More proof of DOMINANCE!

Now ARB joins PULSE in giving WXEX-TV:

• More ¼ hours than any other Richmond area station
• More top shows than any other Richmond area station

ARB: July, 1956; PULSE: May-June, 1956

WXEX-TV

Tom Tinsley, President NBC BASIC—CHANNEL 8 Irvin G. Abetoff, Vice Pres.

... NOT SEVENTEEN?

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

*318,000 TV sets in a 17 county area of 400,000 families totaling almost 2,000,000 population... The Nation's 24th Market! This vast Northeastern Pennsylvania Manufacturing and Agricultural market is reached with a Million Watts of Power, a full schedule of NBC picture-perfect programs and the best in local and regional News, Sports, Women's and Children's features. WBRE-TV's leadership shows 33% more coverage than the second station and 60 to 400% more than all others in the market. * RETMA Report of May, 1956

AN NBC BASIC BUY: National Representative: The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHUYLKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

If your dog surprised you with a family of 17, you might exclaim "IMPOSSIBLE"... But we've checked with good authority and it has happened.
The TV Leader in Des Moines!

DES MOINES TELEVISION - CHANNEL 8 IN IOWA

★ 337 FIRSTS
   in 462 quarter hours surveyed

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

★ 9 of top 10
   once-a-week shows

SOURCE: Latest A·R·B for Des Moines Metropolitan Area

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

A COWLES OPERATION
KRLD Radio DELIVERS THE LARGEST AUDIENCE OF ANY STATION OR FREQUENCY IN THE GREAT DALLAS-FT. WORTH MARKET

Combined Hours 6:00 a.m. until 10:30 p.m. Seven Days A Week, Pulse, February-March 1956

It's a very neat package — KRLD's dominant listening audience in The Dallas-Fort Worth Market, plus a blanket coverage of North Texas and Southern Oklahoma. No other Dallas-Fort Worth station has as many listeners as KRLD, between 6 a.m. and 10:30 p.m. 1080's audience is greater than SEVEN NON-NETWORK STATIONS combined, for the same period, and is 39.5% greater than that of the second Dallas-Fort Worth network station. KRLD Radio is the biggest buy in the biggest market in the biggest state — all wrapped up and ready to be delivered — to you!

BEST BET AVAILABILITIES ON KRLD

1 - 6 TO 6:15 P.M. NEWSCAST
   Monday - Wednesday - Friday (7.5 Pulse Rating)

2 - JOLLEY FARM NEWS
   12 to 12:15 Noon — Monday, Wednesday, Friday

3 - ATTRACTIVE PACKAGE ANNOUNCEMENT RATES
   (on R.O.S. Basis)

4 - PERSONALITY PARTICIPATING PROGRAMS
   1. 1080 Club with Salesman Chem Terry (morning) Daily
   2. The Nick Paul Show — 4 to 5 P.M. Daily

For full particulars regarding these availabilities, check with

THE BRANHAM COMPANY
NATIONAL REPRESENTATIVES

KRLD radio OUTLET FOR CBS RADIO NETWORK IN DALLAS AND FT. WORTH

50,000 WATTS SATURATES THE GREAT SOUTHWEST MARKET AREA
PROMOTIONS AT NBC • All signs point to approval by NBC at board meeting Friday, Sept. 7, of recommendations under- 
stood to have been made by Booz, Allen & Hamilton—after months’-long efficiency study—calling for four new executive vice 
presidents to report direct to President Robert W. Sarnoff—all promotions from 
within. Mr. Sarnoff thus would have only half-dozen executives in direct line of con- 
tact; all other department heads would re- 
port to newly appointed executive vp’s.

WHO WOULD BE new executive vice 
presidents at NBC? Best inside guesses are: Tom MaCaity, in charge of programming; 
Charles Denny, now head of owned and 
operated stations and spot sales; David S. 
Adams, staff vice president and former as- 
sistant to Mr. Denny when latter was chair- 
man of FCC, and J. M. Clifford, personnel 
management vice president who came over 
from RCA Victor. It’s logically assumed that 
Many Sachs, staff vice president of both 
RCA and NBC, will continue as Mr. 
Sarnoff’s advisor, along with Kenneth W. 
Bilby, vice president in charge of public 
relations, also reporting to Mr. Sarnoff.

AUTO BUSINESS STIRRING • Auto- 
makers driving away from radio-tv? 
Hardly. In wake of much ado about auto- 
motive upsurge in national spot radio, rum- 
bings are being heard of Chevrolet, Chryl- 
er and Pontiac about to sign for substantial 
short-term, saturation packages on network 
radio, as Detroit uncovers new 1957 mod- 
els this fall. Chevrolet, Pontiac and Ford 
(BT, Aug. 20) reportedly also looking over dotted line for additional network tv buys. Some of automotive’s interest in network tv said to have been stimulated by major presentations made this summer in Autoland by Television Bureau of Ad-
vertising, ABC-TV and NBC-TV.

GLAD news for radio seen in station and 
advertiser reports reaching Radio Adver- 
tising Bureau’s peripatetic salesmen-execu- 
tives. Based on word they get on their 
rounds around country, they’re predicting 
that spot and local business for second half 
of this year will be even better than in first 
half, when spot enjoyed 20% gain over 
first half of 1955 and local, while figures 
aren’t available, was generally agreed to be 
well up, too. Network business also is 
showing new signs of resurgency.

GOP RE-RUNS • You may be seeing and 
hearing those Eisenhower and Nixon ac- 
ceptance speeches again and again. Repub- 
lcan national convention addresses last 
Thursday night were filmed and taped and 
plan is to use excerpts in radio-tv spots.

BUT 

NEW GAUGE of size and scope of tv will 
be forthcoming soon. Television Bureau of 
Advertising’s slider experts are work- 
ing up projections of total investment in 
tv advertising—time, talent, production at 
all levels—network, spot and local—for 
1956. Current indications: 1955’s total of 
$1 billion-plus will be exceeded by more 
than $2 billion, for gain of about 20%.

ROK ON THE MOVE • Now advertising 
itself as “RKO-TV” in Hollywood film 
circles, major studio taken over from how-
vard Hughes by Tom O’Neill’s General Tele-
radio last year and put back into high gear 
on feature production, is wiping out all 
doubt about tv potential. Old RKO-Pathe 
lot at Culver City, RKO’s weapon in tv 
fight, has won Fred Niles Films (animated 
commercials) from General Services lot, 
and RKO is naming Alex March, former 
producer of CBS-TV Studio One Summer 
Theatre, as producer Sept. 1. His first as-
signment: to go before cameras next year.

EVIDENCE that foreign market is grow-
ing brighter for Hollywood tv film pro-
ducers is seen in reports that full hour 
antology programs are showing in Euro-
pean theaters as second feature attractions 
after U. S. tv exposures. Foreign dubbing of 
U. S. tv serials is on upgrade too. Ziv 
Television’s Ed Stern is in France this week 
to meet Ziv representatives at newly leased 
Paris studios on parlez vous Ziv’s Cisco 
Kid and Science Fiction Theatre for fall 
showing on French RFD-TV network as 
well as Tele-Luxembourg, Tele-Monte 
Carlo and tv outlet in Brussels.

WHO’S IN CHARGE? • Right of broad-
caster to control station program content 
may be threatened in case pending before 
U. S. Court of Appeals (D. C.). WTTG (TV) 
Washington is defendant in suit by 
National Bible Knowledge Assn., asking 
for performance of contract because con-
tract was cancelled when sponsor refused to 
delete material station considered objection-
able. NARTB asked court for right to 
file brief but was turned down. Case was 
taken to appellate court by sponsor after 
district court refused injunction.

ONE of first of major toy manufacturers 
to line up pre-Christmas broadcast drive 
is Lionel Toy Corp., New York, which is 
expected to own $400,000 into spot tv cam-
paign in 80-100 markets, using “at least” 
250 stations, starting immediately after 
Thanksgiving. Through Grey Adv., New 
York, Lionel plans to saturate each mar-
ket with 33-55 weekly announcements.

FOX, GUILD DEALS • Deal by which 
Guild Films will acquire seven tv film se-
ries, including two in color, and enhance 
its capital assets by reported $2.5 million is 
virtually set and due for signing this 
week. Negotiations are with group repre-
ented by Matthew Fox of C&C Television 
Corp. and Motion Pictures for Television. 
In exchange for films, members of group 
—most of whom are not now active in tv —will acquire minority interest in Guild. 
Series involved include Sherlock Holmes, 
Janet Dean, Duffy’s Tavern, Junior Sci-
ence, Paris Precinct, Flash Gordon, and 
group of Tim McCoy westerns.

HOUSE Small Business (Evins) Subcom-
mittee will release today (Mon.) record of 
hearings last March on uhf and alleged 
network influence over FCC, after delay 
last week laid to Government Printing 
Office. Attached as exhibits to record will 
be samples of network inter-office memo-
randa and correspondence with FCC, 
mainly involving CBS, subpoenaed from 
network files but never formally introduced 
in hearings. Other exhibits will be FCC 
answers to exhaustive questionnaire sent 
by subcommittee to Commission last De-
ember seeking “influence” data. Among 
questions still unanswered by FCC, ac-
cording to subcommittee, is one on gifts, 
 honors, etc., received by FCC members 
and staff (BT, Jan. 30).

VANTAGE POINT • RCA Board Chair-
man David Sarnoff for first time in his 
half-century career, attended political con-
ventions in person during last fortnight. 
In Hollywood after San Francisco GOP 
session he told BT conventions were ill-
uminating, but to really see and learn one 
does much better watching action on tv.

WITH Westinghouse Broadcasting Co. sta-
tions due to pull out of NBC Radio also-
gether yesterday (Sun.), NBC was still 
looking late last week for replacements in 
Pittsburgh and Boston search that’s been 
going on since early July. It’s also still 
seeking new affiliate for Buffalo, where it’s 
been without since WGR moved to ABC 
June 1. WBC stations—WBF Boston, 
KKDA Pittsburgh, KYW Cleveland, 
HOWO Fort Wayne—dropped NBC day-
time programming July 16, served notice 
they would drop rest of schedule Aug. 26, 
out of dissatisfaction with NBC program-
ing policies. NBC has since signed WHK 
Cleveland and WJKG Fort Wayne. Offi-
cials say several discussions are in progress.

BLOCK SWITCH • Block Drug Co., Jer-
sey City, N. J., reportedly is severing two-
year relationship with Harry B. Cohen 
Adv., New York, Sept. 30. Products con-
cerned—Amm-1 Dent toothpaste, Py-Co-
pay toothbrushes, NYTOL sleeping pow-
der, and Green Mint mouthwash, all active 
radio-tv users to tune of $1 million annu-
ally, all in spot. Sullivan, Stauffer, Colwell 
& Bayles understood to head list of prob-
able appointees. Others: Doyle Dane Bern-
ANNOUNCING

The Appointment of

JOHN BLAIR & COMPANY
as national representative for

WDGY,
Minneapolis-St. Paul.

John Blair & Co. continues in the representation of

WHB,
Kansas City

WQAM,
Miami

ADAM YOUNG INC.
as national representative for

KOWH,
Omaha.

Adam Young Inc. continues in the representation of

WTIX,
New Orleans

THE STORZ STATIONS
Todd Storz, President

WDGY,
Minneapolis-St. Paul

WHB,
Kansas City

WQAM,
Miami

KOWH,
Omaha

WTIX,
New Orleans

Represented by John Blair & Co.
Represented by Adam Young Inc.
MGM FEATURES LEASED TO CBS, KING, TRIPLE FOR MORE THAN $16 MILLION

MOTION picture giant Loew's Inc. announced Friday estimated $16-$20 million multiple leasing arrangements to tv for 725-feature film library of Metro-Goldwyn-Mayer product. Included were separate pacts with CBS-owned and-operated stations in New York (WCSB-TV), Chicago (WBBM-TV) and Milwaukee (WXIX-TV), Triangle Publications' four tv stations and King Broadcasting Co.'s two tv outlets.

Together with similar deal worked for licensing of MGM library to KTTV (TV) Los Angeles (BktT, Aug. 20), total sum comes to approximately $20-$25 million, believed to be biggest transaction of its kind ever conducted. All agreements were completed Thursday with KTTV-Loew's pact wrapped up that day.

Although prices on individual packages were not disclosed, it was estimated unofficially that CBS contract would run between $11 million and $13 million.

Purchase of station interest was involved only in KTTV arrangement, with Loew's paying estimated $1,625,000 for 25% of capital stock.

All leasing arrangements of MGM library are similar except for price. Stations receive exclusive, seven-year rental of films, permitting showing only in black-and-white; rights to include use of MGM trademark, Leo the lion; exclusion of "Gone With the Wind" (theatre exhibition only), "The Wizard of Oz" which sometime ago had been acquired by CBS-TV with options for renewal, and 40 other films being withheld for theatrical release but be made available eventually to tv. Also excluded are 900 short subjects and cartoons produced by MGM from 1929 to 1949. Features are pre-August 1948 product.

Contract with CBS was handled by William Paley, CBS board chairman, and Arthur M. Loew, president of Loew's Inc. Also included in arrangement are KMON-TV St. Louis and WGTK-TV Hartford, providing FCC approves acquisition by CBS; otherwise, CBS will retain right to sub-license its commitment in either of these markets. CBS holds an FCC examiner's initial decision for ch. 11 in St. Louis, but there has been no final FCC action in that contested case. Network's purchase of Hartford property awaits FCC approval. KTTV's lease in Los Angeles excludes CBS's KNXT (TV) from CBS-Loew's pact.

Triangle Publications' (Philadelphia Inquirer) stations are WFIL-TV Philadelphia, WHNC-TV New Haven, WNBF (TV) Binghamton, N. Y., and WFBG (TV) Altoona, Pa. Arrangements for this group were handled by Charles C. (Bud) Barry, vice president in charge of tv for Loew's, and Roger Clipp, vice president and general manager of Triangle's Radio-Tv Division. King Broadcasting acquires film library for KING-TV Seattle and KGTV-TV Portland, Ore. (now under construction). That pact was set by Otto P. Brandt, King Broadcasting's vice president and general manager, with Mr. Barry.

New agreement put under Loew's leering with General Teleradio Inc. for film library leases, although negotiations still alive. Loew's lease to CBS closed New York market. Loew's acquisition of ownership in GT's WOR-TV New York was possibility up to Thursday.

Triangole stations reportedly were ready to spend up to $500,000 in gigantic promotion-advertising effort to exploit use of films (also see KTTV's plans, page 74). All stations plan to start programming features in October when MGM will start delivery of prints.

Stressed by Mr. Barry and Mr. Loew was budding association of Loew's-MGM with CBS. Mr. Barry described multiple pacts as "most aggressive step yet taken" by Loew's in its "rapid time-table" (entry into tv field). He said that while Loew's now will not attempt to obtain station interests in either New York or Chicago, firm "will seek full complement" of tv stations, with "number of negotiations now in an active state for ownership participation." Implication was given that Loew's-MGM now would have close working association with CBS-CTV, particularly in program creation.

Mr. Barry also said Loew's would "study carefully the possibility of a film network."

Culligan Named Head Of NBC Radio Network

APPOINTMENT of Matthew J. Culligan, vice president and national sales director of NBC-TV, as vice president in charge of NBC Radio network is being announced today (Mon.) by NBC President Robert W. Sarnoff, effective immediately. Mr. Culligan succeeds Charles T. Anderson, who resigned earlier this month (BktT, Aug. 13).

At 38, Mr. Culligan has won wide reputation for creating new techniques in tv network sales.

He headed sales organization for Today, Home, and Tonight—all participations sales shows—and pioneered in creation of NBC Tele-Sales unit (which provides closed circuit facilities for NBC advertisers) before rising to NBC-TV national sales manager.

Notifying affiliates of Culligan appointment in closed circuit report Friday, President Sarnoff called attention to his determination: "To maintain the radio network as an important communications medium and to do everything possible to re-establish its rightful place in the industry."

Satellite Show Set

PLANS for hour-long program to be sponsored by International Business Machines on NBC-TV coincident with launching of government's first earth satellite late next year are due for announcement shortly. Program will be presented in every market the day launching, that morning, is expected to include films of launch operation and devote considerable time to history of rockets, scientific developments, etc. Production costs alone expected to be at least $250,000. IBM agency is Benton & Bowles.

• BUSINESS BRIEFLY

MAJOR CANDY DRIVE • Walter H. Johnson, Candy Co., Chicago, said to be preparing one of biggest tv spot drives in its history. Agency, Hicks & Greist, N. Y., reportedly will kick off massive saturation campaign Sept. 10 in East, and by mid-year 1957 will have blan- keted just about every market. Products involved are Powerhouse candy bars and other sweets.

PERTUSSIN ON RADIO • Chesbrough-Ponds Inc., N. Y., which recently bought Seek & Rade, manufacturers of Pertussin (expectorant) planning fall radio campaign in approximately 75 markets. It will launch 26-week drive Oct. 1, adding another 13-week schedule on or about Jan. 1. McCann-Erickson, N. Y., agency for Chesbrough, indicated "some supplementary tv" also may be used starting in October.

SERIAL RETURNS • As part of its second $1.5 million (gross billing) contract for CBS Radio daytime shows (BktT, Aug. 13, 6), Colgate-Palmolive Co. (Ajax Cleanser, Colgate dental cream, Fab products) will sponsor five 15-minute segments weekly of Strike It Rich (Mon.-Fri., 2:30-4.5 p.m. EDT), starting Sept. 3, marking return of that serial to network. Other part of second purchase will be applied to segments in Backstage Wife, Our Gal Sunday and Second Mrs. Burton, same shows in which C-P is buying segments under original $1.5 million contract. Agencies: Ted Bates, William Esty, Bryan Houston and Lennsen & Newell.

TAREYTON TO GUMBINNER • American Tobacco Co., for Herbert Tareyton and Filter Top Tareyton, has named Lawrence C. Gumbinner Adv., N. Y., as its agency. Tareyton account formerly handled by Hackett Agency, new agency agreement with Mr. Hackett's retirement from agency bearing his name, has overall billing of nearly $1 million.

FILM FOR CHUNKY • Chunky Chocolate Corp., Brooklyn, N. Y., will sponsor television programs of America's Foreign Legationnaire (Continues on page 9)

Convention Sponsorship

Boosts Westinghouse Sales

SPONSORSHIP of radio-tv coverage of political conventions apparently paid dividends for Westinghouse Electric Co., officials reported Friday as they compiled check of sales figures for week of Aug. 13, when Democratic conclave was held. John J. Anderson, manager of major appliance division, said sales to dealers that week jumped 50% over same week of conventionless 1955. Moreover, he pointed out, during preceding week dealers were stock- ing up in preparation for convention rush; yet sales during convention week (Sept. 7-13) of the stock-up week by 15%—indicating, Mr. Anderson said, that dealer volume during Democratic convention was considerably greater than many retailers had expected. Westinghouse was sponsor of CBS Radio and CBS-TV coverage of both conventions and will also underwrite election night coverage as well as special interim programs.
IN KANSAS CITY

If you want pea-shooter power... there's a place to go

but if you want 50,000 watt coverage in radio, it's KCMO

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA

KCMO
WHEN
KPHO
WOW

RADIO 810 kc
TV Channel 5
CBS
CBS
CBS
CBS

OMEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines
**TREND PICS GOP**

TV coverage of Republican convention outstripped Democratic coverage, according to Trendex report Friday.

Monday-Friday average rating for Republicans was 34.4, for Democrats 29.9. Norm for year in same periods is 34.6.

Monday-Friday average sets-in-use for Republicans was 48, for Democrats 42.4. Conventions increased sets-in-use for which normal figure is 41.5.

**Examiner Recommends FCC Finalize WLBR-TV Sale**

An FCC hearing examiner Friday recommended that Commission affirm its November 1953 action approving purchase of ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publications Inc. Initial decision, issued by Examiner J. D. Bond, recommended denial of protests to purchase filed by four Pennsylvania uhf stations—WCMB-TV (ch. 27), WHP-TV (ch. 55), WTPA (TV) (ch. 71), all Harrisburg, and WHUM-TV Reading. Triangle (Walter H. Annenberg and family) bought WLBR-TV from Lebanon TV Corp. for $115,000 plus assumption of $125,000 in obligations, proposing to operate station as part satellite of Triangle’s WFIL-TV Philadelphia, until full local programming is feasible.

Protestants had charged among other things that purchase would give Triangle undue concentration of media control, that WLBR-TV would be used in “bonus” arrangement with WFIL-TV and that satellite plans would preclude establishment of local tv service in Lebanon area. Bond said all charges were untrue. He reasoned that Triangle utilization of ch. 15 (dormant since 1954) would provide needed local service. Triangle owns WFIL-AM-FM-TV; WNBW-AM-FM-TV Binghamton, N. Y.; WNHIC-AM-FM-TV New Haven, Conn., WFBG (TV) Altoona, Pa., 50% of WHGB Harrisburg, and publishes Philadelphia Inquirer, Tv Guide and other publications.

**Capitol Music Library Offered to Radio-TV’s**

IN what amounts to virtual entry into music library service field for radio-tv stations in competition with long-established firms like Associated Program Services (Muzak subsidiary), BMI, RCA Thesaurus and Sesac, Capitol Records Inc. has announced offer of its full basic popular record output (guarantee of 70 albums annually) plus cue sheets, background notes and file cards to stations for $1.5 per quarter to cover handling costs.

Basic package of 70-selling albums is available for flat $1.60, Hollywood record firm said. Single popular records will continue to be available on no-charge basis. Record firms previously have not been successful in charging stations for promotional records but Capitol is said to be first to attempt “library service” of album on handling-cost basis.

**People**

**Peter B. James**, manager of WJAR-TV Providence for past 18 months, resigns effective Sept. 1. **George O. Griffith**, vice president and treasurer of Outlet Co., licensee of station, will assume managerial duties. Mr. James and wife will leave for two-month tour of Europe Sept. 8.

**David J. Hopkins**, sales director of CBS-Columbia, named vice president and general executive of McCann-Erickson, effective Sept. 17. He will be assigned to agency’s planning and development division and report to Staff Vice President Anthony Hyde.

**Kingman T. Moore**, of Young & Rubicam, and before that with Benton & Bowles and NBC, to tv-radio department of Ted Bates & Co. as a supervisor. He will be assigned to account in Hollywood, possibly in temporary assignment in New York office.

**Byron Goodell**, formerly with Meeker Co., station representative, to NBC Spot Sales, N. Y. Mr. Goodell also has been with CBS in administrative capacity.

**Donald Goldsmith**, account executive, CBS-TV Film Sales, Chicago, named office manager, succeeding **William Perkinson**, recently appointed manager of Los Angeles office of CBS-TV Film Sales.

**Business Briefly**

(Continues from page 7)

Syndicated tv film adventure series in approximately 15 midwest and northeast markets beginning Sept. 15. At same time, Chunky will launch 10-second ID test run in five or six markets. Grey Adv., N. Y., is agency.

**Top Makeover Coverage** • Lever Bros’. Lifebuoy deodorant soap will launch its regular eight-week fall radio campaign Sept. 17 throughout top U. S. markets. Will over 100 stations are said to be scheduled. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

**Fall Campaign** • Howard Stores Corp., national chain of 83 clothing shops, expected to wrap broadcast advertising in October when it launches 13-week radio spot campaign in eastern markets and possibly Midwest. Peck Adv., N. Y., is agency.

**Spud Splugre** • Philip Morris Co., N. Y., expected to wrap up last of introductory campaigns for its revived brand, Spud mentholated cigarettes, starting Sept. 10 when it launches four-week tv spot campaign in Philadelphia, Washington, D. C., Baltimore, Richmond, Norfolk, and Louisville. Agency: Ogilvy, Benson & Mather.

**Montana Lineup** • Great Falls Brewery, through Wendt Adv, both Great Falls, Mont., has purchased ABC Film Syndication’s October’s Kaleidoscope for showing on KOOK-TV Billings, KGVO-TV Missoula, KXLF-TV Butte and KFBB-TV Great Falls, all Mont.

**Dove Enters Chicago** • Lever Bros’, new beauty soap, Dove, enters Chicago with 52-week tv introductory campaign on four stations starting today (Mon.). Campaign, conducted through Ogilvy, Benson & Mather, is being supplemented by four-week radio drive starting same day.

**Simoniz Spots** • Simoniz Co., Chicago, buying “few selected markets” for 10-week radio spot campaign for “SNS” (non-suff) floor wax starting Sept. 10. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.
$16 MILLION IN STATION SALES
Whitney gets McConnell properties (WISH-AM-TV Indianapolis, WANE-WINT [TV] Fort Wayne) for $16 million; sales of WIND Chicago and WEHT [TV] Evansville, Ind., just about complete ............ 27

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End of party nominating conclaves leaves many broadcasters and politicians with feeling that something must be done to streamline overlong sessions ...................... 28

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Democratic presidential candidate will kickoff his campaign Sept. 13 with simulcast on four radio and three TV networks .................. 36

TV NETWORK GROSS UP 20%
Increased automotive advertising sparks rise in gross sales of television networks for June and first six months of this year over last 40

MENTHOLATUM’S TIME BUYS
Cold remedy maker allocates over $500,000 for fall-winter spot campaigns on radio and television .... 49

BORG’S ONE-DAY TV DRIVE
Wisconsin fabric firm allocates $20,000 for its TV debut in 28 cities, with campaign concentrated into a single day ............................................. 64

FILM SALE NETS $15 MILLION
Warner Brothers Pictures Inc. tells stockholders that the $21 million sale of its library to PRM produced profits of $15.25 million after taxes 68

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General Teleradio New York TV station negotiating for lease of MGM library as it revamps schedule for mostly film programming .... 69

TV-SPORTS CENTER PLANNED
Queens County (N. Y.) Chamber of Commerce announces plans to construct a $500 million “tv and sports center” ............................. 78

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Radio and TV stations together with sponsors complete plans for covering 1956 fall gridiron season of college and professional teams .. 80

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‘WAMASCOPE’ SHOWN
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channel 12

CALL HEADLEY-REED, REP.

