained in all phases of radio, excellent as DJ would like work. Tape, photo. Box 559A, B-T.

STANDBY EQUIPMENT OR
SATELLITE OPERATION

500 Watt RCA TT500-A Combined Video and Audio Transmitter for any VHF Channel. Excellent Condition. Used only as standby trans- mission. Now accepting offers. Also 3 Bay RCA Super Turnstile Antenna TF-3C tuned to Channel 2. Contact Jon R. McKinley, KTVP, Denver, Colorado.

Radio-telecasting August 20, 1956 — Page 115

TELEVISION

Help Wanted

Announcers

Fast growing station in bustling sports-minded three station market needs top grade sportswoman to work with play-by-play announcers. Also needs top quality sportswoman to do color commentary. Individual with flair, with ability to handle both roles. Excellent references. Must be young, bright, have college background. Write Mary Dee, 728 Adelaide Street, Pittsburgh, Pa., or call MU 2-4044.

Experienced announcer for large eastern network affiliate. Straight color commentator job and booth work. Give full resume and expected salary. Box 564A, B-T.

Florida vhf seeking experienced announcer-director with on-camera know-how. Top pay for right man. Our staff knows all this newness. Send resume, photo to tape Box 544A, B-T.

Good commercial announcer needed immediately. Friendliness a must. Send resume, complete with tape and photo, to Charles J. Carney, WEM-TV, 614 Admas Street, Bay City, Michigan.

Technical

Have immediate opening for transmitter operator. Duties will also include remote television pick- ups. Full details first letter. Box 550A, B-T.

Transmitter engineers for aggressive vhf. DuMont experience preferred, however, will consider any man with good technical background. Send de- tails, salary, experience, references, photo, salary, Chief Engineer, KERO-TV, 1429 Truxton Avenue, North Hollywood, Calif.

Studio video technician, permanent position. Give experience; especially maintenance, Salary expected, and recent snapshot. KKMBA-TV, 14th & Welton Streets, Denver, Colorado.
TELEVISION
Help Wanted—(Cont'd)

Technical

WTOC-TV, Channel 11, Savannah, Georgia, needs full time experienced program director. Send complete qualifications, references and photograph to Chief Engineer.

Programming-Production, Others
Experienced continually writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 498A.

Experienced news photographer for local sound and silent coverage. Must be able to process and send film material. Some shooting experience helpful. State salary requirements with resume. Box 506A, B-T.

NBC-ABC vhf midwestern station has opening for a good copywriter. Good working conditions. Stipend or promotion. Box 514A, B-T.

Own voice at once in traffic and copy departments. Man or woman acceptable. Mail resume and references to operations, KHAS-TV, Hastings, Nebraska.

Expanding operation needs cameraman, projectionist, director, writer, full time. Box Program Director, WHTN-TV Huntington, West Virginia.

Situations Wanted
Situation wanted: General manager, age 31, married, no children, college graduate, 10 years experience from present major's job. Want larger market, greater sales potential; ambition, keen competitor, active in community. No big shot or chair warmer but hard worker. Want radio or tv sales with progressive organization. With present employer 5 years. Let's get together and both make money. Write Box 506A, B-T.

Salesmen
Good sales record, 5 years radio, broadcast experience. Family man, age 48, presently employed. Would like tv experience. Box 546A, B-T.

Announcers
Experienced tv announcer, director, writer, air personality. Presently employed. Seeking permanent position with progressive station emphasizing live programs and commercials. Box 506A, B-T.

Technical
Tv workshop graduate, tv studio technician. Floorman, film work, lighting, acquainted with studio procedures, production, sound production, programming. Box 544A, B-T.

Programming-Production, Others
Newman. Three years tv. Reporter, writer, air-man in commercial local newsw.him operation. Box 512A, B-T.


Metropolitan man. Long on experience but young, not tired. Genuine reporter-writer, plus excellent on-camera presentation. Box 566A, B-T.


FOR SALE

FOR SALE

Television
Tv-ultra license in the largest city in the country without local tv station. Low frequency. A major market but handicapped by vhf overlap. Size of market and vhf development assures eventual profitable operation but present holder cannot afford to develop. Low cost or will accept part ownership at payment. Box 375A, B-T.

FOR SALE

Television


Absentee owners have priced for quick sale small but growing market distimade. Middle Atlantic Coast. $35,000 cash, or terms $12,000-$18,000 down. Great potential. Two owner-operated station. Box 553A, B-T.