WINSTON-SALEM
for WINSTON-SALEM, GREENSBORO, HIGH POINT

Broadcasting • Telecasting
August 27, 1956 • Page 11
So few Stradivarius violins remain today, the value of these fine instruments is practically priceless.

Many TV Spots, too, already well worth their cost last year, are practically priceless today. That’s why alert advertisers who secure Spot TV franchises in important markets now will find their investment spiraling in value in the months ahead.

Nothing approaches the impact and versatility of Spot TV in selling your products in every market.

...provide you with the full information on the most productive time periods in these major markets? There are still a few excellent ones available.

WSB-TV .................. Atlanta
WBAL-TV .................. Baltimore
WGN-TV .................. Chicago
WFAA-TV .................. Dallas
WESH-TV .................. Daytona Beach
WHTV .................. Durham-Raleigh
WICU .................. Erie
KPRC-TV .................. Houston
WHTN-TV .................. Huntington
WJHP-TV .................. Jacksonville
WJIM-TV .................. Lansing
KARK-TV .................. Little Rock
KCOP .................. Los Angeles
WISN-TV .................. Milwaukee

KSTP-TV .................. Minneapolis-St. Paul
WSM-TV .................. Nashville
WTAR-TV .................. Norfolk
KMTV .................. Omaha
WTBH .................. Peoria
KCRA-TV .................. Sacramento
WOAI-TV .................. San Antonio
KFMB-TV .................. San Diego
KTBS-TV .................. Shreveport
WNDU-TV .................. South Bend
KREM-TV .................. Spokane
KOTV .................. Tulsa
KARD-TV .................. Wichita

ABC Pacific Television Regional Network

Represented By
Edward
THE ORIGINA
NEW YORK • CHICAGO • ATLANTA
In Spot TV too...

Value increases with Time!

Petry & Co., Inc.

TATION REPRESENTATIVE

DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
IN THE PUBLIC INTEREST

KMPC's Tips for November

KMPC Manhattan, Kans. added a number of pluses to its coverage of the August primary election. Free transport to the polls was provided voters in KMPC's Mobile Mike. Latest tabulations were reported by Mobile Units direct from each polling place, and after sign-off time at 7:30 p.m., the public was invited to the station auditorium for free refreshments while watching the tabulation board. Entertainment was provided for them by means of recorded music and interviews from the local scene. Long-distance calls to state officials were heard over the speaker system, and three telephone lines were kept humming with calls from interested parties.

WTIX Gives Quick Aid to Visitors

INSTANT ASSISTANCE was given by WTIX New Orleans when a listener called Eddie Clarke, "The Morning Mayor," to say that her Arizona visitors, Mr. and Mrs. Armond Angulo, had left a suitcase behind containing travelers’ checks. She described the car, but didn't know the license number. WTIX listeners were immediately given the description of a car with Arizona license plates. Within six minutes, a woman listener called to say she had spotted the car at City Park and stopped the Angulos and told them of their loss.

WAPA Son Juan Bears Hurricane

THE ARRIVAL of Hurricane Betsy in Puerto Rico a fortnight ago kept station WAPA San Juan going forty-eight hours. Destruction was fairly widespread, especially to coffee, tobacco and sugar cane plantations on the island. WAPA was busy before, during and after the storm hit, broadcasting government and U. S. Weather Bureau bulletins and emergency advice to citizens.

WERE Helps 4-H Fund

A PENNY-FOR-PENNY match of fair-goers’ contributions to a 4-H Club scholarship award at The Cuyahoga County Fair has been made by WERE Cleveland. That meant the station had to lay out 28,595 of the copper coins. Pennies were placed in a 20-foot pole of transparent plastic. Atop the pole was WERE’s Phil McLean to broadcast his nightly five-hour show from the fairgrounds. A hydraulic lift was installed to carry visitors to the top of the pole along with their pennies. Bands, vocalists, comedians and recording artists appeared on the WERE shows as a public-address system broadcast day-long activities and commercials over the fairgrounds.

Patients Plead Own Case

FOR better than a year WPAG-TV Ann Arbor, Mich., has been shedding light on the long-shrouded problem of mental health with its Know Your State Hospital program carried sustaining for 15 minutes each week. Ypsilanti State Hospital staff and patients themselves appear on the programs illustrating hospital services, an experience which, says the hospital, “has proven to be definitely therapeutic for our patients..." Officials have commended WPAG-TV for “its responsible action in facilitating community education regarding mental health programs and facilities.”

Kiwanis Radio Day

KIWANIS RADIO DAY, tried out this year in Kewanee, Ill., is planned as an annual event. WKEI Kewanee, hearing that local Kiwanis Club funds were depleted by heavy demand for assistance to needy boys and girls, offered facilities for the special promotion. Kiwanis members sold radio advertising at regular rates, and used the earnings to refill the charity cofner. During Kiwanis Radio Day, members broadcast during an entire day, with WKEI operations in all phases handled by Kiwanians.

In Support of ‘Jimmy Fund’

A TOUR of Boston area drive-in theatres is planned by WBZ-TV’s Big Brother Bob Emery. Along with Red Sox star Ted Williams and WBZ sportscaster Curt Gowdy, he’ll appear to collect for the “Jimmy Fund” for children’s cancer research. Dr. Sidney Farber, scientific director of the Children’s Cancer Foundation, has already been presented a check for $26,186.32 collected earlier by Big Brother over WBZ-TV.

Grand Prize Is Grand Tour

A WARNING to “Remember: haste makes wakes; use brains instead of brakes,” won for George J. Mayer of Clarksville, Iowa, listener to KSMN Mason City, Iowa, a trip for two to Europe for 32 days. Award of the grand prize climax a 15-week safety contest on KSMN which also featured several prizes each week. All expenses for the grand prize were written over by KSMN.

MD Telethon Planned

WGR-TV Buffalo, in cooperation with the 1956 Muscular Dystrophy campaign, will air a 16-hour fund-raising telethon Sept. 15-16 direct from Buffalo’s Memorial Auditorium. Proceeds of the program will go to the Western New York Patient Service Program, the Muscular Dystrophy Association and other groups working on various aspects of MD.

KMPC #1 buy in #3 Market because: KMPC leads all twenty Los Angeles independents and three networks in share of audience,* at one of the lowest costs-per-thousand in the whole U.S.

*M. The Pulse, Inc., May-June, 1956, 6:00 A.M. to Midnight, Monday through Sunday, shows KMPC with an average 12.6 share of audience.

MILESTONES

WWRL 30 Years Old

WWRL New York, foreign language station serving the metropolitan area, enters its 31st year today (Monday). The station—one of the pioneers of broadcasting—received its license from Herbert Hoover, then Commerce secretary, in mid-1926 and actually began broadcasting on Aug. 26, direct from the living room of its founder and president, William H. Reuman. Its first foreign language program—launched in 1928—was a 60-minute German broadcast aired on Sundays.

HARRY NIGOCIA, WIBW New Orleans disc jockey, has celebrated his 30th year with the station.

WBOW Terre Haute, Ind., has celebrated its 29th birthday.

NAT L. COHEN, station manager, WGR Buffalo, celebrates his 25th year with the station this month. WAYNE A. CHILSON, WGR supervisor of technicians, has celebrated his 27th anniversary with the station.

WOW-TV Omaha, ch. 6, will observe its seventh anniversary Aug. 29.

Community Auditions, WBZ-TV Boston’s showcase for young talent (Sunday, 12:30 p.m.) has celebrated its sixth birthday.

Broadcasting • Telecasting
HAVE YOU HEARD?

WGMS

5,000 W on 570 KC

is now the

MUTUAL NETWORK

station for

WASHINGTON, D.C.

NOW . . . an MBS-owned and operated station for the very first time for the vital Washington market.

NOW . . . new listeners for the best of Mutual programming added to the vast, loyal Good Music audience.

Wendell B. Campbell – National Sales Mgr. – New York

NATIONAL REPRESENTATIVES: ADAM YOUNG, INC.


St. Louis, Mo., 7 N. 7th Street • Los Angeles 28, Calif., Guaranty Bldg. • San Francisco, Calif., 593 Market Street
STRIP FOR ACTION ... with TV’s

★ Consistently out-rates competitors

★ Each show a full hour ... loaded

GENE A
most profitable hour strip!
—man or mouse!*

with spot advertisers daily!

50% adults every time—a daytime bonanza!

National spot advertisers galore—all ridin' high with the "Best from the West"... Alka Seltzer, Montgomery Ward, Arrid, National Dairies, Chef Boy-ar-dee, Poll Parrot Shoes, Reddi-Wip, Prince Macaroni, Hostess Cup Cakes, Top Value Stamps, and others (more on next page).

* Who's afraid of the big, bad Mouse? 😊 June ARB's tell an amazing story. Please ask us for it.

STATIONS! Buy this series along with MCA TV's Western Features starring Roy Rogers (next page) for a rootin'-tootin'-shootin' package of 123 first-run, year-round spot carriers.
**STRIP FOR ACTION** ... with TV's

★ Consistently out-rates competitors

★ Each show a full hour ... loaded

**ROY ROY**
most profitable hour strip!

—man or mouse!*  

with spot advertisers daily!

50% adults every time—
a daytime bonanza!

National spot
advertisers galore—all ridin’
high with the “Best from the West”...
Wonder Bread, Nabisco, My-T-Fine,
Baker’s Chocolate, Bosco, Toni, Revlon,
Snow-Crop, Robert Hall Clothes,
Beeman’s Gum (more on previous page).

* Who’s afraid of the big, bad Mouse?  

The ARB’s tell an amazing story. Please ask us for it.
Graphic

EDITOR:

As always, I enjoyed reading this week's [Aug. 13] copy of B&T.

The report dealing with "Films for Fall" was enlightening and gave me, personally, a graphic picture of our over-all competition for the coming year . . .

Your publication continues to do an excellent job, so all that's left is for me to wish you every possible success.

Arthur Gross, Asst. to Pres.

Guild Films, New York

Surprise

EDITOR:

I was surprised, pleased and frankly flattered to see the story in the On All Accounts column of June 18 . . .

Your coverage of news and notes in the field is excellent. Know that all the alert people on my side of the desk feel the same way and depend upon B&T to keep up with what is going on around them.

Mildred P. Wrenn, Media Dir.

Richard N. Melter Adv. Inc.

San Francisco

Happy Birthday

EDITOR:

You may have already spotted the fact that Aug. 26 is Lee de Forest's 83rd birthday, but if not, I am sure you won't mind my calling your attention to it. This year, of course, marks the 50th anniversary of the invention of the audion tube.

Lee and his lovely wife are traveling in Europe. I have just had a note from Lee from Innsbruck, Austria, dated Aug. 12, in which he says he is driving from there to Salzburg for the music festival and then to Vienna, where he has never been and where he will celebrate his 83rd birthday with a waltz.

Carl Haverlin, Pres.

Broadcast Music, Inc., New York

A Teenager Speaks Up

EDITOR:

In the Aug. 20 B&T there appeared a letter dealing with the problem of music balance in relation to the demands of certain segments of the listening audience. . . . Mr. Terrell said: "Teenagers, and others of similar mentality, provide the biggest response to any popular music programming . . . ." He went on to draw the conclusion that any music program designed to cater to this response, "results in the degeneration of the station's music to the lowest common denominator . . . ."

I am forced by my position as a teenager to ask Mr. Terrell some pointed questions. First, what does he mean by "teenagers, and others of similar mentality?" Surely he cannot be so reckless as to apply to all teenagers a status of mentality below that of the general population. He cannot be so unkind, or so incorrect as to believe that teenagers as a group are some sort of lower class which must be kept down for fear that its primitive tastes will rot the entire culture.

The second comment has to do with Mr. Terrell's personal views about types of music, which he shyly attempts to pass off as general truths. Do not assume for a moment, Mr. Terrell, that everyone concurs with your blanket condemnation of music enjoyed by "teenagers, and others of similar mentality." It is true that we enjoy popular music. It is true that today's current popular music is largely rock-and-roll. But it is not necessarily true that rock-and-roll is the "lowest common denominator" of music.

Finally, apart from his comments about teenagers and common denominators, Mr. Terrell suggested the advisability of allowing the FCC to set up and enforce a program of greater broadcast material control. Any such idea horrifies me, as it does thousands of radio and TV broadcasters who even now are viewing with gimlet eye the increased monitoring activities of the Federal Trade Commission. Surely, Mr. Terrell, you will allow us to handle our own affairs in the industry without calling in any federal agency. The present FCC restrictions are quite enough, I should think. We have no need of further bans.

Bob Lakin

KXEL Waterloo, Iowa

Fair Broadcasts

EDITOR:

I thought I'd drop you a line and a picture of what we think is the ideal set-up regarding fair broadcasts, etc. I know this has been a problem with a lot of small stations that depend a great deal on county fairs to supplement their summer billing.

KJAN already has set up control room operations at five county fairs with four more to go. We set up an entire control room, as seen in the picture, complete with turntables, control board, mikes, record library, amplifier and speakers. When buying new equipment for our control room, we kept our older equipment for just such a purpose. It not only makes a better, more professional appearance, but it has placed our gross four times greater than in past years. Every sustaining quarter-hour and spot ad has been sold at every fair. Our remote control room has done more than that, however . . . . we have made lucrative contacts and signed a few additional contracts for future use during these fairs. It all goes back to the fact that we believe radio has one thing to sell . . . showmanship . . . .

Robin R. Morrow, Pres.

KJAN Atlantic, Iowa

Telecasting Map

EDITOR:

Your map of the nation's television facilities has proved most useful to us. The map which we are at present using was released by you on Oct. 1, 1954. Do you have a more up-to-date or will a new one be released soon?

Please advise the writer as we would like to order some.

Ed Dalton, Asst. Sales Mgr.

Peter Paul Inc.

Naugatuck, Conn.

[EDITORS NOTE: B'T's newest TELECASTING MAP has just been published. This 24 x 36 inch map locates cities with TV facilities, coaxial cable and microwave relay routes for both black-and-white and color and projected intercity connections. Single copy $1. Quantity rates: $4.50 for 5 copies, $8.50 for 10; $20 for 50, $37.50 for 100, $52.50 for 25 and $70 for 100 copies.]
FACT NO. 1
Highest Television Antenna in the U.S.A.
10,876' Above Sea Level
4,270' Above Average Terrain

FACT NO. 2
Maximum Legal Power
Over 300% Greater Than Any Competitor

FACT NO. 3
Record Breaking Coverage
Providing thousands of New and Bonus Television Homes

KOAT TV
CHANNEL 7
ABC Network
122 Tulane, S. E.
Phone 5-8716
TWX AQ-187

ON THE AIR NOW

full power
ON THE AIR
NOW

“CERTIFIED” MEASURED COVERAGE MAP AVAILABLE

Walter Stiles
VICE PRESIDENT & GENERAL MGR.

David Carpenter
VICE PRESIDENT & SALES MGR.

ALBUQUERQUE, NEW MEXICO
PUTTING a television station on the air when there was not yet a single receiver in the outlet's area is outstanding among numerous progressive projects in the broadcasting industry launched by Glenn Marshall Jr.

The year was 1949; the station, WMBR-TV Jacksonville, Fla. And Mr. Marshall's faith in the new medium—it just grew out of a career in broadcasting that dates back to the early days of radio.

The 46-year-old president of WMBR-AM-FM-TV had his first experience in radio as far back as 1928. In that year, his family moved from Atlanta, Ga., to Birmingham, Ala., and his father, who operated a restaurant, bought into WBRC Birmingham.

A year later, young Glenn went to Washington, D. C., to attend George Washington U. At the same time he took courses at Loomis Radio College in that city, and along with the certificate he received from the latter school, he was given a Dept. of Commerce radio license on an old spark transmitter—one of the last of its kind given out and a license which Mr. Marshall is extremely proud to have earned.

Following a brief stint at WOL Washington, he returned to Alabama and finished his schooling at the U. of Alabama. Like thousands of others who were graduated from college in those depression days, he wandered around for months before finding a job. The job he finally got, in the credit and collection department of International Harvester Co., was a far cry from the radio field.

In 1934, however, Mr. Marshall and two acquaintances scraped together enough money to purchase WMBR Jacksonville, then a 250-watt station. The three men began operating under the imposing name of the Florida Broadcasting Co. and Mr. Marshall's first title was secretary-treasurer.

"Actually, I was permitted to keep the books, clean out our one studio, write the scripts, get out on the street and sell time, act as engineer, announcer and general chief cook and bottle washer," he recalls.

Happy Selection

The selection of Jacksonville for a radio station eventually turned out to be a happy one.

But Mr. Marshall hastily adds that "during the early days of the station, trying to get people to buy time on that newfangled gadget was pretty difficult."

"The first sale was the toughest, but I finally picked up a $30-a-month account—the top account in the shop at the time. And it remained on top for a long time."

In 1948, WMBR went to 5 kw and Mr. Marshall was promoted to the position of director of local and national sales. About this time, the Florida Broadcasting Co. branched into the television field and, on Oct. 16, 1949, WMBR-TV went on the air, even though the area was without a single television receiver at the time.

When the Washington (D. C.) Post bought WMBR Radio and WMBR-TV in January 1953, Glenn Marshall was appointed president of the combined operations. At the same time he was appointed to the board of directors of the Post's broadcast division. WMBR operates created as well as ABC and CBS affiliated WMBR-TV is on ch. 4 with 100 kw. The Post's other broadcast properties are WTOP-AM-FM-TV Washington.

Active in Community

Mr. Marshall long has been active in many phases of community activity. He is on the board of directors of the Florida National Bank and is past president of the Florida Advisory Board. He is a vice president of the Jacksonville Chamber of Commerce and vice president of the Gator Bowl Assn., which annually puts on one of the nation's outstanding New Year football spectacles.

His activities in the broadcasting industry take up an equally important part of his time. He has been a member of the CBS Advisory Board since 1945 and, from 1950 to 1955, acted as chairman of the group. He also is a member of the Radio Pioneers club.

Mr. Marshall's enthusiasm and faith in the television portion of the broadcast field is described by co-workers as "unwavering."

"Although he misses the early days of television with its helter-skelter routines almost as much as he missed the earlier days of radio, he looks for the future to be even more interesting," said one of them.

At the present time, Mr. Marshall is looking forward to improving his television setup in Jacksonville. Construction of a new tower already is underway, and plans for expansion of studio and plant facilities for the future are being studied.

His basic philosophy concerning the role of a broadcaster is a simple one: "A top reputation created by first-rate people in a dynamic community where all types of projects, both community public services and commercial successes, may be enjoyed by all concerned."

Mr. Marshall is married to the former Mar- rion Dell, a native of Oklahoma, and they have one daughter, Ann, who is a junior at Duke U., Durham, N. C. Despite a heavy work schedule, Mr. Marshall occasionally finds time for a game of golf, his favorite leisure-time activity.
WEBC RADIO
Leads All Other Duluth Superior Stations!

- First in Audience (See Hooper)
- First in Coverage (5000 W)
- First on your Dial (560 KC)
- First in Radio  (Est. 1924)

Here's Proof . . .

<table>
<thead>
<tr>
<th>TIME</th>
<th>WEBC</th>
<th>STA. B</th>
<th>STA. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 A.M. - 12:00 Noon</td>
<td>47.0</td>
<td>41.4</td>
<td>10.2</td>
</tr>
<tr>
<td>12:00 Noon - 6:00 P.M.</td>
<td>48.4</td>
<td>31.3</td>
<td>14.9</td>
</tr>
</tbody>
</table>

HOOPER RATINGS — June-July, 1956

1st . . . IN THE DULUTH AND SUPERIOR MARKET AREA!

WEBC
DULUTH, MINNESOTA

RADIO IS OUR ONLY BUSINESS!

Represented by Geo. P. Hollingsbery Co.
now WOLF is

FIRST in homes

Share of Radio Audience—C. E. Hooper, April-May, 1956 (Latest) (8 am—6 pm Monday thru Saturday)

<table>
<thead>
<tr>
<th>RADIO SETS IN USE</th>
<th>STATION A</th>
<th>STATION B</th>
<th>STATION C</th>
<th>WOLF</th>
<th>STATION E</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL RATED TIME PERIODS</td>
<td>9.9</td>
<td>15.5</td>
<td>25.4</td>
<td>27.1</td>
<td>20.6</td>
</tr>
</tbody>
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FIRST in cars

Car Listening—C. E. Hooper, November 1953 and April, 1954 (Latest) (7:00 am—7:00 pm, Monday thru Friday)

<table>
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<tr>
<th>RADIO SETS IN USE</th>
<th>STATION A</th>
<th>STATION B</th>
<th>STATION C</th>
<th>WOLF</th>
<th>STATION E</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL RATED TIME PERIODS</td>
<td>34.5</td>
<td>14.9</td>
<td>16.6</td>
<td>35.2</td>
<td>21.5</td>
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</table>

FIRST in points of sale

Business Establishments—C. E. Hooper, October, 1955 (Latest) (9:00 am—5:00 pm, Monday thru Friday)

<table>
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<th>RADIO SETS IN USE</th>
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<th>STATION C</th>
<th>WOLF</th>
<th>STATION E</th>
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<tbody>
<tr>
<td>OVERALL</td>
<td>28.2</td>
<td>20.7</td>
<td>10.9</td>
<td>38.9</td>
<td>13.4</td>
</tr>
</tbody>
</table>

RATING for RATING . . .
RATE for RATE in
CENTRAL
NEW YORK it's . . .

SYRACUSE, N.Y.

NATIONAL SALES REPRESENTATIVES THE WALKER COMPANY

M. BERNARD FOX

film maker

ALTHOUGH not quite 40 years old, M. Bernard (Ben) Fox, president of Ben Fox Productions, Hollywood, has distinguished himself in a number of careers—as a champion ice skater, decorated naval officer, community civic leader, radio producer, television station executive, and television film producer.

And despite these varied pursuits, Mr. Fox originally intended to become a lawyer. He was born in Brookline, Mass., on Oct. 16, 1916, and was graduated from Harvard U. with B.A. degree in English and philosophy. World War II interrupted his education at Harvard Law School and he enlisted in the Navy. In college and law school days, Mr. Fox concentrated on figure skating and won three national and the North American championships in the pairs from 1938-40. He was a member of the U. S. Olympic team in 1940 but the war prevented the holding of the competition that year.

It was during his 3½ years naval assignment as an officer in various parts of the world that Mr. Fox decided to abandon his projected career in law and turned to a field in which he might make a contribution to peace. When he returned he formed the Brookline Forum, an extension of the old New England town meeting, in which the membership discussed and received information on significant national and world issues. His leadership in the organization led to Mr. Fox's appointment as New England director of the United Nations Assn.

His occupational plan took another detour in 1948 when he was offered—and accepted—the post of assistant manager of programming and production of DuMont's WABD (TV) New York. The offer came to Mr. Fox because he had been successful in using radio and television on behalf of the Forum and UN programs. At DuMont, Mr. Fox supervised production of programs which included such personalities as Jackie Gleason, Dennis James, Guy Lombardo and Bill Slate.

In 1951, Mr. Fox decided to launch his own tv film production company where he could put into practice some of the theories he had evolved over a period of years. Among the tv film series he has produced are Waterfront, distributed by MCA Tv Film Syndication Division: Code 3 and Forest Ranger, distributed by ABC Film Syndication. He currently is preparing another series, Harbor Inn, which is also planned for ABC Film distribution.

He lives in Brentwood with his wife, the former Lucy Pope of Boston and their children, David, 14 and Richard, 16. Mr. Fox today keeps fit playing golf and tennis. Another of his hobbies, closely allied to his work, is keeping a library of information on various subjects that might prove useful to him.
gains more ground for advertisers each and every week with exciting U. of M. FOOTBALL

From the season's beginning to end . . . avid Michigan football fans follow University of Michigan games over WKMH like nobody's business! And why not? In sports, as in news and music, WKMH gives listeners what they want most . . . gets advertisers what they want most. You score more impressions for every dollar spent.

SAVE UP TO 15%

by Buying 2 or More of these Powerful Stations

WKMH WKMF WKHM WSAM

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

Represented By Headley-Reed

The Community Stations

KNORR Broadcasting CORP.
Advertisers using 50,000 watt KTHS expect, and get, a lot more than Metropolitan Little Rock. They completely cover almost all of Arkansas.

There's nothing speculative about KTHS's reception in *Experiment* (Ark.), for example. KTHS is easily heard there—just as it is in hundreds of other small towns and cities throughout the State. Result: KTHS has interference-free daytime coverage of more than 3-1/3 million people!

Get all the facts on KTHS—Basic CBS Radio in Little Rock, and your best Arkansas buy!

**KTHS**

50,000 Watts
CBS Radio

**Broadcasting from**

**Little Rock, Arkansas**

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

Page 26 • August 27, 1956
$16 MILLION STATION SALES SIGNED OR BREWING IN WEEK

- Whitney buys McConnell Indiana string for $10 million
- Sale of WIND for record radio price is in negotiation
- Evansville uhf may bring $820,000 from Cincinnati group

STATION transfers—radio and tv—involving $16 million and pushing prices to new levels were completed or in the discussion stage at the week's end.

Largeest involved the McConnell radio-tv properties in Indianapolis (WISH-AM-TV) and Fort Wayne (WANE-WINT (TV)). Papers were signed late in the week calling for transfer of the properties to J. H. Whitney & Co., New York investment firm, for $10 million, one of the largest transactions in industry history. [CLOSED CIRCUIT, July 23, et seq.]

And $8.5 million Evansville sale appeared to be well along toward the signature stage Thursday as Westinghouse Broadcasting Co., figure in a number of major deals, was talking in terms of $5.3 million to Ralph Albrecht and others of WIND Chicago. Others, too, were negotiating for WIND.

Also in the negotiation stage was the sale of WEHT (TV) Evansville, Ind., uhf outlet, to a Cincinnati group for $820,000. Conversations were still under way Friday morning in Memphis. Among names mentioned as possible members of the proposed purchasing group were Henry Hilbert, Cincinnati capitalist, and Hubert Taft Jr., president of WRCR-AM-TV, Cincinnati.

The $10 million McConnell-Whitney sale was announced jointly Friday by C. Bruce McConnell, president of Universal Broadcasting Co., owner-operator of the Indiana properties, and C. Wrede Petersmeyer, partner in J. H. Whitney & Co. FCC papers were formally filed late Friday by Haley, Doty & Wollenberg, Whitney counsel. Howard E. Stark, station broker, represented the buyer. The McConnell interests are represented by Segal Smith & Hennessey.

Mr. McConnell is majority Universal stockholder, with nearly 55% interest. Other sellers include Robert B. McConnell, vice president-general manager; Stokes Gresham Jr., chief engineer of the stations; Frank E. McKinney, active Democratic party worker; Earl H. Schmidt; Samuel R. and Dudley V. Sutphin; Luke Walton; Butler U., and P. R. Mallory & Co., Indianapolis electronic manufacturer. Transfer of ch. 15 WINT to Universal was approved by the FCC June 13. Selling the station at that time was Tri-State Television Inc., including R. Morris Pierce and John F. Pott (WJR, Detroit), for $800,000. WINT is licensed to Waterloo, north of Fort Wayne.

Mr. Petersmeyer is president of the 100% Whitney-owned Indiana Broadcasting Co., which will own and operate the Indiana properties. Robert B. McConnell continues as general manager of WISH-AM-TV. Directors of Indiana Broadcasting, besides Mr. Petersmeyer, are the two McConnells: Walter N. Thayer and Robert F. Bryan, Whitney partners; Howard Brundage, Whitney associate, and Messers. Gresham and McKinney. John Hay Whitney, brother-in-law of William S. Paley, CBS board chairman, is senior partner in the investment firm.

C. Bruce McConnell said he expected "the fine traditions of broadcasting service established by Universal to be continued under the new ownership." Mr. Petersmeyer said, "Universal has an outstanding record of service to the people of Fort Wayne and Indiana. We value highly the reputation enjoyed by Universal and plan to do everything possible to perpetuate the goodwill enjoyed by these Indiana stations. We are delighted to become a part of the rapidly growing Indiana market. The Whitney firm is vitally interested in the future of the television industry and believes these new properties together with those in Tulsa (KOTV (TV)) and Galveston-Houston (KGUL-TV) will complement one another and enable us to provide even better service to the people in all three areas."

The Whitney firm assumed ownership of KGUL-TV Wednesday through its Lone Star Television Corp., which acquired 90% of the stock of the station. Paul E. Taft, president of Gulf Television Co., former owner, continues as president-general manager and owns 10% of Lone Star stock. The sale price was approximately $4.5 million. FCC approval was granted Aug. 13. Lone Star was expected to exercise Friday its option to buy the outstanding 10% stock of Gulf Television from Wesley west of Houston. KOTV is 90% owned by the Whitney organization, with Mr. Petersmeyer as president-general manager.

The ch. 11 KGUL-TV is a basic CBS affiliate and recently completed a 1,200-foot tower between Houston and Galveston. Studios are maintained in both cities. WISH-AM-TV, WNBK, and WINT and CBS affiliates. The McConnells also control WBRA Anderson, Ind., not involved in the transaction. In purchasing WINT, Universal dropped a ch. 69 permit for WANE-TV Fort Wayne.

WISH operates on 1310 kw at 5.5 kw N. WISH-TV has 316 kw visual power on ch. 8. WANE is a 250 w outlet on 1450 kc. Ch. 15 WINT has 347 kw visual power, directional.

All-Time Record

The proposed $5.3 million price for WIND exceeds the previous record for a radio transfer—$4 million paid for WIND in New York by a group headed by Jack Wrather, Richard D. Buckley and John L. Loeb. Mr. Buckley and others had bought WNEW from the William S. Cherry interests in 1954 for $2.1 million. WIND is headed by Ralph L. Atlas, who owns 100,000 of 9,000 shares in WIND Inc., plus one-third of a voting trust of 2,670 shares that also includes Harriet Jane Atlas and H. Leslie Atlas Jr., treasurer. Other stock is held by Blanche W. Hagenah, 582 shares; Chicago Daily News, 2,500 shares; John T. Carey, vice president-secretary, 500 shares; Denver W. Rich, 582 shares; Helen A. Wrigley, 584 shares; William Wrigley, 582 shares, according to FCC records.

WIND, originally in Gary, Ind., under the old FCC zone formula, was sold to the Atlas group in 1938 by Public Service Co.

It was believed a sale of WIND to Westinghouse might involve payment in stock of the parent Westinghouse Electric Corp. This was the case in the Westinghouse purchase of KPIX (TV) San Francisco from Wesley Dummi in 1954 for $6 million.

Westinghouse bought WDTV (TV) Pittsburgh from DuMont in early 1954, paying a record $7.7 million. Call letters were changed to KDKA-TV, WPTZ (TV) Philadelphia was bought by Westinghouse in 1953 from Philco Corp. for $8.5 million. WPTZ and KYW, WBC's Philadelphia radio outlet, were transferred last year to NBC in exchange for WTAM and WNBK (TV) Cleveland. In that exchange, Westinghouse received an additional $3 million. The KYW call letters were transferred to Cleveland and WNBK was redesignated KYW-TV. NBC Philadelphia became WRCV-AM-TV.

WEST is licensed to Henderson, Ky., across the Ohio River from Evansville. It is a CBS-TV affiliate operating on ch. 50 with 11 kw visual power. Principal partners are Theatres, also owner of WEOA Evansville. Herbert R. Levy is president and Cecil M. Sansbury general manager of WEST.
CONVENTIONS: CHANGE

TAKING advantage of errors made by the Democratic opposition, the Republican National Committee in San Francisco last Thursday scored heavily in the battle to win radio-tv friends and through them influence people in its next November's elections. The GOP unanimously adopted a resolution thanking radio and television as part of the press and with equal access to all public events. Because hearings on the platform had been closed and the document printed, the plan was dropped.

At the Democratic Convention in Chicago the preceding week, the resolutions and platform committee was importuned to adopt a radio-tv resolution likewise stressing free access, but the attack of Chairman Paul Butler against CBS for its failure to carry a propaganda film on the opening day produced an unfavorable climate for such action.

The Republicans made the best of a drab, issue-less political convention by putting on an orderly, well-rehearsed, well-mannered performance, grabbing all of the Class A premium time they could get. Where the Democrats kicked around tv at their Chicago convention, topped by the Butler-CBS incident raising the question of editorial judgment, the Republicans were all cooperation and sweetness.

President Eisenhower himself chipped in by shattering precedent once again. He permitted his Wednesday news conference, hurriedly called at the St. Francis Hotel last Wednesday, to be picked up live for both radio and tv (see story page 31). This was the third time since he assumed the presidency three and one-half years ago that the President has shown his high regard for the broadcast media. Early last year [BT, Jan. 24, 1955], he became the first president to give equal recognition to radio and television by throwing open his news conferences for taping or filming, rather than live. And in 1955 he personally addressed the NARTB convention in Washington, marking another first.

As was the case in Chicago, everything the Republicans did—and there wasn't much that
ANY NEWS. PICTURED IS FIRST SESSION

ON TAP?

was newsworthy—was geared for microphones and cameras. It was a carefully calculated effort to reach maximum audiences in the populous East, but the audiences were not there in the numbers expected.

Typical of the many admonitions to make it look good were those of Rep. Charles A. Halleck (R-Ind.), who placed Mr. Eisenhower's name before the delegates. He said:

"I have said I am speaking not just for myself, but also for millions watching and listening to television and radio. For them, and in their behalf and for myself and for every single one of the delegates here assembled I speak now to President Eisenhower, who I am sure is observing these proceedings." Later he called for approval by shouting: "And let all America hear your answer." Again he exhorted: "Let me say to you delegates and to the millions over the nation who are following this convention...."

Broadcasting, Telecasting

Until President Eisenhower's appearance Wednesday, the biggest news in San Francisco was the arrival of the Chief Executive and his entourage by plane from Washington. So great was the demand for news at the Cow Palace that all networks took to the airport several miles away and hastily set up cameras to practically "talk" the column in from the moment it hove into sight. Then the networks followed the Eisenhower caravan downtown to his hotel, while members of the cabinet talked to virtually deserted galleries.

Usually, the arrival of the presidential plane is an ordinary event, covered in routine fashion, if at all.

Competition for some kind of news stories was keen among network news and programs most of the week with the exception of the President's unexpected appearance and Vice President Nixon's sudden departure to be with his ailing father.

Network spokesmen cited instances of "other networks" bird-dogging roving cameraman-reporter teams to catch every possible scrap of news and try to avoid repetitious "color" commentary and "social" interviews.

Despite the lack of excitement, the advertisers over the three combined radio-tee networks and over Mutual, appeared pleased with their network sponsorships. The networks themselves, notably during the first two days of the convention, gave much hard work to fulfill their commitments on minimum time for conventions coverage, because of the listless, relaxed proceedings.

One network commentator said it was like a motion picture production, with everything happening according to script. But there were signs aplenty, with the conventions over, that the political battle of the air-waves will begin in earnest. "Demands for equal time" under Section 315 of the Communications Act are regarded as inevitable. Each side is expected to seek mathematical balance on a sustaining basis. But it already is conceded that the GOP, with plenty of money available, will overshadow the opposition in purchase of network radio and tee time, plus spot films and transcriptions.

Indeed, the Republicans do not appear to be worried about a thing—except the President's health. Among themselves they talk freely about the President's condition, but publicly, it is taboo.

GOP Campaign Director: Robert Humphreys, at a closed session Thursday with members of the national committee, said the 1956 campaign will rely heavily on a $2.2 million television campaign in which it is hoped the GOP message will be taken into the homes of at least 75% of the voters. During the meeting the committee GOP National Chairman Leonard W. Hall was re-elected by acclamation.

For the Democrats, the air campaign formally went underway Sept. 13, when a 30-minute radio and television by candidate Stevenson was carried on all radio and television networks (see story, page 36). Detailed plans on other major addresses by Mr. Stevenson and Sen. Rusk have not yet been announced.

At every turn it is indicated that the Democrats will play heavily on the GOP television war chest and bemoan their own poverty. Gov. Stevenson's campaign manager, James A. Finnegan said last Tuesday: "We know we cannot win a contest of dollars. The Republicans can outspend us ten to one. They'll have expensive television time to burn, but Gov. Stevenson and Sen. Rusk can't by carrying the election to the people and by making this a real person-to-person campaign, not just a canned radio-television one such as the Republicans are planning for Mr. Eisenhower.

Thus, the strategy is to bring to the health issue by indirect inference, inferring that President Eisenhower's condition will not permit him to barnstorm and that he therefore must rely on broadcasting.

President Eisenhower kept abreast of the conventions by television and has been represented as being incensed over the oblique reference to his health by the Democratic opposition. And one Eisenhower aide said the Democrats misfired at their convention through failing to take advantage of their free television time.

The Democrats' speeches were fine for the people at the convention because they were just what the delegates wanted to hear. But to the millions of independent voters in the TV audience might have been swayed by constructive oratory, they were just political attacks. They threw away millions of dollars of free TV which could have been beamed at the voters they need to win in November.

There were frequent reminders that the Republicans took care of the Democratic appearance on television and attempted to avoid unfavorable impressions on the home screen. Bill Costello, ABC-TV commentator,

FIRST TIME in the history of radio and television that live coverage of a presidential news conference was permitted by the Chief Executive took place during the San Francisco GOP convention. President Eisenhower here is seen as he appeared during the historic conference. For full account, see story on page 31.

Learned from a Wisconsin delegate that the GOP assigned three people to monitor carefully the network coverage of the Chicago convention and to observe what delegates should not be seen doing in San Francisco. Hence the frequent intermixture of songs and other entertainment in the Republican program designed to avoid pausing between when TV cameras otherwise would be scanning the delegations and catching yawns, poor posture, etc.

Behind-the-scene figures active in keeping life in the "show" included MGM star George Murphy, assisted by Hollywood musical and dance director Leroy Prinz. Talent providing the fill between "main acts" was top-name calibre, including Irving Berlin, Ethel Merman, Patrice Munsel, John Charles Thomas (executive vice president and manager of KAVR Apple Valley, Calif.), Irene Dunne, Lucille Norman, Brian Sullivan and Dennis Morgan.

State chairmen of the delegations were prompted to warn their delegates and alternates to keep the seats in their section filled with people because empty seats during a business session don't look good. Sen. William F. Knowland (R-Calif.) urged his state delegation not to show the "discountness" of absence and to be
CONVENTION COVERAGE

DURING a break in the Republican convention proceedings, Robert E. Kinthner, ABC president, points out a feature of an ABC-TV camera to Roy George (l.), Philco vice president (Philco picked up the ABC coverage tab), merchandising and advertising, and H. Pierson Mapes, vice president of Hutchins Adv., Philco's agency.

sure "that your alternate moves into your seat so we have full delegate strength at all times." He reminded them of the bad tv effect the Democrats made in this matter.

Even ex-President Herbert Hoover was touched by the importance of proper tv appearance. Following House Minority Leader Joseph W. Martin Jr. (R-Mass.), convention chairman, on Tuesday, Mr. Hoover walked up to the podium early so he would be sure to complete his address before cameras had to swing away to pick up President Eisenhower's arrival at the airport.

The extent of the contagion of free tv publicity was to be seen in the action last week of Thomas J. Callan, chairman of the board of supervisors of San Mateo County, calling for the county to invest $40,000 toward a fund to promote getting future conventions in the area. Although the Cow Palace actually is in San Mateo County, San Francisco got the plugs and Mr. Callan was miffed about being overlooked. He pointed out that tv didn't mention his county at all.

The lack of news was perhaps the biggest problem faced by commentators and news media last week in San Francisco up until the arrival of President Eisenhower Tuesday evening.

When asked what they were finding to report, network personalities frankly admitted they frequently found themselves "tearing their hair" for copy. The lack of significant controversy produced a dry run, they observed.

Many felt that if it were not for Sec. 315 of the Communications Act requiring equal treatment of political candidates and its accepted relevancy to major political conventions, network tv coverage could have been limited to a couple of hours a day instead of the long on-the-scene exposure afforded. They reasoned this would have been sufficient in view of news content.

One NBC commentator who preferred not to be named suggested Sec. 315 should be amended to protect radio-tv from "equal boredom."

The networks established elaborate radio-tv studios in downtown hotels such as the Fairmont and Mark Hopkins to be on scene for coverage of party caucuses and press conferences, but most of those which did materialize were not considered sufficiently newsworthy to merit live pickup.

MBS felt its operation was a fair barometer on the San Francisco news pulse. The radio network carried 37 hours during the Democratic session in Chicago but by Tuesday noon could see only 20 hours out of San Francisco. With Kohler Co. as full sponsor, MBS was committed to seven hours daily. Network spokesmen Tuesday morning admitted, "We're really reaching. This convention would fold up in a day if we were not for the radio and television commitments."

Ed Pettit, MBS anchor man stationed in the network booth back of the Cow Palace podium, expressed the sentiments, "you soon feel like one on 1 p.m. when on-the-scene commentary must continue."

Bill Hillman, MBS commentator, told B-T radio was better off during a slow convention because it is more flexible whereas tv "is lost when the proceedings are not dramatic." He favors briefer, interpretive coverage rather than hours of live pickup which fail to give the listener or viewer an understandable summary. Mutual, however, had more people in San Francisco than in Chicago, since the west coast coverage was augmented by affiliated Don Lee and KFRC San Francisco crews.

Arthur Wakelee, in charge of NBC's news room at the Fairmont, told B-T the big story Tuesday was the President's arrival, but indicated there were slim pickings otherwise. Ben Grauer, NBC, noted that newsmen's copy generally was loaded with "restaurant chit-chat" so far. Chet Huntley, NBC, said it appeared difficult for newsmen to keep repitious material out of their interviews. Esther Van Wagner Tuffy, special convention reporter for the network, said, "I just keep on filing, but there isn't much to say."

The three tv networks spent an estimated total of 173 hours 46 minutes in covering sessions of the two conventions—and pre-empted an estimated 108 hours of regularly scheduled commercial programming in the process.

The four national radio networks' convention airtime in Chicago and San Francisco totaled 223 hours 13 minutes. Commercial pre-empted, difficult to fix in radio, were placed at about 19 hours 50 minutes.

Tv pre-emptions thus ran far ahead of overwhelming estimates, while radio pre-emptions ran behind. The 108 hours estimated as the commercial pre-emption total in television is more than 60% higher than the 66 hours that had been anticipated [B-T, Aug. 6]. In radio on the other hand, the original expectation was that more than 27 hours of regular programming that is sold or partly sold would be knocked out for the two conventions.

Here are the tv networks' estimates of their respective hours of coverage and commercial hours pre-empted for the two conventions (excluding special pre-convention shows):

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROADCASTING</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Democrats</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours of coverage</td>
<td>35:05</td>
<td>33:30</td>
<td>38:00</td>
<td>106:35</td>
</tr>
<tr>
<td>Hours pre-empted</td>
<td>35:05</td>
<td>33:30</td>
<td>38:00</td>
<td>106:35</td>
</tr>
<tr>
<td>Republicans</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours of coverage</td>
<td>31:00</td>
<td>22:30</td>
<td>33:30</td>
<td>87:00</td>
</tr>
<tr>
<td>Hours pre-empted</td>
<td>31:00</td>
<td>22:30</td>
<td>33:30</td>
<td>87:00</td>
</tr>
<tr>
<td>GOP estimates, compiled Thursday, include figures for probable length of Thursday night closing session.</td>
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</tbody>
</table>

These tv figures could not be exact, not alone because they were prepared before the Republican's final session was held. In some cases, coverage was pre-empted in one section of the country and not in others. This was particularly true of ABC-TV's Mickey Mouse Club, which is seen at 5-6 p.m. local time and thus might conflict with convention coverage in some time zones and not in others.

Network radio pre-emption figures are even more difficult to ascertain with accuracy, because of the varying patterns of selling network radio. In the following table, based on figures supplied by the radio networks, time periods that are partly sponsored were counted equally with those that are fully sponsored.

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Mutual Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Radio</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Democratic convention</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours of coverage</td>
<td>35:05</td>
<td>32:00</td>
<td>35:45</td>
<td>135:00</td>
</tr>
<tr>
<td>Hours pre-empted</td>
<td>35:05</td>
<td>32:00</td>
<td>35:45</td>
<td>135:00</td>
</tr>
<tr>
<td>Republican convention</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hours of coverage</td>
<td>21:00</td>
<td>21:00</td>
<td>33:30</td>
<td>75:30</td>
</tr>
<tr>
<td>Hours pre-empted</td>
<td>21:00</td>
<td>21:00</td>
<td>33:30</td>
<td>75:30</td>
</tr>
</tbody>
</table>

(1) NBC Radio spokesmen said NBC commercial time pre-emptions were "negligible," as a result of rescheduled commercial shows. No figure was included for NBC in the total pre-emptions for all radio networks.

* GOP estimates, compiled Thursday, include figures for probable length of Thursday night closing session.

The main reason for the difference in hours devoted to coverage of the two conventions was the fact that the Democratic conclave ran one day longer than the GOP's.
PRESIDENT HOLDS FIRST LIVE NEWS CONFERENCE

THE news media were given hardly 30 minutes notice of President Eisenhower's Wednes-
day news conference from the St. Francis Hotel where he would make journalism history by giving it the first "live" conference on both radio and tv. President Eisenhower earlier set the precedent of putting White House presidential news conferences on radio and tv by delivering a recording and film following clearance by the White House.

The historic conference was held in the Italian Room of the St. Francis Hotel, where White House news secretaries James Hagerty and Morton K. Synder had set up shop. Newsmen were admitted by the regular White House credentials which they normally used in Washington. Some 200 newsmen jammed the room where radio and tv equipment had been hastily installed. Both CBS and NBC had tv equipment in the hotel left over from coverage of a Young Republican meeting the previous night.

Although a few newsmen reported difficulties in gaining access to the conference, especially some network technicians without credentials, both Robert Kintner, president of ABC, and Frank Stanton, president of CBS, told BWT they were not interested in differing with President Eisenhower.

CBS' convention news headquarters reported it got word of the conference 22 minutes before air time (11:45 a.m. PDT) and was told the President would give the news "live." CBS news producer Paul Levitan immediately rushed to the Italian Room to supervise technical arrangements in a race against the clock. He ordered the CBS television camera in the hotel rushed to the room and warmed up. Meanwhile, CBS-TV network operations, although it could not order the full Westinghouse coverage network at that off-convention time, began to assemble an available network of more than 100 stations.

Charles von Fremd was on hand to report for CBS-TV with Larry Lesuer for CBS Radio. Edward R. Murrow was on both.

CBS carried the conference for 20 minutes, with the first 17 devoted to the President's announcement of his meeting with Harold Stassen and the reporters' questions and answers.

CBS commentators summed up the event during the final three minutes.

CBS Radio said the conference gave opportunity to prove the speed with which radio gets the news to the public. Then it lined up a network of 200 outlets within the bare quarter-hour notice which it received. It was 11:25 a.m. when executive radio producer Robert Skedgall was informed of the President's conference. By 11:31 a.m. he was on the long-distance phone with network operations in New York to arrange clearance. He received the go-ahead two minutes later.

Mr. Skedgall admitted, "we were slightly lucky, too. It just happened we had a line and an engineer on hand to tape-record the conference for use later in the day. But we decided at the last moment to bring the show on live."

In the rush, newsman Lesuer was not informed of the live broadcast until 15 seconds before air time. He was told to say, "Instead of the regularly scheduled program, we are bringing you, forming of the live." Mr. Skedgall pointed out that the rapid coordination could not have been possible without the special direct telephone lines the network set up at every important spot in the convention city.

"We just picked up the phone, dialed, and our people were on the line within seconds," he said.

NBC-TV claimed it broke all speed records getting Ray Scherer talking to the national tv audience from the Italian Room before the President appeared for his first on-the-air conference. The network's mobile units were still at the hotel Wednesday morning since NBC had been set up there Tuesday night for pickup of Mr. Eisenhower's arrival and the Young Republican meeting. Tv cameras were functioning in the Italian Room within 20 minutes of the initial notice to Mr. Scherer, NBC's regular White House correspondent in Washington. The coverage was fed to 111 tv affiliates and the audio portion of the tv show was tape recorded for immediate playback on the NBC Radio network as soon as the conference ended.

Network officials told BWT that preparedness for the unexpected presidential conference was helped by the fact the network was being lined up for a special noon "caucus" of the NBC commentators who were to visit about the U. S. electronically with various newspaper editors. That special show was scheduled, but began at 12:10 p.m. instead upon conclusion of the Italian Room pickup. The caucus ran until 1 p.m., well primed for an active discussion since the participants had monitored the President's session from their respective origination points.

NBC commentators participated in the President's conference in addition to Mr. Scherer included Chet Huntley, David Brinkley, Bill Henry and H. V. Kaltenborn. ABC and Mutual both had bad luck with the unexpected conference. ABC had seven commentators and two cameras on the scene very soon after the word was out, but when the conference began both radio and tv lines failed to function. Since ABC and CBS had a standing exchange agreement in such an event, ABC picked up both radio and tv feeds from CBS. But then ABC-TV's feed to its own affiliates broke down because Mutual's AT&T patch was locked on BWT, and the result was that the tv portion didn't get out of San Francisco. No difficulty was reported on the radio patch.

Mutual already had a permanent convention line in the St. Francis but only to the assistant manager's desk and it was unable on such short notice to get an extension into the Italian Room. It then arranged to patch to its own tv audio with the links running between KFRC, its local hotel, and KNBC in NBC's KNBC there, but was left without program when NBC failed to simulcast and feed the audio to KNBC. Mutual later obtained a Re- dwood, San Francisco's front-line of the conference from Murray Snyder's office and put it on at 3:30 P. M. Pacific Time.

One Mutual spokesman, however, explained to BWT that even if the last-minute patches had worked, the full network could not have accepted the conference at that time because it was split into two baseball networks which then were in operation and could not be interrupted and re-patched in sufficient time.

HORSEPLAY

A GOOD example of the gimmicks dreamed up by broadcasters to liven up the convention dullness occurred Thursday morning when former Rep. A. E. (Ace) Wilder of the Fairmont Hotel where NBC-TV and CBS-TV were originating their respective two-hour morning shows from Thursday to six a.m. Pacific Time. A man who looked like Harry Truman strolled unannounced into Republican Party headquarters there, throwing the place into confusion since it had been announced the ex-President was going to a breakfast meeting.

"Mr. Truman" turned out to be Irving Fisher, Broadway actor who portrayed Mr. Truman in "Call Me Madam" and who was flown to the coast by NBC as a gag for its Today show program on the Kibby. The confusion began when somebody yelled "here he comes" and Mr. Fisher, who closely resembles Mr. Truman, stepped off the elevator wearing the Truman grin and without saying a word walked past Today m.c. Dave Garroway and the NBC camera on tour of the hotel for his morning walk.