Only station in excellent town, with population over 6,000. In deep south, area being developed. Scilling opportunity, exclusive ownership. Principally only. Box 576A, B-T.

Gulf Coast area small market. $53,000—can be purchased, or part purchased. Paul H. Chapman Co., 84 Peachtree, Atlanta.


WANTED TO BUY

FOR SALE

Stations

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Equipment

Presto playback PT7-A. Still in crate. Spare reel. $400. Box 541A, B-T.

RCA TT-5A high band transmitter, factory converted to air cooling. Box 535A, B-T.

Western Electric 2 channel 40A audio console less monitor, chassis $500. Box 567A, B-T.

For sale: Used Western Electric 451-A to 250 watt am equipment. Sold to be used-for Continuous use. Two 3406C crystals and spare tubes included. Contact Radio Station WBEQ, Harrisburg, Illinois.


600' guyed 410 band windin tower complete with "A" lighting, ladder and guys. National Steel Erectors Corp., P. O. Box 1632, Muskego, Ohio.

WANTED TO BUY

Stations

Radio station wanted by qualified and financially able party. Prefer northeast. Will consider any other desirable location. Excellent earnings history necessary. Write confidentially and in detail. Prompt action assured. Box 491A, B-T.

Two experienced radio men want small market station—Kentucky, Arkansas or Missouri. Maximum $6,000 cash. $18,000 balance over 3 years. Box 514A, B-T.

Corporation with management experience and limited capital wants to buy small market broadcast station. Replies confidential. Box 512A, B-T.

Experienced radio and tv men interested in purchase of radio station midwest or west. Box 567A, B-T.

Sold privately: Two-thirds of all the radio stations listed with this agency since its establishment in 1953. Disguised, personal service. Ralph Erwin, Broker. Tulas.


Equipment

Complete, good used am equipment. Ikw xmitter, monitor, lister, audio console, mikes, recorders, tower. Box 504A, B-T.

Wanted: Modern 5kw am transmitter. Also used Magnecraft. Give full details first letter. Box 522A, B-T.

Wanted: One used live camera chain. Prefer field power supply and control unit. Box 525A, B-T.


WANTED TO BUY

Equipment

Wanted to buy: 10 kw fm transmitter, XEAF. Box 560, Monterrey, Nuevo Laredo, Mexico.


INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Begin next 1st class license in 3 months. For details write Grandham School, Dept. B, 821 5th Street, N.W., Wash- ington, D. C.


The National Academy of Broadcasting, America's pioneer professional school, places radio-ty announcers, writers, producers. Send for list of alumni, positions held, and jobs available. 3338 16th Street, N.W., Washington, D. C.

FCC first phone license. Concentrated speed course. New class begins September 17th. Monty Koffler, 743 Hendrix Street, Brooklyn 1, N. Y.

RADIO

Help Wanted

Managerial

COMMERCIAL MANAGER WANTED

If you have sound business judgment, the ability to handle people and a sin- cere desire to make a lifetime connexion, we're interested in you as a com- mercial manager of one of the mid- west's largest, soundest and most success- ful radio stations. The man we want will have a strong background in both national and local sales. Per- haps you're now commercial manager or sales manager of a small operation with a limited horizon. If you have the background, if you are young, ag- gressive and possessed of strong de-termination to move ahead with a suc- cessful, heads-up team, we want to hear from you. This is an important job and we expect to pay well to fill it. Send complete resume to Box 497A, B-T

Salesmen

SALES MAN

Long established, profitable and re- spected "middle sized" Radio and Televis. station. Representative Firm seeks salesman with Madison Avenue agency sales experience and contacts. We prefer resume which will be held in strict confidence. Box 552A, B-T

Announcers

ANNOUNCER

Radio-TV Announcer for deep South NBC station. Basic requirements is to be a good air salesman. Rush resume, tape, photo for interview invitation to Program Manager, WAPI-WABT, Birmingham, Alabama.
GENERAL MANAGER

... with 20 plus years of excellent experience with two top flight major market stations. Knows programming, sales management, promotion and agency - representative contacts. Have a proven record and excellent references.

Box 572A, B&T

TELEVISION

Help Wanted

SALES

TELEVISION SALESMAN

We need aggressive, experienced television salesman for this dominate station (VHF, major network) in an important midwestern market. The man we need will have the background and qualifications to ultimately step into a position of real importance. H'ell work for one of the soundest organizations in the country with a liberal salary and commission arrangement. If you have the qualifications and are looking for a connection really geared for growth, send us a complete resume immediately.