NBC reported he was spotted by a CBS newsmen on the adjacent CBS-TV Good Morning With Will Rogers Jr., program, that the CBS man "became almost apoplectic as he made hurried inquiries, thinking the opposition NBC network had scored the biggest exclusive beat of the GOP convention."

The network said one delegate, returning from an unexpected conference with President Ford, fell to his face on his face as he lurched out of a taxi and spotting who he thought was Harry Truman coming out of the Republican headquarters. Mr. Fisher was accompanied by radio commentator Fred WZN-TV news editor and NBC's Kansas City correspondent who normally covers the ex-President on his walks, lending greater credence to Today's prank.

PRODIGIOUS ALIETF REGARDED AS ROUTINE

EVERYBODY in San Francisco took pretty much for granted the fact that the big airlift of priority tv people and equipment from Chicago was a success. They expected it to be and they hardly gave second thought to the complexities, engineering detail of gaining access and testing involved in setting up shop on the West Coast within hours from the Midwest site. After all, broadcasters have a talent for being made just that.

Since CBS was assigned responsibility for the television pool at San Francisco (NBC handled in Chicago), the airlift project within CBS fell to Albert Bryant, director of office services and a logistics veteran of four earlier convention years.

Six months ago he chartered three United Airlines planes for the priority switch, two passengers planes and a cargo plane. Since the latter could carry 30,000 pounds of equipment, each of the three major tv networks was allocated 10,000 pounds and asked to submit a priority list of its key personnel who must make the immediate jump from the Chicago airport theatre to the San Francisco Cow Palace. He even had special "tickets" printed for the pool's private "airline."

Mr. Bryant promised all the networks that the people and equipment would be in the air six hours after the final gavel at Chicago. He kept that schedule but worked around the clock two days consecutively to do it. The Democratic convention closed at 11 p.m. Friday, Aug. 17, as the loading of planes and chartering of the Clipper Airline to Chicago Airport within an hour. At 3:30 a.m. Saturday during the loading, it was learned there was 42,000 pounds of gear to go, not just 30,000. "I was faced with the decision of leaving part of it behind for later delivery," Mr. Bryant
INSPECTING a Westinghouse set in the Cow Palace, used for CBS-TV commercials, are (l to r) Tom Losee, McCann-Erickson vice president in charge of Westinghouse accounts; Betty Furness, who gave the sponsor's commercials, and Jim Gillis, McCann-Erickson account executive in Westinghouse account.

DISCUSSING MBS' convention coverage are (l to r) L. L. Smith, Kohler Co. vice president; Virgil Pinkley, MBS west coast commentator; Carroll Marts, MBS vice president in charge of Midwest; William Pabst, KPFR San Francisco general manager, and Milton Burgh, MBS news and special events director.

new ways to do a job quicker and easier," he told B&T. Twenty-seven years with CBS, Mr. Thompson has worked at seven pairs of conventions, since 1932. He has been in tv since before World War II.

Although there were a few bad cross-country patches by AT&T, network officials seemed in complete sympathy with the complex switching problems involved and expressed appreciation for the generally good cooperation afforded.

ORIENTAL TOUCH • To liven its coverage of a generally unlively convention, Mutual last week brought in a Chinaman with an abacus to keep track of the Republican balloting for the presidential and vice presidential nominations. He was H. K. Wong, a San Francisco accountant. Mutual spokesmen claimed he not only kept abreast of all the electronic computing gadgetry generally in use, but actually was first with the answers.

ACTORS' ANTICS • Panchent of Republicans for perfection in their public exposure on tv was brought home to network officials early in the week's activity when Vice President Nixon insisted on right makeup and thorough preparing for his appearance on ABC on Sunday. Mr. Nixon also was select in making his tv appearances, according to reports from network spokesmen who couldn't get him on the air as often as they would have liked.

WAYLAIRED BY BETSY • William N. Greer, owner of WSTA Charlotte Amalie, Virgin Islands, was listed as sole delegate from that possession at Republican National Convention in San Francisco last week, but he didn't show. His alternate reported that Hurricane Betsy took away his tent, and Mr. Greer an engineer, was forced to miss convention. He was also member of important Resolutions Committee.

CALLED HOME • Another broadcaster-absentee was Eugene Pullam, owner of WIRE Indianapolis, and Indianapolis and Phoenix publisher, likewise member of Resolutions Committee. Mr. Pullam was called home, after

The Melody Lingers On

THE major conventions were over last week, but CBS Radio and CBS-TV still had a few rounds of "convention" activity to go. Eric Hass, named as the presidential nominee of the Socialist Labor Party last May, was to make his acceptance speech in a live broadcast on CBS-TV yesterday (Sun.) at 4:15-4:30 p.m. and on CBS Radio, also live, tomorrow night (10:45-11 p.m.). Next Sunday, Darlington Hoopes will make his acceptance speech as presidential nominee of the Socialist Party in a live appearance on CBS-TV; the speech will be recorded for broadcast by CBS Radio on Sept. 4 (10:45-11 p.m.) [AT DEADLINE, Aug. 20].
ARE YOU GETTING INDIVIDUAL MARKETING ATTENTION WITH YOUR ADVERTISING?

You do in Milwaukee at WISN

The value of marketing and merchandising as an aid to advertising in today's highly-competitive economy cannot be over-emphasized. So important is it in Milwaukee that WISN-TV and WISN Radio maintains a separate department to execute its functions. It is the most comprehensive service of its kind in Milwaukee broadcasting. Most of its features are exclusive with us.

and it doesn't cost station advertisers a cent!

The individual merchandising needs of any type of advertisers are quickly and extensively fulfilled because of constant contact with food, drug, manufacturing and other distributors, brokers and retailers.

In the food field, for example, WISN arranges for displays in A&P, IGA and Sentry food stores; runs product ads for station advertisers in a monthly publication sent to 1,092 grocers; explains advertising programs to local sales outlets; makes regular calls on distributors and sends monthly reports to advertisers on services rendered.

A long list of satisfied sponsors attests to the success of merchandising programs for other types of sponsors. No matter what the product or objective, WISN creates the plan that enables the advertiser to reach even the most extensive marketing and merchandising goals.

Why not let us solve your marketing or merchandising problem, today?
The quiet grandeur of Southern architecture, Southern gardens, Southern charm still bespeaks itself in old traditions of which the Flag of the Confederacy remains an historical symbol.

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

WRVA-TV is part of this active scene. New to 1956 Richmond, its guiding traditions of service, blueprinted in 1925, are a valued heritage from long-established, deeply-respected WRVA Radio. To the television families in Richmond, these traditions are a powerful catalyst. They mean that WRVA-TV belongs to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.

WRVA-TV
Richmond, Va.
CBS Basic Channel 12

C.T. Lucy, President  Barron Howard, Vice President and General Manager  James D. Clark, Jr., Sales Manager
arriving in San Francisco, because of illness of his wife.

WHEELS WITHIN WHEELS - NBC operated its own internal news service in San Francisco to speed up its coverage of the Republican Convention for the American public. Rex Gaed, network news desk supervisor from New York, was flying back to Los Angeles over the hundreds of thousands of words pouring into NBC News Central from the three wire services as well as NBC's own two-score newsmen assigned to the convention. The processed copy in turn was funneled totext news service and to the network's three tv anchor-men, Chet Huntley, David Brinkley and Bill Henry, and to various radio commentators.

LONG RANGE HOUSING - Example of the big housing problem attendant to a national political convention is NBC's experience in San Francisco. The network's 400 technicians, newsmen and other personnel filled 18 hotels and motels plus two entire houses in the Bay Area. Four of the hotels were leased a year ago. After the Republicans announced San Francisco would be the next convention site. One of these was a motel not even completed at that time. The NBC houses were the Palace Hotel, Cow Palace, both NBC residences. But getting furniture was an even bigger problem until two furniture companies realized the TV exposure value and offered their products to the network for furnishing the NBC studios in the Cow Palace.

BACKS BERLIN - Irving Berlin used a Tele-Prompter last week when he sang his own song, "Four More Years," at the Cow Palace. He was coached on how to do it by his nephew, Irving Kahn, president of Tele-Prompter Inc.

ART ANGLE - Felix Topolsky, one of Europe's top illustrators, was at both Democratic and Republican conventions, on commission from CBS, to do background sketches for forthcoming promotion piece by network. He was personally retained by CBS Inc. President Frank Stanton. Mr. Topolsky did the sketches of Queen Elizabeth's Coronation used by CBS in promotion piece issued after that event.

PLEA PASSED OVER - How important is broadcasting to politicians? Official program of GOP Convention carried this bold-face type plea: "Because of radio and television commitments, it is urgently requested that all delegations and states and guests be in their seats promptly." But there were a few empty seats at the start of each session.

UNOFFICIAL VISITOR - Among observers at GOP Convention was Mary Jane Morris, secretary of FCC. She's on vacation, and attended convention in no official capacity. She is native of Midland, near Bay City, Mich., and formerly was on staff of Leonard W. Hall, GOP chairman.

CAN'T PLEASE ALL - Convention anchor-men have more to contend with than the pressure of on-the-scene coverage coordination. Listeners also deluge them with wires and letters freely commenting on their commentary. CBS News' Walter Cronkite learned he is blamed for everything that goes wrong, including the fog. The fog is on a three-day run at home. One wire to him last week at the Cow Palace from a viewer in Fort Worth asked him to "please get the snear out of your voice" while the next telegram in the stack, from San Francisco, read: "Congratulations on losing your sneer between Chicago and San Francisco."

LOOKING AHEAD - With Chicago reportedly booked ahead through 1960, and, therefore, unlikely to bid for political conventions that year, San Francisco's civic leaders are talking up having both political conventions four years hence. Several large hotels are in the talking stage and it's acknowledged that the Cow Palace is more spacious and better equipped than Chicago's Stockyards Amphitheatre for these mammoth conventions.

Famous Name at KGA

KGA Spokane, Wash., hired a news anchor last week whose first job was giving station breaks for the ABC outlet during coverage of the Republican convention in San Francisco. His name—Herbert Hoover.

KGA General Manager Jack Wells said the new announcer with the famous name just happened to go to work at the time his famous namesake's party was holding its convention.

BY DAWN'S EARLY LIGHT - Political bigwigs at San Francisco might have agreed that conventions are "political as usual," but they might have easily added, "but why so early?" During last week's GOP convention, word reached several Republican notables—vice President Richard M. Nixon, Private Leon- ard Hall, Cabinet Member Harold Stassen and California Gov. Goodwin J. Knight—that both CBS-TV and NBC-TV wanted to "talk to them" on their two early morning shows, Today (NBC) and Good Morning with Will Rogers Jr. (CBS). In the East, "early morning" means 7 a.m., on the Coast. It means 4 a.m. All stoically faced up to the ordeal, having to rise in the middle of the night. Mr. Hall: "Greater love hath no man for his party than to get up at this hour of the morning—3:30 a.m.—for a tv show."
RADIO-TV TO KICK OFF STEVENSON BID

Democratic candidate to begin campaign for presidency Sept. 13 with a half-hour simulcast on all seven major broadcast networks. Additional media addresses are under discussion, with 89 five-minute spots also planned.

DEMOCRATIC presidential nominee, Adlai E. Stevenson, tentatively is scheduled to open his radio-TV campaign for the Nov. 6 election with a half-hour simulcast on the three television networks and four radio networks Sept. 13 when he addresses a fund-raising dinner in Harrisburg, Pa.

George W. Ball, Washington attorney who has made the fullest of his speech, said Gov. Stevenson's public relations director, said additional half-hour Stevenson addresses on radio and tv networks currently are under discussion, but nothing has been decided. Staff officials of the Democratic National Committee have indicated that the wealth of funds available the rate of two Stevenson addresses shortened working with one of the spots would occupy the last 36 minutes of the Stevenson farm, and the campaign relations director, Mr. Ball is currently in Libertyville, Ill.

Mr. Ball said the campaign calls for 44 nighttime and 45 daytime network five-minute TV film spots featuring Gov. Stevenson and other top Democratic figures. Not settled as yet are which networks will carry the TV film spots, he said. The five-minute spot was worked out with networks by Reggie Scheuble, who is working with NCA & K on the Democratic campaign. They will be placed adjacent to regular half-hour network programs which will be shortened to 25 minutes to accommodate the spots.

Mr. Ball said there are no definite plans to telecast additional Gov. Stevenson speeches and they may be made between now and Sept. 13.

Filmed at Farm

A number of the five-minute TV spots were filmed on the Democratic nominee's farm last week on his Libertyville farm, and it was announced that one of the spots would occupy the last five minutes of The $64,000 Question (CBS-TV 10-10:30 EDT Tuesday) sometime this fall. With the spot, Gov. Stevenson used various backgrounds around his farm to film his views on the farm problem, foreign affairs and other campaign issues. The films were being made at the rate of two a day.

Reports coming from Stevenson representatives stressed the lack of funds for executive electronic campaigning by Mr. Stevenson and the wealth of funds available to the Republicans for a radio-TV campaign. An announcement indicated that Gov. Stevenson would conduct a "grass roots" campaign through the use of an automobile caravan to contrast with the Republican plans to wage the Eisenhower campaign on radio and tv. Mr. Stevenson will spend this week and the early next month conferring with Democratic leaders at eight points throughout the country.

Reports from Libertyville last week indicated Clayton Fitchey, deputy chairman of the Democratic National Committee, was appointed Gov. Stevenson's new secretary, replacing Roger Tubby, who will continue to operate at a high level during the campaign. Whether Mr. Ball would continue as public relations director was not made clear last week. An announcement was to be made regarding the Stevenson staff, but had been postponed up to Thursday.

Also meeting with Gov. Stevenson at Libertyville last week were Eugene H. Kummel, vice president of NCA & K, accompanied by consultants borrowed from J. Walter Thompson Co. and Sullivan, Stauffer, Colwell & Bayles, both New York, and it was reported. Walter O'Meara, independent consultant on radio-TV and other public relations problems, was also with the group.

Reinsch As Advisor

J. Leonard Reinsch, director of the James M. Cox radio-TV properties and manager of the Aug. 11-17 Democratic convention in Chicago, is expected to be active in an advisory capacity in the 1956 campaign.

Public relations director of the Democratic National Committee is Sam Brightman, with Jack Christie the DNC's tv-radio director. Barry Bingham, president, WHAS-AM-TV Louisville (Louisville Courier-Journal), a leader of the reactivated National Volunteers for Stevenson, arrived in Washington last week to begin setting up headquarters for that organization a few doors from the Stevenson and DNC headquarters.

ARB Reports Shows 99.6% Potential Demo Coverage

AN UNPRECEDENTED 99.6% of the nation's tv homes were able to view the Democratic convention live from Chicago on at least one of the three networks, according to the American Research Bureau. The ARB study further revealed that the 80 stations carrying the ABC coverage could reach a possible 75.2% of the tv public; 166 CBS stations had a 94% potential, and 143 NBC stations a potential of 93.3%.

The 99.6% coverage represents 34,611,000 tv sets across the country, according to ARB. The .4% without live coverage included the victories of Billings, Butte and Great Falls, all Montana; Rapid City, S. D.; Grand Junction, Colo., and Grand Forks, N. D. The report stated that 70.9% of all tv homes had a choice of all three networks, 21.1% could choose between two and 7.6% were limited to the coverage of one network.

Kobak Criticizes Butler For Stand Against CBS

VETERAN broadcaster Edgar Kobak, president of WTTA, Thomson, Ga., was "surprised and deeply hurt" when Democratic National Chairman Paul Butler struck out at CBS for not carrying all of the "Pursuit of Happiness" film at the Democratic convention.

In a letter to Mr. Butler, Mr. Kobak, formerly president of Mutual Broadcasting System and former chairman of the NARTB Freedom of Information Committee, stated that Mr. Butler should not forget that this is a free country where we have a free press and free radio and television.

"Mr. Kobak and I . . . noted that NBC and ABC were carrying the film and we watched it for a few minutes," he added, "but we were given a free choice whether to watch the film and found what they were doing of enough interest that we stayed with CBS . . . ."

BMI Says Classical Music Now Among Big Businesses

CLASSICAL music, traditionally regarded as an interest belonging to the few, has become big business, Broadcast Music Inc. reported last week. In a special BMI report on the status of concert music in the U. S., indications are given that music interest is growing by leaps and bounds, and as it does, more money is being spent for it.

Says BMI: In 1955, more money was spent by Americans in concert attendance and phonograph record purchasing than in baseball game attendance; more money was spent last years for high-fidelity equipment and other phonograph combinations than for all spectator sports during 1954, and of the $30 million spent on sheet music in 1954, more than 84% went into concert music sales throughout the country.

As orchestras, summer festivals, music appreciation courses and other phases of musical life grow, so does radio programming. According to BMI: 1,276 concerts were aired well over 8,000 hours of concert music, a figure that is certain to rise as additional programming is instituted this year by at least 553 stations.

These details, such as monies spent on instruments, the number of opera companies, their repertoire, etc., are contained in BMI's booklet, "Concert Music U. S. A. 1956," which the licensing organization said it is making available to all interested parties.

Laurence Clients Receive Direct Middle East Reports

JOCK LAURENCE, head of Laurence News Features, New York, left Paris a fortnight ago enroute to various Arab nations to tape-record on-the-spot reports to be shipped direct to Laurence client stations in the U. S.

The news-gathering firm, which was established only four months ago, also will start servicing clients Sept. 1 with correspondents in London, Paris, Rome and other key overseas cities. All tapes are "personalized," with the correspondent introducing himself with the stations' call letters and sponsor identifications for local use.

PROGRAM SERVICE PEOPLE

Frank J. Sullivan, formerly with NBC and William Ety Co., named vice president-general manager of television program division, LPS Industries, N. Y.

Steven Gethers, tv playwright (U. S. Steel Hour, Kraft Television Playhouse), will conduct tv writing laboratory at Long Island U., Brooklyn, N. Y., beginning next month.

J. Walter Collins, 61, Middle East manager for United Press, died at Cairo, Egypt, Aug. 18. He suffered heart failure following attack of pneumonia.

PROGRAM SERVICE SHORT

Bob Clampetty, Hollywood tv producer, has developed new live, half-hour daily tv quiz show for children, "Rocket to Riches," featuring children as audience-participants, puppets and live characters. Package is being offered for sponsorship.
It's drifts of filmy lace on the Empire bodice of this cocktail sheath by Dorothy O'Hara of California.

It's $26.6 billions worth of planes produced last year in Metropolitan Los Angeles, the U.S. aircraft capital.

It's millions of lasting impressions on big-earning, big-spending Southern Californians by advertisers on NBC TELEVISION IN LOS ANGELES... SOLD BY NBC SPOT SALES
Sometimes it’s relatively easy to make a sale.

When everything clicks into place — market, station, ratings, availabilities, price — a sale is largely a matter of men — the right salesman in the right place at the right time.

But sometimes it’s awfully hard; and it couldn’t be harder than when your market isn’t even on the advertiser’s list!

That’s when — sometimes — it takes an idea.

Recently the Paul H. Raymer Company ran into what looked like a stone wall. A major radio advertiser — marketing a rheumatic/arthritic drug — had blueprinted a national spot campaign that by-passed the entire Central California Valley — an area dominated by the McClatchy Beeline Stations.

To get Fresno and Sacramento — the two major Valley markets — added to the list, Raymer Research dug down deep into Public Health Reports and medical journals for the answers to questions like... What kind of people get arthritis? Where do most arthritic sufferers live? Who buys most rheumatic drugs?... and came up with convincing proof that the Valley markets offered greater customer potential — more people with arthritis and a greater chance for rheumatism to strike — than the more heavily populated Pacific Coast cities.

On the basis of that research, translated into a 34-page marketing report and analysis, the Raymer Company was able to splinter budgets earmarked for Los Angeles and Seattle and create 26-week schedules on KFBK and KMJ.

And all it took was an idea... an idea plus the men to have it, to prove it and to sell it.

PAUL H. RAYMER COMPANY, INC.

Exclusive National Representative Since 1932
NEW YORK • CHICAGO • LOS ANGELES
DALLAS • SAN FRANCISCO
DETROIT • ATLANTA
'56 PURCHASES BY AUTOMOTIVE PRODUCTS RISE $10 MILLION

IT'S still foods, automobiles, toiletries, soaps and cigarettes leading the parade of national advertisers which invest in network television.

As of last June, the automotive product group of Publishers Information Bureau’s reports was the most impressive. Its January-June total was $31,028,789 in network timebuying, a gross figure that was $10 million higher than the comparable period of a year ago.

Also according to computation based on PIB’s data, foods advertisers spent over $43.5 million, some $3 million more than the six-month period of last year. Toiletries was nearly $5 million ahead for a total of over $39.6 million. Soaps topped the $29.4 million mark, stepping ahead of last year’s Jan-June period by about $8 million. Tobacco firms were spending about the same, a little over $20.7 million.

In June, the tv networks picked up $6.5 million in gross billing over the same month of last year and were $27.2 million ahead of the comparable six-month period.

The top 10 advertisers in network tv kept up their buying pace, although June was not quite as impressive as May for Procter & Gamble, Colgate-Palmolive, Chrysler, General Motors, American Home Products, Lever Bros., R. J. Reynolds and Ford Motor. Gillette, however, was spending more in June than in May, moving up from sixth to fourth place. General Foods also increased its buying, rising from ninth to the sixth spot.

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

<table>
<thead>
<tr>
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<tr>
<td>Agriculture &amp; Farming</td>
<td>$79,383</td>
<td>$340,929</td>
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<td>$19,845</td>
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<td>Apparel, Footwear &amp; Access.</td>
<td>246,855</td>
<td>1,552,002</td>
<td>204,568</td>
<td>1,814,761</td>
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<tr>
<td>Automotive, Auto Equip. &amp; Access</td>
<td>4,641,627</td>
<td>31,028,789</td>
<td>3,511,370</td>
<td>21,140,125</td>
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<tr>
<td>Aviation, Access. &amp; Equip.</td>
<td></td>
<td></td>
<td>19,380</td>
<td>33,915</td>
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<td>Beer, Wine &amp; Liquor</td>
<td>672,717</td>
<td>3,476,906</td>
<td>642,341</td>
<td>3,690,954</td>
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<td>Building Materials</td>
<td>333,399</td>
<td>1,904,433</td>
<td>66,654</td>
<td>622,735</td>
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<td>Confectionery &amp; Soft Drinks</td>
<td>783,948</td>
<td>5,220,185</td>
<td>655,537</td>
<td>4,338,881</td>
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<td>Consumer Services</td>
<td>280,467</td>
<td>970,993</td>
<td>84,171</td>
<td>752,796</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>2,887,269</td>
<td>18,555,493</td>
<td>1,756,735</td>
<td>10,539,192</td>
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<td>Food &amp; Food Products</td>
<td>7,173,982</td>
<td>43,555,407</td>
<td>6,299,492</td>
<td>40,466,212</td>
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<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>412,935</td>
<td>2,251,635</td>
<td>362,795</td>
<td>2,285,291</td>
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<td>Horticulture</td>
<td>68,297</td>
<td>203,453</td>
<td>13,549</td>
<td>109,669</td>
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<td>Household Equipment &amp; Supplies</td>
<td>2,147,118</td>
<td>15,206,525</td>
<td>2,400,327</td>
<td>15,575,573</td>
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<td>Household Furnishings</td>
<td>242,565</td>
<td>1,698,766</td>
<td>144,407</td>
<td>1,628,223</td>
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<td>Industrial Materials</td>
<td>704,246</td>
<td>4,722,148</td>
<td>563,251</td>
<td>3,716,625</td>
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<td>Insurance</td>
<td>373,523</td>
<td>2,216,151</td>
<td>154,904</td>
<td>1,032,700</td>
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<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>742,032</td>
<td>2,964,495</td>
<td>383,774</td>
<td>2,544,301</td>
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<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>282,082</td>
<td>2,161,627</td>
<td>403,632</td>
<td>3,125,573</td>
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<td>Political</td>
<td>5,295</td>
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<td>Publishing &amp; Media</td>
<td>50,711</td>
<td>525,633</td>
<td>42,924</td>
<td>365,422</td>
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<tr>
<td>Radios, Tv Sets, Phonographs, Musical Instruments Etc.</td>
<td>396,973</td>
<td>3,864,503</td>
<td>585,499</td>
<td>4,769,790</td>
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<td>Retail Stores &amp; Direct by Mail</td>
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<td>10,392</td>
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<tr>
<td>Smoking Materials</td>
<td>3,213,862</td>
<td>20,720,735</td>
<td>3,467,893</td>
<td>20,781,062</td>
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<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>4,991,045</td>
<td>29,422,763</td>
<td>3,530,642</td>
<td>21,398,968</td>
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<td>Sporting Goods &amp; Toys</td>
<td>31,367</td>
<td>340,415</td>
<td>45,927</td>
<td>45,927</td>
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<td>Toventies &amp; Toilet Goods</td>
<td>7,207,191</td>
<td>39,623,665</td>
<td>6,076,821</td>
<td>34,605,547</td>
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<tr>
<td>Travel &amp; Resorts</td>
<td>46,875</td>
<td>276,615</td>
<td>39,210</td>
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<td>Miscellaneous</td>
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<td>1,700,731</td>
<td>110,973</td>
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<td><strong>TOTALS</strong></td>
<td>$338,242,635</td>
<td>$234,510,312</td>
<td>$31,770,712</td>
<td>$197,309,819</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau
"Tune in Your Time Sales" describes the benefits of the RCA House Monitoring System. It points out that with such a system the television station is better equipped for serving clients efficiently.

You can dial any local on-air signal...any studio signal wherever you happen to be in the station. What a service to sponsors this is in program planning! When a question is asked about other stations...competing programs...you're there with the proof! In special presentation in your own studio, or in viewing commercials, it's a tremendous assist to be as close to the "on-air" result as your nearest monitor.

Up to seven channels are available—tailored to your own special requirements. You can flip the switch and bring in whatever your client requires.

Fully rated for color, the RCA House Monitoring System is low in cost and easy to install and operate. Complete technical description of the equipment is included in this booklet.

Ask your Broadcast Sales Representative for a copy.

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT CAMDEN, N. J.
PULSE with Bill Cullen has propelled ratings on WRCA-radio from 2.1 IN AUGUST 1955 to 4.0 IN AUGUST 1956 making WRCA New York's #1 network radio station in the morning!

Source: Pulse, Inc.
The August ratings dramatize how PULSE with Bill Cullen has fascinated New York.

Twice as many listeners as a year ago now are tuned to NBC’s flagship station—a larger morning audience than that of any other network outlet. And because prices haven’t changed yet, PULSE is just as fascinating for time-buyers.

Here is the prestige of a network flagship station—the persuasive salesmanship of a great personality—a remarkably low cost-per-thousand—a bigger-than-ever audience.

All this in PULSE, the modern morning radio service. All this can be yours. Just call George Stevens, our Sales Manager, at Circle 7-8300.

WRCA-RADIO NBC RADIO LEADERSHIP STATION IN NEW YORK

SOLD BY NBC SPOT SALES
**A BIG MARKET?**

Retail sales top 1 1/2 BILLION DOLLARS in Flint and the Saginaw Valley

Michigan's 2nd richest market

Here, in the Flint-Saginaw market, average city-family income is $6,413.75. And retail sales are more than one and one-third billion dollars . . .

- $298,940,000 for food
- $343,660,000 for automobiles and accessories
- $46,208,000 for drug products

86.9% of the market homes are television homes—and WNEM-TV is the one, the only station completely covering them all. ARB and PULSE survey results say so.

Contact Headley-Reed or Michigan Spot Sales

**WNEM-TV**

9th Station serving Flint, Saginaw, Bay City, Midland

Radio Stations WAPON - Pontiac, Michigan

WABJ - Adrian, Michigan

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**ADVERTISERS & AGENCIES**

Personal Income Rises; South's Gain Highest

FIVE of the seven states showing the highest percentage increase in total personal income from 1954 to 1955 were located in the South, according to the annual income analysis by the Office of Business Economics, U. S. Dept. of Commerce.

Total U. S. personal income totaled $303 billion in 1955, up $19 billion or 7% from 1954, according to the analysis. Much of this expansion was due to manufacturing industries, with national farm income down 5% for 1955. Personal income is based on wages and salaries as well as other income from rents, dividends, farms, interest, social insurance benefits, direct relief and veteran's benefits.

North Dakota led all states in the 1954-55 income gain, showing 16% improvement, due mainly to farm recovery. Alabama and Nevada showed 13% gain with 11% for Maine, Mississippi, Georgia and Florida.

Per capita personal income averaged $1,847 for the U. S. in 1955, 5% above the $1,767 in 1954. Delaware topped all states with $2,312 with Mississippi lowest, $946.

Following are total personal and per capita income for 1955, by states and regions:

<table>
<thead>
<tr>
<th>State</th>
<th>Total personal income 1955</th>
<th>Per capita personal income 1955</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONT. U. S.</td>
<td>$303,391</td>
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<tr>
<td>NEW ENGLAND</td>
<td>$20,073</td>
<td>$1,206</td>
</tr>
<tr>
<td>Conn.</td>
<td>6,497</td>
<td>2,499</td>
</tr>
<tr>
<td>Mass.</td>
<td>1,010</td>
<td>10,010</td>
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<tr>
<td>N. H.</td>
<td>958</td>
<td>1,957</td>
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<tr>
<td>Vt.</td>
<td>568</td>
<td>1,555</td>
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<tr>
<td>MIDDLE EAST</td>
<td>82,228</td>
<td>2,160</td>
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<td>Del.</td>
<td>980</td>
<td>2,513</td>
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<tr>
<td>D. C.</td>
<td>1,992</td>
<td>3,024</td>
</tr>
<tr>
<td>Md.</td>
<td>5,463</td>
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<td>N. J.</td>
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<tr>
<td>N. Y.</td>
<td>36,253</td>
<td>2,260</td>
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<tr>
<td>Pa.</td>
<td>20,232</td>
<td>1,902</td>
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<tr>
<td>W. Va.</td>
<td>2,555</td>
<td>1,288</td>
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<tr>
<td>SOUTHEAST</td>
<td>43,759</td>
<td>1,292</td>
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<tr>
<td>Ala.</td>
<td>3,090</td>
<td>1,811</td>
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<tr>
<td>Ark.</td>
<td>1,913</td>
<td>1,062</td>
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<tr>
<td>Fla.</td>
<td>5,931</td>
<td>1,654</td>
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<tr>
<td>Ga.</td>
<td>4,882</td>
<td>1,333</td>
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<tr>
<td>Ky.</td>
<td>3,728</td>
<td>1,238</td>
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<tr>
<td>La.</td>
<td>3,910</td>
<td>1,333</td>
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<tr>
<td>Miss.</td>
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<tr>
<td>N. C.</td>
<td>3,728</td>
<td>1,238</td>
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<tr>
<td>S. C.</td>
<td>2,557</td>
<td>1,108</td>
</tr>
<tr>
<td>Tenn.</td>
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<td>SOUTHWEST</td>
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<td>Ark.</td>
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<td>N. M.</td>
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<td>Okla.</td>
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<td>20,988</td>
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<tr>
<td>Ind.</td>
<td>8,203</td>
<td>1,894</td>
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<tr>
<td>Iowa</td>
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<td>1,577</td>
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<tr>
<td>Mich.</td>
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<td>Minn.</td>
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<td>Mo.</td>
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<td>Cal.</td>
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<td>1,647</td>
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<tr>
<td>Mont.</td>
<td>8,203</td>
<td>1,894</td>
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<td>Neb.</td>
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<td>S. D.</td>
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<td>Wyo.</td>
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<td>FAR WEST</td>
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<tr>
<td>Wash.</td>
<td>5,179</td>
<td>1,987</td>
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</table>

Following are total personal and per capita income for 1955, by states and regions:
This service package makes YOUR TV DOLLARS COUNT FOR MORE ON CHANNEL 4... Buffalo

When you're buying time in Buffalo, buy the service package packed with powerful selling impact. Buy WBEN-TV!

WBEN-TV is the top television station of rich Western New York. On the air since 1948, WBEN-TV has the experience and performance record that guarantees perfect handling of commercial copy. Whether "live" or filmed, your promotional effort is in the hands of trained, tested experts—men who know the importance of proper product presentation.

To the people of Western New York WBEN-TV is the prestige station—the one they view most often, see best and to which they are most loyal.

That's a big package — and WBEN-TV delivers it every time.

WBEN-TV BUFFALO • CH. 4
CBS BASIC

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.
"ask your Colonel"

THE SELLER'S HANDBOOK

The names of grocery chains; the number of service stations; factory shifts; paydays; the weather month-by-month; the kind of water; transportation; hotels; distance to the airports; major companies are just a few of the facts you'll find in each of The Seller's Handbooks now completed for 24 markets represented by PGW Television Sales. Much of this data was included at the suggestion of advertisers and agency account executives... and we hope that they will find the Handbooks especially useful.

.... ask your Colonel

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
230 Park Avenue
Y'Ukon 6-7900

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

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

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798
P.G.W. television has just prepared what is probably the most complete collection of market and station facts ever assembled at one time by a broadcast sales organization. Designed to help us better serve the people we sell, we hope that you will make full use of this information:

**PRESENTATION HOLDER**

To make his presentations complete and compact, your Colonel is now equipped to deliver availabilities, for each station, in a file-size folder on which is printed: the station coverage map; rate card; a concise market profile and highlights of the station's programming or personalities.

A complete set of 24 would be a worthwhile addition to every buyer's file.

..... ask your Colonel

**"DAME TIME" TELEVISION**

More light on the most discussed and least understood area of television advertising. PGW Television Sales' newest presentation "Dames In The Daytime" is directed primarily to brokers, distributors, wholesalers and company representatives in the markets we represent. But, anyone interested in selling the women who buy their wares will find this booklet timely, easy to read, and highly informative.

..... ask your Colonel

Please turn the page
Here are the stations and the markets we sell

### EAST-SOUTHEAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>VHF Channel</th>
<th>Primary</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ-TV</td>
<td>Boston</td>
<td>4</td>
<td>NBC</td>
</tr>
<tr>
<td>WGR-TV</td>
<td>Buffalo</td>
<td>2</td>
<td>ABC</td>
</tr>
<tr>
<td>KYW-TV</td>
<td>Cleveland</td>
<td>3</td>
<td>NBC</td>
</tr>
<tr>
<td>WWJ-TV</td>
<td>Detroit</td>
<td>4</td>
<td>NBC</td>
</tr>
<tr>
<td>WPIX</td>
<td>New York</td>
<td>11</td>
<td>IND</td>
</tr>
<tr>
<td>KDKA-TV</td>
<td>Pittsburgh</td>
<td>2</td>
<td>NBC</td>
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<tr>
<td>WSCC-TV</td>
<td>Charleston, S.C.</td>
<td>5</td>
<td>CBS</td>
</tr>
<tr>
<td>WIS-TV</td>
<td>Columbia, S.C.</td>
<td>10</td>
<td>NBC</td>
</tr>
<tr>
<td>W5VA-TV</td>
<td>Harrisonburg, Va.</td>
<td>3</td>
<td>CBS-NBC-ABC</td>
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<tr>
<td>WDBJ-TV</td>
<td>Roanoke</td>
<td>7</td>
<td>CBS</td>
</tr>
<tr>
<td>WTVJ</td>
<td>Miami</td>
<td>4</td>
<td>CBS</td>
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### MIDWEST-SOUTHWEST

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<td>NBC</td>
</tr>
<tr>
<td>WOC-TV</td>
<td>Davenport</td>
<td>6</td>
<td>NBC</td>
</tr>
<tr>
<td>WDSM-TV</td>
<td>Duluth—Superior</td>
<td>6</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAY-TV</td>
<td>Fargo</td>
<td>6</td>
<td>NBC</td>
</tr>
<tr>
<td>WISC-TV</td>
<td>Madison, Wis.</td>
<td>3</td>
<td>CBS</td>
</tr>
<tr>
<td>WCCO-TV</td>
<td>Minneapolis—St.Paul</td>
<td>4</td>
<td>CBS</td>
</tr>
<tr>
<td>KMBC-TV</td>
<td>Kansas City</td>
<td>9</td>
<td>ABC</td>
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<tr>
<td>WBAP-TV</td>
<td>Fort Worth—Dallas</td>
<td>5</td>
<td>ABC-NBC</td>
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<td>KFDM-TV</td>
<td>Beaumont</td>
<td>6</td>
<td>CBS</td>
</tr>
<tr>
<td>KRIS-TV</td>
<td>Corpus Christi</td>
<td>6</td>
<td>NBC</td>
</tr>
<tr>
<td>KENS-TV</td>
<td>San Antonio</td>
<td>5</td>
<td>CBS</td>
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### WEST

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<th>VHF Channel</th>
<th>Primary</th>
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<tbody>
<tr>
<td>KBOI-TV</td>
<td>Boise</td>
<td>2</td>
<td>CBS</td>
</tr>
<tr>
<td>KBTW</td>
<td>Denver</td>
<td>9</td>
<td>ABC</td>
</tr>
<tr>
<td>KGMB-TV</td>
<td>Honolulu</td>
<td>9</td>
<td>CBS</td>
</tr>
<tr>
<td>KNX—NBC-TV</td>
<td>Honolulu</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KRON-TV</td>
<td>San Francisco</td>
<td>4</td>
<td>NBC</td>
</tr>
</tbody>
</table>

For sample schedules of: daytime volume plans; low-budget high-frequency ID schedules; women's participating programs; or a locally-originated, locally-integrated, tested and proven program of your own...

.... ask your Colonel

**Peters, Griffin, Woodward, Inc.**

*Pioneer Station Representatives Since 1932*

**NEW YORK**
250 Park Avenue  
YUkon 6-7900

**CHICAGO**
230 N. Michigan Ave.  
Franklin 2-6373

**DETROIT**
Penobscot Bldg.  
Woodward 1-4255

**ATLANTA**
Glenn Bldg.  
Murray 8-5667

**FT. WORTH**
406 W. Seventh St.  
Edison 6-3349

**HOLLYWOOD**
1730 N. Vine St.  
Hollywood 9-1688

**SAN FRANCISCO**
Russ Building  
Sutter 1-3798
Mentholatum Budgets $500,000 For Time

IN its biggest broadcasting schedule to date, Mentholatum Co. (cold preparations), Buffalo, N. Y., is planning to place well over $500,000 in radio-tv starting this fall and running through the early part of next year.

Starting Oct. 8, Mentholatum will sponsor five seven-and-a-half-minute segments of a strip of CBS Radio daytime serials every other week for 13 weeks. This purchase, said to represent $150,000 gross billing, is for programming yet to be announced. On Thursday, a spokesman for J. Walter Thompson Co. (Mentholatum’s agency), New York, told B & F that the agency had placed a Mentholatum order for 13 alternate weeks of an unspecified number of 13-minute segments in CBS-TV’s Bob Crosby Show, but that the deal had not been set as yet.

Thompson also purchased five one-minute participations in MBS’s Queen For a Day and Multi-Mystery Package, both starting Nov. 19 for 13 consecutive weeks, a purchase that it estimates will reach 85-90% of all U. S. radio homes. Additionally, it was reported that Thompson is “dicker” with NBC-TV for a daytime purchase, but that there was “nothing definitely set” at this time.

Mentholatum has spent most of its past advertising budgets for print and radio-tv spot campaigns on a limited basis.

Lehn Fink Media Budget
Now Over $1 Million Mark

IN ITS “most diversified expenditure” to date, Lehn & Fink Products Corp. has allocated “well over” $1 million to a campaign for Lysof disinfectant that will take the firm into every major broadcast market between now and 1957.

L & F, which earlier this month began sponsoring a Tuesday, 15-minute segment of NBC-TV’s Queen For a Day, will add It Could Be You, also on NBC-TV, to its purchase list Oct. 2. These buys, plus others still in the talking stage, will account for over 60% of the total ad budget, according to Emanuel Goren, L & F advertising manager. Agency is McCann-Erickson, New York.

DOUGLAS YATES (l) of BBDO, and Lionel Furst, of Dancer-Fitzgerald-Sample, were two of the 11 judges who helped select Morgan Lucey “Miss Washington, D. C.” in the beauty-talent search conducted by WWDC Washington. This is the fifteenth year the agency’s New York, told B & F to conduct as part of the nationwide search for the next “Miss America.”
Here's another WIBC public service exclusive in Indianapolis...a citation by the National Foundation for Infantile Paralysis for outstanding service in the fight against polio. WIBC is the only Indianapolis radio station to receive this certificate...further proof of WIBC's leadership in community service in Indianapolis.

WIBC not only does an outstanding job in public service, but WIBC programs lead the audience ratings, too. In the 31-county Indianapolis trading area, WIBC programs rank first during 447 out of 504 rated quarter hours each week.*

*Point Aire Study, Sept.-Oct., 1955

WIBC's success in community service and in building big audience is traceable for the most part to the station's well known personality salesmen...Bill Baker, Lou Palmer, Easy Gwynn, Jack Morrow, and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

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

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

--- ADVERTISERS & AGENCIES ---

THE Colorado Bureau for Lathing & Plastering has signed a 52-week contract for news and weather reports on KMYR Denver. Discussing the terms are (l to r) Tom White, KMYR account executive; Ken Hildebrandt, KMYR general manager, and Leo Schultz, business manager for the sponsor.

200 Tv Markets to Be Used in Gilmar Album Promotion

NATIONAL saturation campaign of some 20,000 one-minute spots in 200 television markets will be used for four weeks starting Nov. 12. Martin Gilbert, president of Gilmar Records, reported last Thursday. The Gilmar Christmas album of 12 hit tunes and 10 Christmas songs for $2.98 will be advertised on the spots "which contain not one single adjective nor superlative," Mr. Gilbert said.

Station time will be bought on saturation package or bulk rate basis, he said, and any per-inquiry business "will be infinitesimal." The spots feature five slides with a transcribed message by Bill Goodwin and live tag for local phone. Business is being placed by Martin Gilbert Adv. Inc., 6347 Hollywood Blvd., Hollywood. The firm used over 50 stations last year and has been built up over three-year period with tv, Mr. Gilbert said.

Bumstead Media Director For MJ&A in New York

ROGER BUMSTEAD, former media director of the David J. Mahoney Agency, disbanded after Mr. Mahoney assumed presidency of the Good Humor Corp. earlier this year, has been appointed media director of the New York office of MacManus, John & Adams. It is being announced today (Monday).

Most of the accounts formerly serviced by the Mahoney agency now are in the New York office of MJ&A. Before joining Mahoney, Mr. Bumstead was broadcast media supervisor at Maxon Inc., New York, and with the tv department of The Katz Agency, station representative.
We note with considerable interest that science has isolated the reasons that a newborn baby cries. They are, in no particular order:

- Hunger
- Excessive moisture in the trousers
- Warmth
- Coolth
- The discovery that his share of the national debt is $1607.53.

Before things get out of hand, we hasten to suggest a reason for rosy hue-ing the whole thing, at least for part of the population: A kid born in Eastern Iowa can listen to WMT as he grows up. This won’t do much to offset the first four reasons, but it may merit some optimism about the fifth.

WMT CBS for Eastern Iowa

National representatives: The Katz Agency

Mail address: Cedar Rapids
And You Can Profit, Too!
This “Shop At The Store With The Mike On The Door” decal is the sign of the most complete continuing on-the-air radio sales-merchandising campaign any transcription service has ever devised.

In markets of every size, this profitable RCA THESAURUS feature has netted subscriber-stations a profit of from 500% to 1,000% on their “Shop At The Store” investment! For instance:

- **KSUM** — Fairmont, Minnesota
  $4,375 new revenue in 10 weeks. 15 calls net 15 new sponsors in one day.
- **WYZE** — Atlanta, Georgia
  98 new contracts helped establish new station with $91,000 in extra kick-off billings.
- **KOEL** — Oelwein, Iowa
  $13,780 from 63 new contracts.
- **WALM** — Albion, Michigan
  In 3 weeks, $3,000 radio time sold to 66 merchants, including 42 brand new sponsors.

And sponsors rival stations with their success stories—like the woman’s specialty shop which signed up as a “Store With The Mike On The Door,” and in the course of a single day was swamped by 5,000 potential customers. At a cost of only 8¢ per 100 shoppers!

This unique time-selling plan builds extra income for you in three ways: By developing new sources of station revenue... By leading current sponsors to increase their present budgets... By converting short-term advertisers to long-term sponsors.

Available only to THESAURUS subscribers, “Shop At The Store With The Mike On The Door” — a complete campaign, from opening sales pitch to closing sponsor agreement form — is ready and waiting to go to work for you, with:
- Traffic-building “Shop At The Store” decals for your participating sponsors’ stores, plus dozens of other publicity and promotion aids.
- Recorded announcements by such RCA THESAURUS star talent as Nelson Eddy, Sammy Kaye and Freddy Martin.
subscribers

with exclusive “shop at the store” plan

— Written promotions for air use by your station personalities.

And in ’56 RCA THESAURUS clicks with two new sales-building shows:

Great American Women
Basil Rathbone narrates 65 open-end, five-minute recordings... Memorable moments in the lives of outstanding Americans like Betsy Ross, Ethel Barrymore, Annie Oakley, Helen Keller.

Jazz at the Philharmonic
A Special bonus package of 100 classics by the greatest men of jazz, including Count Basie, Gene Krupa, Teddy Wilson, Oscar Peterson... Plus 100 voice-track interviews with Norman Granz for your DJs.

Merchandising . . . Programming . . . Selling — RCA THESAURUS brings you all three! Build audience — Build sales, with on-the-air winners that appeal to every age and interest — Everything from children’s shows to church programs, from waltz rhythms to Western roundups, from holiday specials to highlights of sports. Discover how these money-making RCA THESAURUS features can create new sales for you. Contact the RCA THESAURUS representative nearest to you!

RECORDED PROGRAM SERVICES
155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200
445 N. Lake Shore Drive, Chicago, Ill., Whitehall 4-3530
522 Forsyth Building, Atlanta 3, Ga., Jackson 4-7703
1907 McKinney Avenue, Dallas 1, Texas, Riverside 1371
1016 N. Sycamore Avenue, Hollywood 38, Calif., Oldfield 4-1600
Booraem Raised at LaRoche, Carroll O'Meara Joins Firm
HENDRIK BOORAEM Jn., vice president of C. J. LaRoche & Co., who has been heading the agency's television department, has become an account supervisor with new responsibilities in general management, it was announced last week.

In his general management assignments he will work with Board Chairman C. J. LaRoche and President James D. Webb. The move was attributed to a need for more key executives in active management and administration.

Jay Bottomly continues as manager of the agency's television department and Carroll O'Meara, formerly with NBC-TV on the West Coast and before that with Young & Rubicam there, has joined the LaRoche tv department to be in charge of television commercials. Tv operations in the west coast office at Beverly Hills, Calif., are under the direction of Stuart D. Ludlum.

FC&B Makes Additions To Its Hollywood Office
ADDITIONS to the staff of Foote, Cone & Belding's Hollywood force were announced last week by Edmund L. Cashman, FC&B vice president and manager of the Hollywood office.

John B. Lyman, formerly a director for NBC-TV, and Sheldon Stuart, director at KCP (TV) Los Angeles, have been named production supervisors, and Harold Gilpin, assistant comptroller at KTTL (TV) Los Angeles, has been named business manager.

'Lux Theatre' Signs MacRae
CLIMAXING more than four months of negotiations, Gordon MacRae and Lever Bros. have signed an agreement calling for the former to star in a minimum of 10 Lux Video Theatre shows over the next two years on NBC-TV, it was announced in Hollywood Thursday. The shows in which Mr. MacRae will star will be packaged and owned by Kintail Enterprises Inc., which is owned by Mr. MacRae and his wife. In addition to starring in the 10 shows, Mr. MacRae will serve as host.

Curtis to Sponsor Bolger
HELENE CURTIS (beauty preparations) was reported last week set to co-sponsor an hour-long Ray Bolger musical program on NBC-TV this fall, and the search was on for an advertiser to share the bill. The program probably would be scheduled for two Sundays a month at 4:30 p.m., alternating with Wide Wide World. Agency for Helene Curtis is Earle Ludgin, Chicago.

Signs For News Show
GOLD BOND STAMP CO. (retail merchandise stamp firm) has signed for the opening five-minute segment of Bob Garred News Tuesdays and Thursdays on 17 stations of ABC Radio California Network during period Aug. 28 to Sept. 22. Agency is Bruce B. Brewer & Co., Minneapolis.

Legitimate Leave
RINO NEGRI, a vice president of Emil Mogul Co., New York, who in the past 11 years, has worn various "hats"—account supervisor on Ronzi spaghetti, head of Mogul's foreign language dept., and producer-director-actor on WOV New York's Ronzi Theate of the Air (also heard on other Italian language stations in the East)—will doff another, come Sept. 7.

At that time, Mr. Negri will take an indefinite leave of absence from the agency to start rehearsal in F. Hugh Herbert's translation of Eduardo DeFilippo's play The Best House in Naples. Mr. Negri will play the male lead opposite actress Katie Jurado in the drama, scheduled to open in Broadway's Lyceum Theatre, Nov. 8.
THE NEW
WDGY
MINNEAPOLIS * ST. PAUL

announces the appointment of

as exclusive
national representative

EFFECTIVE SEPTEMBER 1, 1956

WDGY—The Twin Cities' 50,000-watt Independent station, at 1130 on the dial, is owned and operated by MID-CONTINENT BROADCASTING COMPANY
Todd Storz, President * Steve Labunski, Gen. Mgr., WDGY

Storz stations represented by John Blair & Company also include WHB, Kansas City, Mo., and WQAM, Miami, Fla.
NOBODY'S LISTENING BUT PEOPLE - ALL IN FAVOR OF GOOD LOOKS!

What a time to talk about cosmetics and toiletries...while 4,115,000 people a minute listen to weekday dramatic serials on CBS Radio starting at 12:00 Noon, CNYT. They're mostly homemakers, and they listen attentively. And mostly they're too busy for any other advertising media.

Every week, these programs reach 20,548,000 different people.

this is the right time to buy...

CBS RADIO NETWORK
12:00 N.  WENDY WARREN & THE NEWS
12:15 PM BACKSTAGE WIFE
12:30 PM ROMANCE OF HELEN TRENT
12:45 PM OUR GAL SUNDAY
1:00 PM ROAD OF LIFE
1:15 PM AUNT JENNY
1:30 PM YOUNG DR. MALONE
1:45 PM GUIDING LIGHT
2:05 PM RIGHT TO HAPINESS
2:15 PM SECOND MRS. BURTON
2:30 PM THIS IS NORA DRAKE

From left to right:
Knomark Saves NBC $60,000, To Sponsor 'The Magic Box'

KNOMARK MFG. CO. (Esquire boot polish), Brooklyn, through its agency, Emil Mogul Co., New York, last week signed to sponsor J. Arthur Rank's technicolor film, "The Magic Box," on NBC-TV, Sunday, Sept. 9, 8-9 p.m. EDT, and by doing so, saved the network $60,000 and uncounted embarrassment.