Box 496A, B&T

FOR SALE

Equipment

USED TV EQUIPMENT

80%-90% OFF

1 Mike Boom & Preamplifier—20 ft. $100
1 TG-1-A Synch Generator in Rack, tubed $800
2 MI-2625SA, TS-10A Switcher $400 each
38 WP-33 P.S. Regulators with Tubes $25 each
7 Double Audio Jack Panels $20 each
16 BR-84E Racks $50 each
16 BR-84 Rack Doors $10 each
2 BR-84 Rack Side Panels $10 each
1 W.E. 23C Audio Console $200
12 Open Frame Telephone Racks $15 each
5 10", 630 Jepped Receivers $25 each
5 12", 630 Jepped Receivers $25 each
2 300-Bud Type Racks $20 each
2 40 Amp, DC, Selenium Rectifiers, 220AC/400VDC $1,000 each

All equipment recently in use. Sold as is, MB Chicago. Contact Chief Engineer, WTTW, 1761 East Museum Drive, Chicago 97.

INSTRUCTION

NOTICE

One Shure Microphone, Model 100, Ser. 2642
Two Altec Microphone System Model M20, Ser. 1128 and 1130
One Electro Voice Filter-type Microphone
One Electro Voice Microphone slim-line-type
One McIntosh Amplifier, Model 150A, Ser. 7216
Two General Electric Amplifiers, A120

These items were stolen from Recordex, Ltd., Suite 207, Mining Exchange Building, Denver 5, Colorado.

Any information of the above listed items should be sent to this office or to Detectives G. E. Towres or G. F. Curnow, Detective Division, Police Department, City of Denver.
Butler's Blunder

IT MAY turn out that Paul Butler, chairman of the Democratic National Committee, advanced the cause of freedom of the air when he intertemporarily denounced CBS for not carrying his party's propaganda film last Monday.

Mr. Butler's outbursts brought about a united defense by all three television networks, including the two which had broadcast the film in its entirety. What was equally if not more important was that many leading newspapers joined the networks in defending the rights of news media to exercise their own editorial judgment. This was the only principle at stake in the affair, and Mr. Butler found himself in the awkward position of condemning it.

The initial remarks of Mr. Butler, delivered from the platform at the conclusion of the film, were those of a man in a frenzy of frustration. Some delegates were incited by his exhortation of CBS. There were cries of "throw 'em out" and there was even some jostling of CBS personnel on the floor of the amphitheatre.

Later, in news conferences, Mr. Butler was less angry, but he persisted in talking about the right to see and hear as something apart from freedom of broadcasting. He even mentioned possible legislation. In that respect he talked not unlike Sen. John Bricker, the Republican who espouses government control of programs and radio and television networks common carriers. One wonders how two such disparate partisans can find common ground.

CBS deserved better treatment. It has done as much as any other broadcasting company to fight the battles of free radio and television. It was the first to challenge the withholding of news from the air in the press-radio-war of two decades ago. Since then it has been in the vanguard of all causes for editorial freedom. Of course, others such as NBC and ABC Inc. President Frank Stanton have been the quickest to take action when broadcasting freedom was threatened.

Indeed, Mr. Butler himself was obliged last week to express personal admiration for Mr. Stanton.

The worst that could be said against CBS last week was that it erred in editorial judgment. And even that is open to question. In fact is beside the point in this discussion. Errors in judgment happen in journalism, even electronic journalism. It was CBS' right to err, if err it did, as much as ABC's and NBC's right to broadcast the "full text" of the Democratic film.

It all happened in the heat of the first day of a hot political convention in a steaming amphitheatre in Chicago. Under less trying circumstances CBS and Mr. Butler might have acted differently. It is uselessness, however, to talk now about an incident which cannot be called back for editing. We hope the affair will be forgotten, except to serve as another reminder that freedom of the press, which also means freedom of the air, will be preserved only as long as media fight for it.

New Cop on the Beat

THERE'S a new cop on the broadcasting beat. The Federal Trade Commission is intensifying its monitoring of radio and television advertising.

It will take a while to find out whether the cop is there as a friendly guardian of the law or as a bully-boy whose mission is to build a record of convictions. Right now the evidence points in the direction of the latter.

The FTC is expanding its patrol of broadcasting at the order of Congress, which voted $100,000 for the purpose. There will be a temptation to try to prove that the expenditure was justified.

Such proof is now lacking.