The special airing of the Rank biography of William Friese-Greene, the father of the motion picture camera, will pre-empt The Steve Allen Show, but will more than compensate the viewer's like of star lustre by bringing to tv Sir Laurence Olivier, Michael Redgrave, Robert Donat, Emlyn Williams, Barry Jones, Glynis Johns and about 55 other British actors. Originally leased from National Telefilm Assoc. in March 1955 for $60,000, "The Magic Box" was given NBC-TV on the understanding that it could be aired twice within an 18-month period. The terminal date of the contract is Sept. 15, and had NBC-TV not managed to place the film before that date, it would have had to forfeit the $60,000. A network spokesman said last week that NBC-TV had originally intended to show "Box" as a 90-minute spectacular on Producers' Showcase last season, but that for one reason or another, "it never came off." Two weeks ago, NBC-TV lost another chance to put the film on—in an abbreviated version—when Kraft Television Theatre was pre-empted by the Democratic convention from Chicago.

MORE AUDIENCE than any other TV station in the rich heart of Louisiana

FROM 5:00 P. M. to SIGN OFF (Monday thru Friday)
WBRZ rated highest in 125 quarter hours out of 149.

FROM 12 NOON to 3:30 P. M. (Monday thru Friday)
WBRZ rating Tops All Others Combined!
- from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.

An $899,481,000 Buying Power Market!

Kenyon M. Lee to Form Own Advertising Agency

KENYON M. LEE, formerly vice president-manager of the Miami office of MacManus, John & Adams, national advertising agency of Bloomfield Hills, Mich., will begin operating an agency under his own name on Sept. 1. Mr. Lee announced that offices will be established in Miami, in the Alfred I. DuPont Building, and in Jacksonville, at 1357 W. Beaver St.

First Miami account, Mr. Lee said, is the Florida National Bank and Trust Co. and Frozen Food Distributors of Jacksonville will look to the new agency for first service there.

O'Connor Promoted by Bates

FRANK O'CONNOR, production manager, Ted Bates, Hollywood office, has been elected assistant vice president of the agency, it was announced last week by James C. Douglas, vice president in charge of tv-radio. Mr. O'Connor will be in charge of new program development in the New York office, effective Sept. 17.

Mr. O'Connor has been with the firm the past 10 years and at one time was with J. Walter Thompson, N. Y.

Pontiac Signs for Cut-ins

PONTIAC Div., General Motors Corp., has signed for a series of five-minute local cut-ins during election night (Nov. 6) coverage on CBS-owned WCBS-TV New York, WIXX (TV) Milwaukee, and KNXT (TV) Los Angeles, and on CBS-affiliated WTOP-TV Washington. Each station will cut away from network for five-minutes of local returns and bulletins every half-hour, starting at 9 p.m. Agency is MacManus, John & Adams, Bloomfield Hills, Mich.

Mueller Sets Spot Campaign

C. F. MUELLER (macaroni and noodles), Jersey City, will use extensive radio and tv spot campaign starting the first week in October and running for 39 weeks in 21 radio and 20 television markets. Included will be use of Ziv's Dr. Christian in Boston, Philadelphia and New York, beginning Oct. 1. Scheideler & Beck, N. Y., is agency.

Phoenix Agency To New Home

ADVERTISING ASSOC., Phoenix, will celebrate its 10th anniversary next month by moving into its own $35,000 building at 918 N. Second St., President Dave McCutcheon announced last week. The new facilities include three executive offices, art department, copywriters' offices, accounting department, stenographic area and snack bar.

NETWORK NEW BUSINESS


Page 58 • August 27, 1956
"A PACKED HOUSE EVERY PERFORMANCE"

A LOOK AT THE BOX OFFICE*

<table>
<thead>
<tr>
<th></th>
<th>National</th>
<th>WICU</th>
</tr>
</thead>
<tbody>
<tr>
<td>George Gobel</td>
<td>28.7</td>
<td>56.0</td>
</tr>
<tr>
<td>People Are Funny</td>
<td>22.1</td>
<td>54.3</td>
</tr>
<tr>
<td>Fireside Theatre</td>
<td>25.3</td>
<td>54.5</td>
</tr>
<tr>
<td>Medic</td>
<td>25.6</td>
<td>52.3</td>
</tr>
<tr>
<td>Life of Riley</td>
<td>24.0</td>
<td>56.0</td>
</tr>
<tr>
<td>Mickey Mouse Club</td>
<td>19.5</td>
<td>33.6</td>
</tr>
<tr>
<td>Loretta Young</td>
<td>25.0</td>
<td>54.0</td>
</tr>
<tr>
<td>Playhouse of Stars</td>
<td>23.1</td>
<td>57.5</td>
</tr>
<tr>
<td>Eddie Fisher</td>
<td>9.0</td>
<td>44.3</td>
</tr>
</tbody>
</table>

*Telepulse February, 1956

WICU station men have mastered the craft of unfurling the broad canvas and oiling up the programming mechanisms for spot campaigners.

For example, February's Telepulse reveals that WICU's presentations are just getting started when they reach the upper 30's and ratings in the 50's appear with such frequency that they're accepted as par! All of which makes shooting in the lower 40's completely obsolete.

Since WICU programs enjoy rave reviews and highest ratings — the same applies to the in-between-times.

Choice time segments that attract "a packed house every performance" sounds like mighty good business. And WICU means business — it's the only VHF station within 100 miles; it covers 3 states and hits 2 countries. Several excellent daytime availabilities can still be had — if you call now and check your Petry man.
A&W SHORTS

National Dairy Products Corp. (Sealtest, Kraft foods), N. Y., and Metro Glass Co., Jersey City, Washington, Pa., and Dolton, III., negotiating for National to acquire glass bottle manufacturing company as division. Details of acquisition will be announced after completion of stock transfer. National Dairy operates milk and ice cream producing firms throughout U. S. and Canada.

Brand Names Foundation Inc., N. Y., reapoints Dancer-Fitzgerald-Sample. D-F-S, first agency to service Foundation two consecutive years, contributes creative services as public service and has created massive all-media campaign in which over 1,600 radio stations and 88 tv stations are participating.


Mumm, Mallay & Nichols, N. Y., in larger quarters at 136 E. 57th St.

Monroe Greenthal Co., N. Y. agency, to larger quarters at 595 Madison Ave.

J. M. Mathes Inc., N. Y., employees have received fourth annual payment in Mathes’ profit-sharing trust, with government bonds and checks going to those who have been with firm over one year. Trust, which began paying out shares in 1953, was set up in 1943.

NIelsen LATEST RATINGS

TOP TV SHOWS (TWO WEEKS ENDING JULY 28)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Agency</th>
<th>No. of Work Stations</th>
<th>Day &amp; Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$64,000 Question</td>
<td>Revlon</td>
<td>BBD&amp;D</td>
<td>165</td>
<td>Tues., 10-10-53</td>
</tr>
<tr>
<td>2</td>
<td>Ed Sullivan Show</td>
<td>Lincoln-Mercury</td>
<td>Kenyon &amp; Edhardt</td>
<td>180</td>
<td>Sun., 9-9-53</td>
</tr>
<tr>
<td>3</td>
<td>$64,000 Challenge</td>
<td>Revlon</td>
<td>C. J. La Rocke</td>
<td>111</td>
<td>Sun., 10-10-53</td>
</tr>
<tr>
<td>4</td>
<td>Laurence Walk Show</td>
<td>Dodge Div. of Chrysler</td>
<td>Grant Adv.</td>
<td>192</td>
<td>Sat., 9-10-53</td>
</tr>
<tr>
<td>6</td>
<td>United States Steel</td>
<td>U. S. Steel</td>
<td>L. C. Rubicam</td>
<td>131</td>
<td>Wed., 10-11</td>
</tr>
<tr>
<td>7</td>
<td>What’s My Line</td>
<td>Jules Montessori</td>
<td>Earle Ludgin</td>
<td>70</td>
<td>Sun., 10-11-53</td>
</tr>
<tr>
<td>8</td>
<td>Gunsmoke</td>
<td>Remington Rand</td>
<td>Young &amp; Rubicam</td>
<td>111</td>
<td>Sat., 10-10-53</td>
</tr>
<tr>
<td>9</td>
<td>20th Century Fox</td>
<td>General Electric</td>
<td>Cunningham &amp; Walsh</td>
<td>140</td>
<td>Sun., 10-11-53</td>
</tr>
<tr>
<td>10</td>
<td>Luck Theatre</td>
<td>Lever Brothers</td>
<td>J. Walter Thompson</td>
<td>NBC 132</td>
<td>Thurs., 10-11-53</td>
</tr>
</tbody>
</table>

Average Audience

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>No. of Work Stations</th>
<th>Day &amp; Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$64,000 Question</td>
<td>Revlon</td>
<td>37.6</td>
<td>Tues., 10-10-53</td>
</tr>
<tr>
<td>2</td>
<td>Ed Sullivan Show</td>
<td>Lincoln-Mercury</td>
<td>Kenyon &amp; Edhardt</td>
<td>34.1</td>
</tr>
<tr>
<td>3</td>
<td>$64,000 Challenge</td>
<td>Dodge Div. of Chrysler</td>
<td>Grant Adv.</td>
<td>29.7</td>
</tr>
<tr>
<td>5</td>
<td>United States Steel</td>
<td>U. S. Steel</td>
<td>L. C. Rubicam</td>
<td>28.7</td>
</tr>
<tr>
<td>6</td>
<td>What’s My Line</td>
<td>Jules Montessori</td>
<td>Earle Ludgin</td>
<td>26.9</td>
</tr>
<tr>
<td>7</td>
<td>Gunsmoke</td>
<td>Remington Rand</td>
<td>Young &amp; Rubicam</td>
<td>27.8</td>
</tr>
<tr>
<td>8</td>
<td>20th Century Fox</td>
<td>General Electric</td>
<td>Cunningham &amp; Walsh</td>
<td>27.5</td>
</tr>
<tr>
<td>9</td>
<td>Luck Theatre</td>
<td>Lever Brothers</td>
<td>J. Walter Thompson</td>
<td>26.2</td>
</tr>
</tbody>
</table>

A&A PEOPLE

Harold F. Temple, director of brand development, P. Lorillard Co., N. Y., and Manuel Yellen, director of advertising, elected vice president and director of sales and vice president and director of advertising and marketing, respectively.

Al Fiegel, radio-tv director, Erwin, Wasey & Co., Oklahoma City, to Knox-Ackerman Assoc. there as vice president and radio-tv director. Georgia Stagner, advertising department, Paul Davis Co., to Knox-Ackerman radio-tv assistant, and Kast Kennedy, promotion department, KWTW (TV) Oklahoma City, to K-A copy and layout department.


Robert C. Fogel, L. A. grocery products branch manager, Pillsbury Mills, appointed sales promotion manager in grocery products division, Minneapolis.


Charles F. Mallory, operator of Mallory agency in San Jose, Calif., and former vice president/general manager of KTSO San Jose, to M. B. Scott Inc., Hollywood agency, as head of new public relations, publicity, promotion and merchandising department.

Bert Zasmer, former sales promotion director and assistant advertising manager for Pfeiffer Brewing Co., Detroit, named creative director and general account man for Pilitk Adv. Co., San Antonio, Tex.
OLD PROBLEM...NEW APPROACH!

For the first time, a dynamic, forthright, editorial stand has been taken by a San Francisco television station. KPIX's unique concept of community responsibility was stressed again in its provocative, three-part series...

"DECISION OR DILEMMA
—THE FACTS ABOUT RAPID TRANSIT"

This incisive television editorial, explaining the massive, $750,000 Bay Area Rapid Transit Commission Report, was the result of months of extensive research and preparation by KPIX staff members. Dramatically presented in simple terms, "Decision or Dilemma" enjoyed prime station time, Thursday nights at 10:30.

Designed to stimulate public and legislative action, "Decision or Dilemma" is credited by many leading citizens with playing an important part in bringing this pressing problem nearer to solution.

Here is public service programming at its influential best. Public service programming that serves an immediate community purpose.

Like all WBC stations, KPIX is convinced that the station serving its community best, serves its advertisers best. That's another reason why...

in San Francisco, No Selling Campaign is Complete without the WBC Station

KPIX  CHANNEL  5  CBS

WESTINGHOUSE BROADCASTING COMPANY, INC.

Script Writer Carol Levene, Cameraman Leo Diner, and Pilot Bruce Walters take off for Bay Area aerial survey. Thousands of feet of film were shot and edited during the months of "Decision or Dilemma" preparation.
Ratings continued

TOP RADIO SHOWS (TWO WEEKS ENDING JULY 14)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Days &amp; Time</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evening, Once A Week</td>
<td>People Are Pantry</td>
<td>Brown &amp; Williamson Ted Bates</td>
<td>NBC</td>
<td>191</td>
<td>Thurs., 8-8:30</td>
<td>1,182</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Edgar Bergen</td>
<td>Bogey &amp; Williamson Ted Bates</td>
<td>CBS</td>
<td>200</td>
<td>Sun., 7-8</td>
<td>1,153</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Counter-Day</td>
<td>Participating Sponsors and Agencies</td>
<td>CBS</td>
<td>245</td>
<td>Fri., 8-8:30</td>
<td>746</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Best of Burns</td>
<td>Burns &amp; Biddle Ted Bates</td>
<td>CBS</td>
<td>214</td>
<td>Wed., 7-8:30</td>
<td>899</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Official Detective</td>
<td>Participating Sponsors and Agencies</td>
<td>CBS</td>
<td>220</td>
<td>Thurs., 8-8:30</td>
<td>594</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>True Detective</td>
<td>Participating Sponsors and Agencies</td>
<td>CBS</td>
<td>220</td>
<td>Wed., 6-6:30</td>
<td>804</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Tomorrow's Headlines</td>
<td>Seaman Bros., Norman, Craig &amp; Kummel</td>
<td>CBS</td>
<td>187</td>
<td>Sun., 8:30-6:30</td>
<td>757</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Harry J. Taylor</td>
<td>General Motors, D. P. Brothers</td>
<td>CBS</td>
<td>240</td>
<td>Mon., 8-8:30</td>
<td>757</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Allan Jackson</td>
<td>Brown &amp; Williamson Ted Bates</td>
<td>CBS</td>
<td>197</td>
<td>Sun., 8-8:30</td>
<td>757</td>
<td></td>
</tr>
</tbody>
</table>

Evening, Multi-Weekly

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Days &amp; Time</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>News of The World</td>
<td>CBS</td>
<td>194</td>
<td>Mon.-Fri., 7:30-8:45</td>
<td>1,133</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>One Man's Family</td>
<td>Participating Sponsors and Agencies</td>
<td>NBC</td>
<td>182</td>
<td>Mon.-Fri., 7:45-8:55</td>
<td>1,135</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Lowell Thomas</td>
<td>United Service Div., Campbell-Ewald</td>
<td>CBS</td>
<td>196</td>
<td>Mon.-Fri., 6:45-7:00</td>
<td>993</td>
<td></td>
</tr>
</tbody>
</table>

Weekday

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Days &amp; Time</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>All Star Baseball Game</td>
<td>Gillette</td>
<td>Moxon</td>
<td>MS</td>
<td>Tues., 12:45</td>
<td>2,460</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Aunt Jenny (1st Half)</td>
<td>Lever</td>
<td>Foote, Cone &amp; Belding</td>
<td>CBS</td>
<td>186</td>
<td>Tues. &amp; Thurs., 12:45-3:45</td>
<td>1,514</td>
</tr>
<tr>
<td>3.</td>
<td>Helen Trent (1st Half)</td>
<td>General Foods</td>
<td>Foote, Cone &amp; Belding</td>
<td>CBS</td>
<td>177</td>
<td>Tues., 11:15-12:15</td>
<td>1,466</td>
</tr>
<tr>
<td>4.</td>
<td>My True Story (2nd Half)</td>
<td>General Foods</td>
<td>Foote, Cone &amp; Belding</td>
<td>CBS</td>
<td>177</td>
<td>Tues., 11:15-12:15</td>
<td>1,413</td>
</tr>
<tr>
<td>5.</td>
<td>Aunt Jenny (2nd Half)</td>
<td>Lever</td>
<td>Foote, Cone &amp; Belding</td>
<td>CBS</td>
<td>177</td>
<td>Tues., 11:15-12:15</td>
<td>1,413</td>
</tr>
<tr>
<td>6.</td>
<td>Helen Trent (1st Half)</td>
<td>General Foods</td>
<td>Foote, Cone &amp; Belding</td>
<td>CBS</td>
<td>177</td>
<td>Fri., 12:30-3:45</td>
<td>1,372</td>
</tr>
</tbody>
</table>

Day, Sunday

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Days &amp; Time</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Woodworth Hour</td>
<td>F. W. Woodworth</td>
<td>Lynn Baker</td>
<td>NBC</td>
<td>190</td>
<td>Sun., 1-2</td>
<td>1,841</td>
</tr>
<tr>
<td>2.</td>
<td>News</td>
<td>Participate</td>
<td>MBS</td>
<td>456</td>
<td>Sun., 6:15-6:25</td>
<td>1,575</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Robert Trout News</td>
<td>General Motors, Campbell-Ewald</td>
<td>CBS</td>
<td>164</td>
<td>Sun., 12:15-12:45</td>
<td>1,575</td>
<td></td>
</tr>
</tbody>
</table>

Copyright 1956, by A. C. Nielsen Co.

People continued


Colorcasting

Advance Schedule

Of Network Color Shows

(All times EDT)

**CBS-TV**

Sept. 16 (10:10-3:00 p.m.) _Lamp Unto My Feet_, sustaining.

Sept. 24 (10:11-11:00 p.m.) _Studio One_, Westinghouse Electric Corp. through McCann-Erickson.

**NBC-TV**

Aug. 28-31 (3-4 p.m.) _Matinee_, participating sponsors (also Sept. 3-7, 10-14, 19-21, 24-28).

Aug. 29 (9-10 p.m.) _Kraft Television Theatre_, Kraft Foods, through J. Walter Thompson (also Sept. 5, 19).

Aug. 30 (10-11 p.m.) _Lux Video Theatre_, Lux Brands Co. through J. Walter Thompson Co. (also Sept. 6, 13, 20, 27).

Sept. 2 (5:30-6:00 p.m.) _Zoo Parade_, sustaining.

Sept. 2 (9-10 p.m) _Alcoa Hour_, Aluminum Co. of America through Fuller & Smith & Ross.

Sept. 9 (8-9 p.m.) _The Magic Box_, Kroger Mfg., Co. through Emil Moyal.

Sept. 11 (9:30-10:30 p.m) _Kaiser Aluminum Hour_, Kaiser Aluminum Hour, through Young & Rubicam.

Sept. 13 (10-11 p.m) _Perry Como Show_, participating sponsors (also Sept. 22, 29).

Sept. 17 (8-9:30 p.m) _Producer's Showcase_, "The Lord Don't Play Favorites," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefon & Greco.

Sept. 18 (8-9:30 p.m) _Big Surprise_, Speidel through Norman, Craig & Kummel.

Sept. 18 (9:30-10:30 p.m) _Noah's Ark_, Litte & Myers through McCann-Erickson (also Sept. 25).


Sept. 22 (8-9 p.m) _Steve Allen Show_, participating sponsors.

Sept. 24-28 (7:45-8 p.m) _NBC-TV News Caravan_, various sponsors and agencies.

Sept. 26 (10-10:30 p.m) _This Is Your Life_, Proctor & Gamble Through Benton & Bowles.

Sept. 28 (8-9:30 p.m) _Truth or Consequences_, Toni Co. through North Adv. and P. Lorillard through Lenzen & Newell.

Sept. 29 (9-10:30 p.m) _Saturday Spectacular_, "Esther Williams' Aqua-Spectacle," RCA through Kenyon & Eckhardt and Oldsmobile through D. P. Brothers.

(Note: This schedule will be corrected to press time of each issue of B&T)
The NEW NBC Basic Affiliate
for Miami and South Florida

WCKR

takes pride in announcing
the appointment of...

The Henry I. Christal Co.
as exclusive national representatives

... and in becoming associated with
its group of distinguished stations,
setting the highest standards of service to the
listeners and performance for advertisers.

• NEW OWNERSHIP!  • NEW FACILITIES!  • NEW PROGRAMMING!

WCKR miami
610 kc  • 5000 w

NILES TRAMMELL
PRESIDENT

OWEN F. URIDGE
MANAGER

owned and operated by the
BISCAYNE TELEVISION CORPORATION  •  BOX M, LITTLE RIVER STATION  •  MIAMI, FLORIDA
Fred Urelliner, production manager, WD&A TV Columbus, Ga., to media manager of Krupnick Inc. & Assoc., Inc., St Louis agency. Joanne Gravely and Richard Lynch to Krupnick copy and art departments, respectively.


North Clarey, account executive, Foote Cone & Belding, N. Y., to Dancer-Fitzgerald-Sample, N. Y., in similar capacity on McKesson & Robbins account.

George C. Neumann, formerly vice president of the now defunct agency, David J. Mahoney, N. Y., to Good Humor Corp. as director of marketing and product development. Mr. Mahoney, former agency president, is president of Good Humor Corp.

Syl Sher, account executive, Litman-Stevens & Margolin Inc., Kansas City agency, named time and space buyer. Lou Ann Rayn, copywriter, to copy chief. Staff additions: Lou York, senior account executive; Martha Jenkins, comptroller; June Mitchell, office manager, and Geza Miller, copywriter.

Gerald Popper, formerly copywriter, Grey Adv., N. Y., appointed manager of advertising and sales promotion, Material Service Corp. Chicago. He also has been director of public relations, Muzak Corp., N. Y.


Mrs. Alice M. Westbrook, creative director, North Adv., Chicago, named creative director for group of accounts including Toni home permanent, Tip-Toni, Tonette and Deep Magic.

PREVIEW: BORGANA TAKES TO JUNGLE

WHEN George W. Borg Corp. (fabrics), Delavan, Wis., stages its $50,000, one-day TV spot drive in 28 major markets on Sept. 9, [BT, Aug. 20], another member of the budget-conscious garment fraternity—usually quite reticent about television—will have "taken the plunge," but in such a way as to milk every last cent's worth out of its hard-spent dollars.

Borg, which manufactures a fur-like material called Borgana ("... looks more like fur than fur itself"), will not merely call attention to itself, but to rival TV media: slick consumer magazines and newspapers. How? By putting into "live action" the full-color ad with a jungle background, it has been running all summer in such U. S. publications as Life, McCall's, Good Housekeeping, Chicago Tribune, Harper's Bazaar, Mademoiselle, Seventeen, Vogue and Glamour.

"What we're trying to do," says Charles Sandak, the Borg account executive at Douglas D. Simon Adv., "is to work up a total 'recognition or recall' value in our copy. That is, we go on the air Sept. 9 with a pitch [by WRCA-TV New York announcer Tex' Antoine] directed towards women, urging them to take a look at Sept. 10's Life Magazine which by that time will have been out for at least three days." The copy will be an almost verbatim transcript of the print ad which, Mr. Sandak hopes, will get women to say, "Hey, didn't I hear that before somewhere?" The reason for this approach, Mr. Sandak says, is that despite its "most definite advantages," the medium of black-and-white TV "simply cannot do justice to the Borgana coat. It must be seen against a colorful background, modeled by a beautiful girl so that the customer will see the coat, moving, rippling, against a contrasting background."

Within the 10 days following the TV spots the Borgana print ad will once again appear in Charm, The New Yorker, Glamour and the N. Y. Times Sunday Magazine.

Borg's one-day-go with television will not only be the client's first but the agency's as well. Although it has "played around in a strictly local sort of way," the Douglas D. Simon agency, a $2 million soft-goods shop, has tended to shy away for the medium, excusing its hesitancy by saying quite candidly, "Not only do we nor our clients can afford the TV habit."

Though the one-day drive is taking a $20,000 bite out of Borg's annual $400,000 advertising budget, both agency and client feel its money is well spent: "Not only do we intend to make Borg a name to remember, but we also hope to show other people in the soft-goods field that in such a marriage between broadcasting and print, the cost of the 'license' is more than worth it."
Who could sell her anything now...except THE NATION'S VOICE

A Startling Advertising Strategy Is Born!

Radio—and only radio—can sell your potential customer while she is occupied with other things. Radio is her constant companion, the symbol of the new selling strategy called The Nation's Voice.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of great radio stations in the important population centers. Your sales message is carried directly to a huge daily audience with repeated impact and with a cost efficiency which is phenomenal.

Examples of how advertisers are making one dollar do the work of two, by using a few great stations, are ready for your inspection. Call the Christal office nearest you for a demonstration of The Nation's Voice.

First on every list are these 13 Great Radio Stations covering ¼ of all America

WBAL — Baltimore  WBEN — Buffalo  WGAU — Cleveland  WJR — Detroit
WTIC — Hartford  WDAF — Kansas City  KFI — Los Angeles  WHAS — Louisville
WCKR — Miami  WTMJ — Milwaukee  WGY — Schenectady  WSYR — Syracuse  WTAG — Worcester

Represented Nationally by

HENRY I. CHRISTAL CO., INC.

A COST COMPARISON OF 4 EXCELLENT MEDIA

If you invest $100,000 in advertising with—

THE LARGEST WEEKLY MAGAZINE—using color pages, your message will go out just 3 times to homes where only 12% of the people in America live.

THE LEADING NEWSPAPER SUPPLEMENT—your money is not quite sufficient for 3 color pages—delivered to less than 25% of the homes in America.

A GOOD TELEVISION PROGRAM—your talent bill alone, with a medium-priced half-hour, would use all your money in less than 3 shows, and you'd still have to pay for your time.

THE NATION'S VOICE—your full minute sales talk, jingle, or dramatization can be directed to 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

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ACME Markets, which has 600 of its 1,300 outlets in the Philadelphia area, signs for a second television strip on ch. 10 WCAU-TV. Dividends for Homemakers, since 1948, and Facenda and the News (Mon.-Fri., 6:30-6:40) the new WCAU-TV show are (l to r): Paul E. home permanent and Adorn hair spray and Mr. Lee on Englander account.

Gerard E. Nistal, copy chief, Richard & Gunther Inc., N.Y. industrial advertising-publicity agency, and former industrial advertising-promotion manager of Philco Corp., Phila., appointed to new position of account service manager at agency. Elliot M. Jordan, copy staff, succeeds Mr. Nistal as copy chief.

Richard Ward, formerly with NBC, to Fuller & Smith & Ross, N.Y., as tv producer. L. E. Dorn, formerly marketing researcher, Young & Rubicam, to Fuller & Smith & Ross, N.Y., as research associate.

Sol Hyman, former administrative and head art director, The Blow Co., to art director of Pharmaceuticals Inc. (Geritol, other drug products), N.Y.

Gloria Deak, assistant art director, Saks Fifth Avenue, N.Y., appointed art director in London office of Erwin, Wasey & Co.

Patricia Ruden, copywriter, Gimbel’s, to Kenyon & Eckhardt, Phila., in similar capacity.

Ted Wick, formerly with CBS-TV Hollywood, to J. Walter Thompson Co. there as publicist with assignments including Ford Star Jubilee and Ford Star Theatre on CBS-TV and Tennessee Ernie Show on NBC-TV.


Robert F. Ames, research director, W. D. Lyon Adv. Agency, Cedar Rapids, Iowa, received Ph. D. from U. of Iowa Aug. 6. His dissertation was "Random Sampling Used in Advertising Sales Testing".

RATING SERVICE PEOPLE
Oliver S. Castle, director of research, A. C. Nielsen Co., Chicago, promoted to vice president, George A. Magaussen, associate director of research, named research director.
Six hours after the Democratic Convention ended in Chicago, key executives and technicians of all three major Radio-TV networks (ABC, NBC, CBS) boarded special United Air Lines planes to speed them to San Francisco, the site of the G.O.P. Convention.

Split-second timing was all-important since all equipment had to be set up and ready to go before the start of the convention. Personnel were carried on DC-7 and DC-6B Mainliners, while a United DC-6A Cargoliner® transported 30,000 pounds of electronic equipment. Every detail down to the smallest light socket, was worked out carefully in advance by the networks and United.

This, of course, is still another example of famous United Air Lines dependability and service. Next time you're planning a trip, call United. You'll be glad you did.
$15 MILLION PROFIT IN WARNER FILM SALE

That is what's left after taxes in the $21 million purchase by PRM Inc. Figures revealed in an "invitation to tender stock" to all stockholders.

WARNER BROS. Pictures Inc. made a profit of approximately $15,250,000—after estimated taxes and expenses—on the $21 million sale of its library of feature movies and short subjects to PRM Inc., negotiated last spring and formally completed July 26 [B&T, March 5, July 30].

This was revealed last week in an "invitation to tender stock," sent to all Warner Bros. stockholders.

The "invitation" reported that net profits of the company for the nine months ended May 26—before the PRM contract became official—amounted to $2,165,000 as against $3,312,000 for the same period last year. Without the $21 million PRM sale, it was estimated, results from operations in the third quarter this year, and for the fiscal year ending Aug. 31, would be down "substantially" from those in the comparable periods of 1955.

The Commissioner of Internal Revenue, stockholders were told, has ruled that proceeds of the sale to PRM will be taxable as capital gain rather than ordinary income. In the transaction, $16 million was paid in cash; the rest in a three-year promissory note. The library acquired by PRM included more than 720 feature films and 1,500 short subjects. PRM, meanwhile, has acquired control of Associated Artists Productions, New York, which is distributing the films.

WARNER's "invitation to tender stock" reveals that the company has appropriated $20 million for the purpose of buying up common stock at no more than $28.50 per share. The report said President Jack Warner planned to offer 50,000 shares at $27.50 each and that Harry M. and Albert Warner planned to offer 50,000 at the same price. In all, there are more than 2.4 million shares outstanding.

As part of an incentive plan, the document revealed, six Warner Bros. executives have been granted options to buy stock at stated prices: President Warner, 60,000 shares at $29.29 a share, and (all at $25.77 a share) Executive Vice President Benjamin Kalmenson, 40,000 shares; Samuel Schneider, 26,000; Herman Starr 15,000; Wolf Cohen 10,000, and Steve Trilling 5,000.

The report also noted that Warner is establishing a three-year credit for $20 million with the First National Bank of Boston and other banks.

Tv Commercial 'Conquered' By Film, Producer Declares

FILM not only has invaded the field of tv commercials, it has conquered it.

This is the gist of a report released by William Miesegaes, president of Transfilm Inc., New York, a major producer of tv commercials and industrial films. Transfilm's individual research was conducted in order to measure the impact of filmed tv commercials in the advertising world.

According to the firm's computation:

- tv commercials on film now account for 75% of all commercial messages.
- Production cost of these commercials is estimated at $30 million, or 3% of the approximate $1 billion spent in net time, talent and production in television annually.
- These expenditures for commercial production are on the rise—eventually the gross dollar volume of film producers will more than double.

An increasing number of advertising agencies are urging clients to consider 10% of a program's total cost as a fair investment in tv commercial production.

Mr. Miesegaes explained that the agencies use this figure as a guide, basing it on that portion of a program's time actually devoted to the sponsor's message. He noted also that many Transfilm clients, particularly those which sponsor spectaculars, have exceeded the 10%, but added that no matter how much the amount of money is spent to film program commercials, cost is often amortized by reuse for spot campaigns.

Maurie Gresham, Ruth Kyle Named to MGM-TV Staff

TWO additional appointments were made last week to Loew's Inc.'s new television subsidiary, MGM-TV [B&T, Aug. 13]. They are Maurie Gresham, general sales manager, McCadden Corp. (Hollywood production firm for The Burns & Allen Show), who will be west coast sales manager for the new Loew's subsidiary, and Ruth Kyle, assistant producer-director, J. Walter Thompson Co., New York, who will become assistant manager of tv operations.

Mr. Gresham, a veteran in west coast tv film sales, will headquarter at MGM Studios in Culver City, and Miss Kyle will report to Richard Harper in MGM-TV's New York office.

Page 68 • August 27, 1956
WOR-TV PROGRAMS WILL BE 88% FILM

RKO Teleradio station also announces that negotiations are underway for leasing Loew's MGM library similar to deal with KTIV (TV) Los Angeles.

A REVAMPED schedule in which films account for approximately 88% of its programming was announced last week by RKO-Teleradio's WOR-TV New York (Close Circuit, Aug. 20).

Announcing the Fall plans, Gordon Gray, WOR-TV vice president and general manager, noted that it includes 51 hours of new programs per week. Most of these are feature films, drawing heavily on the voluminous RKO library plus productions of David O. Selznick and Stanley Kramer, among others.

Station authorities estimated that WOR-TV would be presenting approximately 15 hours of "fully live" programming per week this fall, out of a weekly total of 1171/2 hours. These 15 hours do not count programs which have on-camera hosts and hostesses but which are predominantly film. Of the 1171/2 hours of programming per week, feature films will account for 761/2 hours.

The fall lineup expands WOR-TV's concept of both "horizontal" programming (repeating the same show several times over a period of a week, as in the case of its completely sold-out Million Dollar Movie series) and "vertical" programming (repeating several times in one day). These multiple showings, WOR-TV officials point out, enable viewers to watch WOR-TV features without missing favorite programs on other stations.

A sampling of the new fall programming will be presented this week (Aug. 26-Sept. 1), which has been designated "preview week" by the station. New fall shows include:

Constance Bennett Presents the Theatre of Movie Classics, in which the actress appears as on-camera hostess introducing outstanding pictures of the 1930's (each program will be shown four times each Sunday afternoon and evening); Six O'Clock Movie, a different feature at 6:30 p.m. Monday through Friday with actress Ruth White as on-camera hostess; Crusader Rabbit's Terrytoons at 7-7:30 p.m. Monday through Friday; Hour of Danger mysteries, each of which will be seen twice a night for a week (Monday through Friday); Weird Theatre, one-hour horror movies at 9 p.m. Saturdays with consecutive repeats to 1 a.m.; Live Story, 90-minute features, with the same one playing once a night for a week; Comedy Theatre, first-run RKO comedies edited to one hour; Midday Movie, a different feature film each day at 1-2 p.m. and Riders of the West, an hour of westerns at 11 a.m. Saturdays and Sundays.

Tv Film Exports Set

New foreign sales reported a fortnight ago by Fremantle Overseas Radio & TV Inc., New York, include Big Fights to Associated Rediffusion (Great Britain), Encyclopedia Britannica Films to Nord und Westdeutscher Rundfunkverband (Germany), Hopalong Cassidy to Radio Television Portuguesa (Portugal), and other packages to stations in Belgium, San Salvador, Iraq, Guatemala and Australia.

California National Fills Four Key Posts

NBC subsidiary promotes Keever, Anderson, Lawrence and O'Shea within organization.

A SERIES of appointments to key posts in California National Productions Inc., subsidiary of NBC, was announced last week by General Manager Robert D. Levitt.

H. Wellers (Jake) Keever, national sales manager for NBC Television Films, was named director of sales for the NBC Television Films division of California National. He will direct CNP's world-wide network and syndication sales force.

Robert A. Anderson, business manager for NBC Television Films, was advanced to the new post of director of business affairs for CNP.

William L. Lawrence, manager of programs

TV in Fresno--the big inland California market--means

KMJ-TV

- Best local programs
- Basic NBC-TV affiliate

Paul H. Roymer Co. National Representative

Broadcasting • Telecasting August 27, 1956 • Page 69
and production for NBC Television Films, was named director of the eastern unit of CNP's new program development department. Francis X. O'Shea, who was named general manager of the Kagar Corp. when that merchandising organization became the first wholly owned subsidiary of NBC in 1955, was appointed director of merchandising for CNP. California National, set up last month [BWT, MR. O'SHEA MR. LAWRENCE July 30], encompasses the California National Studios in Hollywood; NBC Television Films; the merchandising division of CNP (formerly Kagar), and the NBC Theatrical Div.

Mr. Keever joined NBC as a film division salesman in 1951, became central sales supervisor in 1953 and national sales manager for NBC Television Films in January 1955. Mr. Anderson, business manager for NBC Television Films since 1953, joined NBC in 1949 as a cost accountant in the tv network business department and subsequently became operations analyst in the NBC controllers office before taking over the business management of the film division.

Mr. Lawrence was producer-director of Screen Guild Players on radio for eight years, then was producer-director with Bob Hope from 1953 until he became manager of programs and production for NBC Television Films in May 1955. In 1940-41 he was producer-director for the old Lord & Thomas agency, handling the Bob Hope nighttime radio programs. He also has worked with Republic, Paramount and Columbia studios as a motion-picture director.

Mr. O'Shea joined NBC as chief accountant for the tv network in 1950, became manager of financial planning for NBC in 1953 and general manager of the Kagar Corp. upon its acquisition by NBC. CNP's merchandising division started with Howdy Doody (through Kagar) and now has a substantial list of programs, characters and personalities which it merchandises, most recent of which is Tarzan.

AAP Selling in Far East

ENCOURAGED by preliminary discussions between Assoc. Artists Productions Inc. and the Soviet Ministry of Foreign sales manager, Norman Katz, left Tuesday for a two-month trip that will take him to Moscow and Prague, among other European capitals. Mr. Katz, who also will stop in Australia and Far Eastern countries, is attempting to sell Soviet telecasts on "Popeye the Sailor Man" and other Warner Bros. features and cartoons, since "humor knows no language barrier."

COSTS FLY THATAWAY

(THE low-budget action western, that old movie industry standby, production-wise has moved into the big money as television fare. According to Armand Schaefer, pioneer maker of westerns in both movies and tv, the cowboy shows actually cost 25 to 35% more to produce for television than do straight dramatic shows.

Mr. Schaefer is executive producer for Flying A Productions, which claims to be the biggest producer of tv westerns in the business. Flying A expects to gross $55 million this year, an increase of almost 10% over last year. The firm is a three-way partnership of Gene Autry, Mr. Schaefer and sales executive Mitchell Hamburg. Flying A expects $46 million business from merchandising tie-ins, $1.5 million from personal appearances, $11 million from tv and $500,000 from radio.

Mr. Schaefer estimates an additional $7,500 has to be added onto the budget of any 30-minute filmed action Western to cover extra expenses not incurred in other types of production. "Whereas a straight dramatic show can usually be filmed on a soundstage without any travel costs," he told BWT, "we do the major portion of our shooting on location. This involves not only transportation for the casts and crews, plus hotel bills, trucking fees, and the like, but also a great deal of overtime pay for time spent in traveling to and from the locations.".

Other expenses peculiar to the production of Western action films, which Mr. Schaefer enumerated, are: rental, care and feeding of livestock; salaries of wranglers who handle the animals; time lost through bad weather and sound interference from air and highway traffic—all of which usually affects a production being filmed on a soundstage."

"By the same token," Mr. Schaefer pointed out, "our type of production can no longer be classified as the so-called 'quickie' picture, as it so often is referred to in the field of theatrical films. To the contrary, a Western picture for television takes three to four times as long to produce as most filmed dramatic shows, which, more often than not, are shot in a single day. In spite of the higher production costs, Western films still cannot command prices comparable to the dramatic shows, in the sponsor market, Mr. Schaefer declares. "As a result," he concludes, "the companies such as Flying A are forced to operate on a narrower margin of profit, which, in turn, demands absolute maximum efficiency in production."

Under his guidance, Flying A has turned out six Western series already on the air. Included in this group are 109 Gene Autry telefilms, 39 Buffalo Bill Jr., 16 Adventures of Champion, 65 Annie Oakley, 78 Range Rider and 36 Death Valley Days. These represent a product investment for the company of more than $9,000,000.

Flying A's new production is highlighted by Winning of the West, high budget adult anthology series to begin production in October and slated for national sale only in Class A time. It will depict the Western story as seen through the eyes of a circuit judge. A series of 13 Red Ryder Whitaker spinoffs on the comic strip character will go into production in September for the syndication market. Jim Bannon will star. In November Flying A will start filming 26 additional Adventures of Champion for syndication, with 13 films already completed. All Flying A products are released through CBS Television Film Syndication.
There is nothing permanent about a footprint on the Arabian desert. A gust of wind, and it's gone.

**A LASTING IMPRINT** on the ancient desert wastes of Saudi Arabia is being made, however, by Americans and Arabs working together. Benefits born of the oil industry—education, health, agriculture and public works programs—these will endure for generations.

Arabian American Oil Co.

DHAHRAN
Saudi Arabia
U.S.A.
GRANIb RENEWS EFFORTS FOR SANCTION OF SERIES

Film producer again seeks aid of New York City municipal departments in filming of real-life programs within the city. Permission originally denied in October of last year.

THEODORE GRANIb'S New York TV Productions Inc., rebuffed last autumn by New York City Police Commissioner Stephen P. Kennedy in its plans to have all municipal files made available in preparation for its proposed New York Story series, last week renewed efforts to gain the city's sanction.

In October 1955, Mayor Robert F. Wagner, a close friend of Mr. Granik's, directed all municipal agencies and departments to make their files available to Mr. Granik's staff. When Mr. Kennedy balked, Mr. Wagner appointed a special committee to study this and other similar requests. In time, this led to the formulation of a Code of Municipal Television & Radio Standards which backed Mr. Kennedy by recommending that each department head be charged with passing final judgment on requests to use its files and services for broadcasting purposes.

Last week, the Granik office was reported to have contacted all agencies and departments in hopes of getting their cooperation in filming 39 film dramas.

The New York Story will be produced by Mr. Granik through Screen Gems Inc., tv subsidiary of Columbia Pictures Corp., for network exposure next year. Declaring that the series would cost at least $1 million, the Granik firm added that monetary compensation would be given each department or municipal employee whose time would be used in filming the programs. However, Michael Rosen, an associate of Mr. Granik's, told BT Thursday that "in all probability, we won't call on any of these people to work for us on city time." Mr. Rosen said that municipal employees would be "retained by us if the need arises, on their own time, and we will pay them for this time."

Since October, Mr. Granik has changed his mind about the need for the actual city files. He indicated that the current approach to the New York Story would be to peg each episode on actual newspaper dispatches, but that the city's aid was still of utmost importance in gaining access to streets and in supplying proper color to the series. Mr. Granik said this was of "great importance" in getting through the red tape usually attached to filming true-life stories.

Departments concerned include principally police, building, correction, public works, fire and welfare.

Former Police Chief's Files Basis for New Guild Series

GUILD FILMS Co. will produce a new film series for tv based on New York City's "most important police cases." Acquisition of rights to the personal records and private files of former Chief Inspector Conrad H. Rothengast was announced by Guild over the Aug. 18 weekend.

Chief Rothengast, who, Guild noted, "actively participated in thousands of notorious murder and jewel robbery cases," will cooperate in the filming of the series. Guild said the series will be "high-budgeted" and filmed in color. Major production will take place in New York except when the story requires the shooting of sequences elsewhere in the country.

Purchases for 'Christian' Now Total 138 Markets

ZTV Television Programs' Dr. Christian series, which only two weeks ago was reported to be placed in 103 markets (BT, Aug. 20), last week was purchased for an additional 35 areas, bringing the total sales figure to 138 markets in only five weeks of sales activity. Bulk of the clients, Ziv indicated, was to be found in the food products industry.

Other sponsor categories for Christian are co-op sponsorship with trading stamp companies in Houston, Detroit and St. Louis; banks in Miami and Columbia; oil refiners in Kansas, and to keep things on a medical level, the Blue Cross Hospital Plan and others like it in Rochester, N. Y. and Harrisburg, Pa.

World Wide Pictures Formed To Produce Films for Graham

FORMATION of a new firm to produce and distribute films for tv and theatre for evangelist Billy Graham was announced in Hollywood last week. The company, World Wide Pictures, represents a merger of Great Commission Films, owned by Dick Ross, with Mr. Graham's existing film distribution organization. Mr. Ross directed Mr. Graham's theatrical and church film series.

Brunson Motley, formerly with Cathedral Films, will head distribution for World Wide, with Walter Smyth in charge of field representatives. Other World Wide officers include Jerry Bevan, vice president; George Wilson, secretary-treasurer, and Frank Jacobson, sales promotion consultant.

NTA Package Sold to 22

NATIONAL Telefilm Assoc. has signed an additional 22 stations for its package of 52 20 Century-Fox features, making the total number of markets now set at 79, Harold Goldman, vice president in charge of sales for NTA, announced last week.

Stations are expected to start telecasting the films in September. Included in the package are such titles as "How Green Was My Valley," "Les Misérables," "The Ox-Bow Incident," "The House on 92d Street," "Drums Along the Mohawk" and "Daisy Kenyon."
In San Francisco...They Are Watching Channel 4
**KTTV (TV) WILL EXPLOIT MGM FILMS TO FULLEST**

President Richard Moore relates plans to “blockbuster” its program schedule with the newly-acquired 725 features. Participations will be available at “premium rates.”

FULL exploitation of its newly-acquired library of 725 Metro-Goldwyn-Mayer feature films was indicated by non-network KTTV (TV) Los Angeles last week.

In an interview with B*T, Richard A. Moore, KTTV's president, who was still in New York where final touches were being applied to the contract between the station and Loew's Inc. [B*T, Aug. 20], reported the station plans to “blockbuster” its program schedule with the MGM features.

Two weeks ago, Loew's Inc. sealed two arrangements with KTTV. The station received an exclusive seven-year lease in its territory of the MGM library in a $4 million transaction. At the same time, Loew's bought 25% of KTTV's capital stock for about $1,625,000.

(Also see WOR-TV New York story, page 69).

Programming of the films at KTTV will begin in October. Initial plans are to set aside two hours of Class A time per week for presentation of the MGM “blockbuster.” The exact time periods are not set. The program, of course, will be promoted fully both on the air and elsewhere in Los Angeles.

Mr. Moore said he doubted if an overall increase of time rates would be instituted, but admitted that participations in the MGM program period would be at “premium rates.” The station expects the features to attract a greater audience which would justify a higher rate in those time slots.

If the programming warrants further and immediate exploitation, KTTV is prepared to program other weekly periods with some of the MGM features.

In general, however, it will not be necessary for KTTV to expand its feature film programming “too greatly.” It is estimated that KTTV will increase its major film showing from the current 12% of total programming to about 20%. Approximately 20% of KTTV's total programming would continue with live shows and approximately 50% in syndicated film.

Mr. Moore was enthusiastic over KTTV's license agreement, noting that the MGM film library represented $1 billion worth of product — i.e., estimated total cost of producing the films.

**WABD (TV) Buys Films**

THE fourth "package" of Warner Bros. films was sold in the New York metropolitan market last week to DuMont's WABD (TV), which purchased 60 feature-length motion pictures from Assoc. Artists Productions. AAP had previously sold three such packages to WCBS-TV New York.

WABD (TV) will show these films—including James Cagney's "G-Men," Betsy Davis' Academy Award-winning "Dangerous," the all-star "Hollywood Canteen," Errol Flynn's "Dawn Patrol" and others of early vintage—in their entirety, a station spokesman said.

**FILM SALES**

Associated Artists Productions, announces additional sales of Warner Bros. features in first 10 days of August have increased total number of stations carrying product to 60. New sales
AMERICAN RESEARCH BUREAU
March, 1956 Report
GRAND RAPIDS-KALAMAZOO

Number of Quarter Hours with Higher Ratings

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>WKZO-TV</th>
<th>Station B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday thru Friday</td>
<td>8 a.m. - 6 p.m.</td>
<td>136</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>6 p.m. - 11 p.m.</td>
<td>87</td>
<td>13</td>
</tr>
<tr>
<td>Saturday and Sunday</td>
<td>10 a.m. - 11 p.m.</td>
<td>72</td>
<td>32</td>
</tr>
</tbody>
</table>

NOTE: Survey based on sampling in the following proportions — Grand Rapids (44.7%), Kalamazoo (19.7%), Battle Creek (18.2%), Muskegon-Muskegon Heights (17.4%).

MARCH ARB TOP TWENTY ALL ON WKZO-TV

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
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</thead>
<tbody>
<tr>
<td>I've Got a Secret</td>
<td>56.7</td>
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<tr>
<td>Wyatt Earp</td>
<td>55.9</td>
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<tr>
<td>Disneyland</td>
<td>55.8</td>
</tr>
<tr>
<td>I Love Lucy</td>
<td>55.4</td>
</tr>
<tr>
<td>Ed Sullivan</td>
<td>53.4</td>
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<tr>
<td>Godfrey &amp; Friends</td>
<td>52.6</td>
</tr>
<tr>
<td>The Millionaire</td>
<td>52.2</td>
</tr>
<tr>
<td>Name That Tune</td>
<td>49.6</td>
</tr>
<tr>
<td>Godfrey's Talent Scouts</td>
<td>48.4</td>
</tr>
<tr>
<td>Robin Hood</td>
<td>48.2</td>
</tr>
<tr>
<td>Mema</td>
<td>46.4</td>
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<tr>
<td>Burns and Allen</td>
<td>45.4</td>
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<tr>
<td>Sgt. Preston of the Yukon</td>
<td>45.4</td>
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<tr>
<td>$64,000 Question</td>
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<td>Climax</td>
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<td>December Bride</td>
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<td>Mobile Theatre</td>
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<tr>
<td>Honeymooners</td>
<td>43.3</td>
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<tr>
<td>Rin Tin Tin</td>
<td>42.5</td>
</tr>
<tr>
<td>Lone Ranger</td>
<td>42.3</td>
</tr>
</tbody>
</table>

WKZO-TV (Channel 3) has 100,000 watts of power — 1000-foot tower — offers you 600,000 families within its grade B coverage area!

So more than ever, WKZO-TV can put you over the top in sales in Western Michigan!

100,000 WATTS • CHANNEL 3 • 1000' TOWER

WKZO-TV
Kalamazoo-Grand Rapids and Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives
activity of AAP's cartoon package (Warner's "Looney Tunes" and "Merrrie Melodies" and Paramount's "Popeye") also announced with contracts signed by three stations.

**FILM DISTRIBUTION**


Association Films, N. Y., is making available effective Sept. 15, 20-minute color tv film on Danny Kaye's 40,000 mile UNICEF world trip, "Assignment Children." Chronicle of Mr. Kaye's trip was filmed several years ago. Another film of Kaye's recent world junket for UNICEF, will be telecast Dec. 2 on CBS-TV's "See It Now" with Edward R. Murrow.

Theatrical & Video Corp., N. Y., promising foreign feature films in color will soon make debut on U. S. television. First package of 13 films, never shown theatrically in U. S., are now being dubbed and re-recorded in English for fall release. Though titles of films were not announced, it is understood they will be predominantly French and English make.

Fifth Army Headquarters, Chicago, announces catalog of 380 Army films for tv and public non-profit showing has been published. Stations throughout 13-state Fifth Army area are on distribution schedule.


**FILM RANDOM SHOT**

Arthritis & Rheumatism Foundation, N. Y., reports Walt Disney producing tv spots for Stop Arthritis campaign in November.

**FILM PEOPLE**

Richard Mulford, assistant to vice president in charge of commercial division of Desilu Productions Inc., Hollywood, named division director. Bob Furman, formerly production supervisor at BBDO, appointed assistant to Mr. Mulford.