Congress voted the $100,000 largely at the urging of one FTC member and the chairman of the Senate Commerce Committee. The FTC member, Comr. Lowell Mason, made several speeches in which he claimed an alarming incidence of bait and switch advertising. Sen. Warren G. Magnuson made similar remarks during hearings of his Senate Commerce Committee. Both Mr. Mason and Sen. Magnuson received wide publicity which, however coincidental, was well timed. Mr. Mason is up for reappointment Sept. 25. Sen. Magnuson is running for re-election in November.

In his speeches, Mr. Mason neglected to mention that most of the cases he cited were three years old or older. In his, Sen. Magnuson did not explain that his evidence came largely from personal assumption. He had spent a time listening to the radio and watching TV while convalescing in bed and found some commercials objectionable.

Mr. Mason's and Sen. Magnuson's reputations for reportorial accuracy will not be enhanced if the FTC fails to turn up an epidemic of fraudulence on the air. Yet the FTC must disregard the personal fortunes of politicians if it is to conduct its monitoring objectively.

To be sure, there have been isolated cases of bait and switch commercials and of other advertising abuses. Ethical broadcasters are as eager as the government to see offenders brought to justice. The danger in an investigation undertaken under such circumstances as those attending FTC's is that justice might be sidetracked in the cop's zeal to make a pinch.

Starting Place

A PLANK, or to be more precise, a splinter of the platform adopted by the Democrats last week made a generalized charge that the Eisenhower administration had suppressed information. The Democrats committed themselves "to press strongly for worldwide freedom in the gathering and dissemination of news."

A laudable objective, we say. And a good place to start pursuing it is on Capitol Hill which has been under the control of Democratic majorities. There, a strict ban against television has been in effect on the House side ever since the organization of the 84th Congress. By orders of Speaker Sam Rayburn, who also was permanent chairman of the Democratic convention last week, television film and live cameras have been excluded from all House committees.

The Ghost Walks

AFTER an anguished two-year wait, members of the FCC will get a pay raise from $15,000 to $20,000 ($500 more for the chairman), along with other appointing members of independent agencies and of the President's official family.

Congress acted none too soon. Several members of the FCC had candidly revealed to friends that they would have been forced to quit unless the increase was forthcoming this year. The same condition prevailed at other agencies.

The action means that the government will be able to attract and retain better-qualified people for responsible federal positions. We are not unmindful of the considerable number of people in numerous government departments at many levels who could not earn as much on the outside.

Generally, however, government pay in the upper echelons has been notoriously poor—far below what most of the incumbents could earn in private pursuits. There's prestige in working for Uncle Sam, to be sure, but prestige doesn't pay the bills or send the children through college.
"We can still get the top shows on KSTP-TV!"

Stronger signal, new shows usher in big Fall season

The highest TV structure in the Twin City area—KSTP-TV’s new antenna has added thousands of potential viewers in former fringe areas of this 600,000 TV-home area.

This major improvement—another first for the Northwest’s first television station—will bring a great new lineup of sparkling TV entertainment to more viewers than ever before this Fall.

“Treasure Chest”, a new audience participation show, and “T. N. Tatters,” the Northwest’s top rated local kid show, are new KSTP-TV Fall entries which, along with great new NBC shows, will bring the Northwest its greatest season in television!

Now is the time to get aboard! Put KSTP-TV’s showmanship, stars and service to work for you. For further information, contact your nearest Petry office or a KSTP-TV representative.
140,220 Kansas Citians set their watches (and watch their sets)

by NOON

on KMBC-TV

Kansas City’s Highest Rated Daytime Variety Show...
Network or Local!

NOON on KMBC-TV is the biggest television hour of every weekday for 140,220 Kansas Citians, as reported in the latest Nielsen rating available at press time.

With a cast of eleven top personalities, special guest stars and a big studio audience... this pace-setting KMBC-TV production outrates the Great Godfrey, Art Linkletter, Ernie Kovacs, Garry Moore — in fact every daytime network show except Mickey Mouse. You name it and NOON beats it!

And, man, does the NOON gang sell! They sell with live jingles, endorsements, demonstrations. Cost-per-viewer impression is an infinitesimal fraction of a cent! For a productive spot on this spectacular variety show, consult Peters, Griffin, Woodward, Inc. Your Colonel can clear the time that clears the decks for fast sales action via NOON!

See Peters, Griffin, Woodward, Inc. for availabilities.

the SWING is to KMBC-TV
Kansas City’s Most Popular and Most Powerful TV Station
Basic ABC-TV Affiliate