Sam Marx, one of producers of CBS-TV's 20th Century-Fox Hour, named to additional post of executive producer on Broken Arrow series. Both shows are produced by TCF Productions, tv subsidiary of 20th Century-Fox Film Corp.

Howard Seaman, formerly with Chicago Film Lab, to Fred A. Niles Productions, Chicago, as head cameraman.

Herbert Stock, Ziv Tvs Productions, Hollywood, will teach graduate evening class in cinema at U. of Southern California. L. A., in fall.

M. L. Getzler, assistant treasurer, UPA Pictures Inc., Burbank, Calif., studied. named studio manager.

**Hams Supply Film**

AMATEUR radio friends of world traveler Myron Zobel (W6NMC Pasadena, Calif.) in 60 different countries are arranging new adventure films to extend Mr. Zobel's recent venture into commercial tv under Alka-Seltzer sponsorship on KTTV (TV) Los Angeles. New five-film half-hour Global Zobel series began on KTTV Aug. 3 for 39 weeks and this fall may be presented on KNON-TV San Francisco in color.

A world traveler for 25 years, part of which time he carried a mobile ham radio rig with him, Mr. Zobel earlier syndicated his single 90-minute Camera Inside Russia show on U. S. tv stations. He has been a ham operator since 1910. Alka-Seltzer agency is Geoffrey Wade Adv.

**FILM PRODUCTION**

Studio City Television Productions Inc., N. Hollywood, has bought new tv series, Famous Sheriffs & Fabulous Outlaws by Martin Van Laas. Series is tentatively scheduled to be filmed later this year.

Avatar Productions, Hollywood, has signed with NBC-TV to produce pilot film for prospective series, Occupation: Correspondent. Series will be done in cooperation with Indiana U. and Ernie Pyle Foundation. In event series is telecast, foundation would receive weekly payments to be used for expenses of deserving journalism students.

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**PEOPLE ITEMS**


Buff Cobb, former star of CBS-TV's Mike & Buff Show and CBS radio commentator, to Robert S. Taplinger & Assoc., N. Y., public relations firm, as account executive specializing in radio-tv.

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**PROFESSIONAL SERVICES**

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives
You are looking at the beam power tube that has made high-power UHF a practical reality. It has met and passed the strenuous "shake-down" test of commercial UHF station operation over a period of 2 years in daily service!

Already proved-in for long life and low cost per hour of operation, RCA-6448 is the forerunner of a sweeping technological advancement in power-tube design that will open a new era in rf power levels—above and beyond previous tube capabilities.

Your RCA Tube Distributor handles RCA Tubes for virtually every application. For prompt tube delivery, call him.

RCA Tubes—for Long-Term Power Delivery

RCA-6448, the "new tube look" in high power. One type meets the frequency requirement for any channel in UHF-TV.

HOW TO GET MORE HOURS FROM AN RCA-6448

- Avoid by-passing of cooling water before it gets to tube. Be liberal with plate water-flow.
- Operate filament at lowest voltage practical for adequate emission (not less than 1.25v per section). During long standbys, reduce normal value to 80%.
- Check electronic protective circuits for correct sensitivity.
- Raise filament voltage gradually (prevents high initial surge current). Run both filament sections at same voltage—obtained from well-regulated supply.
- Keep all tube surfaces CLEAN—to avoid leakage and voltage breakdown.
- "Break-in" new tube in accordance with RCA technical bulletin (packed with each tube).
- Operate spare tubes periodically. Blow water from all ducts before storing or transporting.
- Avoid stresses at glass and ceramic seals—especially when tightening or removing water fittings.
- Do not exceed the maximum rating of the tube—even momentarily.
You don't need a crystal ball to foretell there's a fortune in your future! A look at WDIA's gross dollar volume increase will convince you that here's the nearest thing to guaranteed sales results in any advertising medium anywhere. WDIA—the 60,000 watt station—which controls a quarter of a billion dollar net market!

PROOF OF PERFORMANCE

WDIA has increased its own gross dollar volume by 600%! And has operated a profitable sales program for national advertisers, such as:

Chesterfield Cigarettes  Crisco  \nOrange Milk  Bromo Seltzer  Kraft Mayonnaise  Ex-Lax  \nWrigley

Memphis Negroes are brand conscious. They buy good and they buy big.

NEGO ECONOMY

Entrance of industry in the South has acted as a catalyst to sales in the Negro market. It has placed a quarter of a billion dollars into the pockets of Memphis Negroes. And they are willing to spend 60% of it on products and services. Negroes buy about 80% of all rice sold in Memphis...more than 60% of all toilet soap...60% of the chest rubs...and almost 60% of the flour. Memphis Negroes have buying power!

PULLING POWER

WDIA influences a high percentage of these purchases. Here's how. With its 60,000 watt coverage, WDIA contacts 1,237,680 Negro members of this vast audience consider WDIA their own station. They rarely turn the dial. They not only take intense racial pride in WDIA's negro station, but they know the products of the sponsor behind the entertainers. Almost one-tenth of the Negro population of America listens to WDIA...and buys the products advertised on it!

SPECIALIZED PROGRAMS

WDIA specializes in production of programs, which appeal to the taste of the Southern Negroes. A program advertising your brand of goods would be customized to combine the old traditional with the new trend. It would be Negro music...Negro customs...Negro language—all blended...and sparked by a popular personality, who would give dynamic impact to your commercial copy and create a demand for your product. If you want your share of this quarter of a billion dollar Negro market, drop a note, on your letterhead, that we may send you information on how WDIA can increase your sales and profits. Request, also, your bound copy of, "The Story Of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

John Pepper, President

Bert Ferguson, General Manager

Harold Walker, Commercial Manager

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TV-SPORTS CENTER
PLANS ANNOUNCED

Queens County (N. Y.) Chamber of Commerce says it will sponsor $500 million project in Long Island City and has talked with 'tv people.' Networks appear uninterested.

PLANS to construct a mammoth, $500 million "tv and sports center" above the 250-acre Sunnyside (railroad) Yards in Long Island City, N. Y., were to be announced over the weekend by the Queens County (N. Y.) Chamber of Commerce.

Appointment of a preliminary investigatory body—whose job would be to drum up civic, public and private financial interest—was announced by A. Edward MacDougall, a vice president of the commerce body. The group includes Mickey Schwartz, president of ATV Film Productions Inc.; Carl E. Meyer, a Chase-Manhattan bank vice president; and F. Hosinger of the real estate firm of Hosinger & Bode; construction firm President William Kretzer, and William H. Byrne, an engineer who four years ago designed the model.

Aware that many other builders and groups had proposed similar projects, a spokesman for the chamber told WBT that the group "has been and is talking with the tv people." He declined to name any of them.

A spot check among the networks failed to unearth much to support the spokesman's claim. ABC-TV reported it "wouldn't be interested," citing its property ownership adjacent to the projected Lincoln Square development area on Manhattan's west side. CBS-TV spokesmen indicated they had "heard nothing about such a discussion," and NBC-TV representatives indicated that "while they probably approached us," they had no comment to make.

Retention of the Queens group's spokesman to divulge names was attributed to the fact that "we don't want to tip off the enemy." The "enemy": William Zeckendorf, president of Webb & Knapp, who already has announced plans to erect a 40-acre, $500 million tv city blanketing an L-shaped section of Manhattan's west side from 9th and 12th Avenues between 31st and 37th Streets. Another potential "enemy" of the Queens group would be Broadway Producer (the Playwrights Co.) and real estate tycoon Roger L. Stevens, whose vast Lincoln Square project—entailing slum clearance, construction of a new Metropolitan Opera house, theatres and other cultural attractions—seems ready to get under way this year.

A spokesman for the Zeckendorf organization also declined commenting on "tenant possibilities." There have been reports of discussions with top CBS officials over the past several months.

Of the three networks concerned, ABC-TV seems least likely to move—anywhere. Through Webb & Knapp, ABC in 1953 purchased a group of converted riding stables off Manhattan's Central Park—spanning most of three city blocks—which it has been resting into a permanent broadcasting plant. An ABC-TV spokesman said the network was "quite happy" with its lot, particularly in light of the planned Lincoln Square project, which would give the network a foothold in New York's proposed art center.

NBC, meanwhile, plans to become a major tenant of the new "Color City," currently being planned by the Rockefeller interests for an area adjacent to Radio City [CLOSED CIRCUIT, Aug. 6].

WFRV-TV Plans New Studios

CLAYTON EWING, president of Valley Telecasting Co. (WFRV-TV Green Bay, Wis.), has announced that construction has started on a new studio and office building in Green Bay for the ch. 5 station. In addition, Mr. Ewing said, WFRV-TV's studios in Neenah, Wis., will continue in operation with a full sales staff.

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LARGEST CONTRACT in the history of WTBN Columbus, Ohio, is signed with the station by Roy Wunderlich, president of Cousins and Feenon general hardware stores. The contract is for a concentrated merchandising campaign during sponsor-ship of more than 1700 newscasts a year. Also present at the signing are (l to r) Sam Johnston, acting general manager of WTBN; Burch Riber, WTBN account executive, and Bob Near, assistant merchandising manager of the hardware stores.

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STATIONS

Swimsuits Needed

WMOF Ocala, Fla., will soon be "in the swim," literally. This Thursday the station plans to do its entire broadcast schedule—6 a.m. to 7:15 p.m.—underwater from Florida's Silver Springs.

Manager Jim Kirk and Vernon Arnette will originate all programs from a sub-merged tank with other members of the staff going down for their shows. The stunt will receive tv, newsreel, newspaper and other publicity coverage. The station is plugging the promotion with a station break telling listeners "WMOF—wet mop—underwater at Silver Springs Aug. 30."

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WHLS

MICHIGAN'S POWERFUL
250 WATTER

WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.

4 FULL TIME NEWSMEN

BROADCASTING • TELECASTING
KOVR (TV) Plans Move, Seeking ABC Affiliation

PLANS to move the transmitter site of ch. 13 KOVR (TV) Stockton, Calif., to a point further away from San Francisco and a proposed ABC-TV affiliation were announced last week by Terry H. Lee, president of Television Diablo Inc., which operates the station. An application seeking FCC approval of KOVR’s proposals, including a power increase to 316 kw, has been filed with the Commission.

KOVR plans to move from its present site on Mt. Diablo to Butte Mt., about three miles southeast of Jackson, Calif., and approximately 40 miles further away from San Francisco than its present site. KOVR is now an independent, but Mr. Lee said that ABC affiliation will be secured upon FCC approval of the site change.

George Heinemann, Sam Dana Join WRCA-AM-TV Staffs

TWO executives’ appointments at WRCA-AM-TV New York were announced last week. George Heinemann, director of programming at NBC’s WNBQ (TV)-WMAQ Chicago, is moving to the position of program manager at WRCA-TV, and Sam Dana, supervisor of TV promotion for NBC Spot Sales, has been elevated to head the advertising activities of W RCA and WRCA-TV.

Mr. Heinemann, effective Sept. 1, will replace Steve Krantz, who is resigning to accept an executive position with Screen Gems. Mr. Dana, who has been with NBC since May 1955, replaces Milton Schwartz, who has joined Grey Adv., New York.

A “page boy graduate” of NBC, Mr. Heinemann joined the network in 1936; later became a special events editor with CBS, served in the Naval Air Corps in World War II and rejoined NBC in 1948 as operations manager in Chicago. He was made WNBQ’s program manager in 1951, and director of programming for WNBQ and WMAQ two years later. He is credited with originating Ding Dong School, a program for tots that soon became a top NBC-TV show. He also was instrumental in developing instruction-type entertainment programs and college courses for credit on TV.

Before he moved to NBC, Mr. Dana was a copywriter for McCann-Erickson for two years. He also has done promotional work for the New York Life Insurance Co. and the Underwood Corp.

'Spinningest'

KWEM Memphis believes it has the "spinningest" disc jockey in the world — Kyle (Pappy) Lambert, who last week completed 127 continuous hours on the air.

The previous disc jockey record is said to be that of Don King, WBML, Macon, Ga., who went 125 hours without stopping.

In the Houston area, KTRK-TV’s listeners are multiplying! It’s the BIG families... the families that TVB has shown buy more... look more... use more... that are watching KTRK-TV’s better shows and better showmanship for ALL the family. In the full family viewing time between the hours of 4 to 8 P.M. KTRK-TV racks up an impressive 36.7% share and viewers per set are consistently higher. Reach TVB’s famous “Fifth Quintile” through KTRK-TV... Houston’s Best Buy!
STATIONS MAKING PLANS FOR FOOTBALL COVERAGE

Play-by-play broadcasts to be featured by radio and TV outlets throughout the nation.

Pro games underway.

With football moving onto the nation's sports scene radio stations throughout the country are making plans for play-by-play coverage of the games of their state colleges and universities. Also included in the coverage is professional football, which already has begun its schedule of pre-season games.

Among the first reporting to B&T:

WGN Chicago began its exclusive broadcasts of 17 Chicago Bears' games with the Bears-Philadelphia Eagles exhibition clash last Friday night. Standard Oil of Indiana is sponsoring the game broadcasts for the fourth straight season. Jack Brickhouse will be at the mike for all but the first four pre-season games, which are being handled by Vince Lloyd.

Still on the professional front, WTOP Washington will originate the Washington Redskins' games for American Oil Co. and Marlboro cigarettes on a 64 station network stretching from Albany, N. Y., to Miami, Fla. In addition, WTOP-TV will telecast all Redskins road games except the Philadelphia Eagle contest Oct. 6. Jim Gibbons and Arch McDonald will be at the microphone for both the radio and TV broadcasts.

On the collegiate side WWJ Detroit and WKZO Kalamazoo will carry separate play-by-play broadcasts of the U. of Michigan gridiron schedule. The Buick Dealers of Greater Detroit is sponsoring the WWJ broadcasts for the second straight year, with Bill Fleming handling the microphone. WKZO's coverage will be co-sponsored by Armstrong Machine Works, Kalamazoo, with the second sponsor yet to be named.

WBO Baton Rouge will originate the 10 games of Louisiana State U. for a seven station network with John Ferguson as the play-by-play announcer. Other stations carrying the broadcasts for co-sponsors Kaiser Aluminum & Chemical Corp. and Ethyl Corp. will be WLW New Orleans, KTBS Shreveport, KALB Alexandria, KVOL Lafayette, KLOU Lake Charles and KLIC Monroe.

Pacific Coast Conference games, to be carried by CBS Radio in the West and offered for local sponsorship, have been sold by KOOL Phoenix to Money Oldsmobile Co. and Metropolitan Bottling Co. (Pepsi Cola), both Phoenix. Agency for Money Oldsmobile is Advertising Assoc., same city.

KCBS San Francisco will broadcast all Stanford U. (Palo Alto, Calif.) games in addition to five others involving California schools. Don Kilen will do the play-by-play commentary with Dick Godfrey, KCBS sports coordinator, handling the color.

New WQAM Officials

NEW OFFICIALS of WQAM Miami are Jack Sandler, who has been appointed general manager of the station, and Dave Croninger, who has been named program director. Ed Morgan succeeds Mr. Sandler as sales manager of KOWH Omaha.

Through a printer's error, pictures of the three men published in B&T of Aug. 20 had the wrong namelines. The correct ones appear with this story.

ONE will get you...

It is as "easy as duck soup" to dominate five of Virginia's most dynamic cities. Buy their one and only "V" Station...WTAR-TV. All well within WTAR-TV's "Grade A" Signal, they combine to make America's 26th Market.

In RETAIL SALES, for example...The Bureau of the Census (preliminary Report) shows that WTAR-TV's total coverage area has retail sales of over $1,583,874,000. And here are Retail sales by cities:

NORFOLK ... $495,230,000
HAMPTON ... $32,075,000
PORTSMOUTH ... $96,980,000
WARWICK ... $24,220,000
NEWPORT NEWS ... $8,826,000

Represented by Edward Petry & Co., Inc.

WMOO Plans Sept. Start

WMOO Milford, Mass., has set a target date for mid-September, according to Jim Miller, president of the Bay State Quality Group. WMOO, 1490 kc, 250 w, will be the second Bay State station, the other being WCAT Athol-Orange, Mass. Robert F. Nims, vice president in charge of operations of the group, has been named general manager of both outlets and Henry J. Murray, formerly of WNRI Worcester, R. I., has been appointed sales manager.

Idahoans to Hear Moskovics

GEORGE MOSKOVICS, manager of television development for KNXT (TV) Los Angeles, will be the principal speaker at the annual meeting of the Idaho Broadcasters Assn. in Idaho Falls Sept. 5. Mr. Moskovics will discuss "Sales Strategy for Radio & Television."
Knode Appointed Head Of Petry Plans Board

ELECTION of Tom Knode, vice president and general manager of Petry Television, to chairman of a newly-created plans board was announced today (Monday) by Edward Petry, president of Edward Petry & Co., station representative firm.

In announcing the creation of the plans board with 11 members, Mr. Petry said the board, which will meet on a regular basis, would permit the company to "gain the full benefit of the views and experience of our younger executives and have the advantage of their contribution toward policy-making decisions."

In addition to Mr. Knode, other members of the new board are William Mailliefert, vice president in charge of radio; Martin Nieman and Jim Ebelman, respective eastern sales managers for tv and radio; Louis A. Smith and John Ashburner, respective western managers for tv and radio; Charles Phillips, tv sales manager; Bob Hutton and Bill Steese, respective tv and radio promotion managers; Lee Redfield, special services manager for tv, and Bill Cartwright, manager of the Detroit office.

WNBQ (TV) Color Sales Unit, Headed by Coleman, Set Up

WNBQ (TV) Chicago has established a sales development unit specializing in the promotion of commercial color use by clients, according to Jules Herbeuvaux, vice president and general manager of the NBC-owned all-color station.

Howturd W. Coleman, formerly advertising, promotion and merchandising manager, will head the new department with the title of manager, WNBQ color sales development unit.

Mr. Herbeuvaux said the department will work closely with color tv set manufacturers and dealers, establish a library of color materials and samples, create visual presentations for sales and promotional use and conduct conferences with agencies and clients.

KLZ-TV Sales Set Record

SALES at KLZ-TV Denver totalled $290,000 during the first two weeks of August, setting a new record for the station, it was reported last week by Hugh B. Terry, president-general manager. The sales comprised both new and renewal accounts and involved several syndicated shows.

WJMX to Originate Race

WJMX Florence, S. C., will originate for the fourth season the broadcast of the Southern 500 stock car race on Labor Day, Sept. 3. The broadcast will be fed to more than 50 subscribing stations in southeastern and central states.

The Darlington International Raceway, on which the Labor Day event will take place, was the scene earlier this year of a 200-mile race originated by WJMX and fed to some 40 stations comprising the Darlington Raceway Network.

...This Employee Is a Client at WCBS...

GABY LA POINTE leads "two lives" at CBS Radio in New York; he is both an employee and advertiser. And he finds both "lives" profitable.

From 9 a.m. to 5 p.m., the quiet-spoken Mr. La Pointe functions efficiently as studio and building manager. During off-hours, he devotes "countless time to the advertising, sales and merchandising plans for his remedy for poison o a k, i y and s u m a c, called Myratrol. In this capacity, he works with officials of Humphrey's Medicine Co., New York, which manufactures the product. And it was at Mr. La Pointe's suggestion that Humphrey's decided to use three spot announcements per week on CBS-owned WCBS New York's early morning Jack Sterling Show, beginning in mid-May.

"The results have been amazing," Willard Eldredge, vice president of Humphrey's, reports. "In the first month, we sold close to $15,000, and for the second month, we grossed almost $30,000. This is with virtually no other advertising at all."

Mr. Eldredge acknowledges that when the product was placed on the market about five months ago, spot announcements were used briefly on another station with almost success. Mr. La Pointe suggested the Sterling show, pointing out that a product of this type needed a personality with a loyal following, which would believe the claims made by the air salesman. Mr. Eldredge agreed, knowing that listeners often are skeptical of remedy products since many are on the market and some make exaggerated claims.

According to Mr. Eldredge, Mr. Sterling tested the product on friends and approved it. Shortly after the first announcement, Mr. Eldredge said, Humphrey's began receiving calls from drug stores in the New York metropolitan area, which had been besieged by customers who had heard the broadcast. The demand for the product has grown rapidly in WCBS' coverage area in New York, New Jersey and Connecticut, Mr. Eldredge said.

The company currently is seeking radio personalities in other areas who have what Mr. Eldredge calls "the Jack Sterling touch." He hopes that by the fall he can line up additional sponsorship in areas in the south, coinciding with the season for the various "poison" ailments.

Mr. La Pointe, who retains an interest in Myratrol, is happy about its prospering sideline and gives thanks to Humphrey's, Mr. Eldredge and his 74-year-old mother, Mrs. Eva La Pointe of Laconia, N. H. It is Mrs. La Pointe's herb formula, which she had used on her 14 children for many years, that forms the basis for Myratrol. He confides that his mother has several other home remedies he considers ready for marketing, and adds with a smile: "If these products are launched, they're going to be on CBS too. It feels mighty good to be a CBS employee and a CBS sponsor!"

WBIW Sold for $72,500

SALE of WBIW Bedford, Ind., from William C. Smith Jr. to Joseph and Agnes McGillvera for $72,500 was announced last week by Allen Kander & Co., broker for the transaction. Mutual-affiliated WBIW operates on 1340 kc with 250 w. The station went on the air in 1948.

STATION SHORTS

WMBV-TV Marquette (Green Bay), Wis., last Monday inaugurated its colorcasting service after RCA had completed installation of final link in transmitter. According to general manager, Joseph D. Mackin, WMBV-TV will henceforth carry all scheduled NBC-TV color programs it can (it shares affiliation with ABC-TV) in addition to originating colorcasts locally. Station also signed last week for entire 740 RKO Teleradio film library.

WMSL-TV Decatur, Ala., reports AT&T will furnish live program service from NBC-TV and CBS-TV beginning Oct. 17.

David F. Wood & Assoc., Baltimore public relations firm, appointed public service consultant to WBAL-AM-TV Baltimore.

KABC-TV Hollywood has installed 10 kw driver at Mr. Wilson transmitter, simplifying operation of station's high-power installation and providing improved picture for S. California viewers.

WTVH (TV) to Boost Power

WTVH (TV) (ch. 19) Peoria, Ill., will boost its effective radiated power from 214 kw to 500 kw sometime this fall after installation of a new RCA ultra-gain, uhf tv transmitting antenna, which was delivered last week by the RCA Broadcast & TV Equipment Dept., Camden, N. J. The new antenna is similar to those now being used by WBR-E TV Wilkes-Barre and KPTV (TV) Portland, both uhf stations, in boosting their power to 1 million watts.

Rash to Join WRC-AM-TV

BRYSON RASH, ABC Washington correspondent and news analyst, will join the staff of NBC-owned WRC - A M - T V Washington Sept. 1, according to an announcement by Carleton D. Smith, general manager of the NBC stations. Mr. Rash began his broadcasting career at KMOX St. Louis in 1925 and joined ABC Washington in 1944. He has covered every national political convention since 1940 and has traveled with Presidents Roosevelt, Truman and Eisenhower.

His first assignment at WRC will be a daily 6:15 p.m. EDT newscast on the radio outlet.
adies and gentlemen, this is WGN-AM-TV. We have expert people in the studio.异。
YOU can use "Operation Snowflake" to sell radio and television time in November and December

WHAT'S IT ALL ABOUT?

"Operation Snowflake" is a successful, proven promotion designed to boost the sale of major appliances as Christmas gifts. Last year, "Snowflake" created more tie-in advertising than any other promotion in recent advertising history. Again this year the promotion slogan, "Make it a White Christmas... Give her a Major Appliance," will be advertised from coast-to-coast. And, thousands of major appliance manufacturers, distributors, retailers, banks and utilities will tie-in with the "Snowflake" sales drive.

WHAT'S U.S. STEEL DOING?

U. S. Steel will sell the theme, "Make it a White Christmas," in 2000 commercials on powerhouse radio stations covering 85% of the country's population. It will feature the promotion in 6 commercials on TV's United Steel Hour. And it will run "Snowflake" ads in over 300 newspapers reaching major markets. U. S. Steel will tell 110 major appliance manufacturers, 2400 distributors, 12,000 retailers (Snowflakers in '55), 2400 banks and 2500 utilities about "Operation Snowflake," and provide them with point-of-sale materials.

WHAT CAN RADIO AND TELEVISION STATIONS DO TO CASH IN?

First, send for an "Operation Snowflake" Radio and Television Portfolio. Read the complete story on this outstanding promotion. Then make calls on major appliance manufacturers, distributors, retailers, banks and utilities in your area. Explain what U. S. Steel is doing to boost the sale of appliances. Then show how they can profitably tie-in by using radio or television commercials.

FOR TV... A SPECIAL SALES PORTFOLIO.

To help your salesmen, six "Snowflake" folders have been included in each portfolio. The folders explain the "Snowflake" promotion and point out the value of TV commercials for local tie-in advertising. U. S. Steel has produced four slide commercials for use by your customers. Illustrations of the slides, along with scripts, are included in the folder. A free set of slides for station use are contained in the portfolio. U. S. Steel will support the efforts of local TV advertisers with "Snowflake" commercials on the United States Steel Hour during November and December.

FOR RADIO... A SPECIAL SALES PORTFOLIO.

The portfolio contains suggested radio scripts and six folders which your salesmen can use to spell out to your customers what U. S. Steel is doing to boost appliance sales—and how radio spots fit into the customers' "Snowflake" tie-in plans. Also included is a transcription of a special sound effect that will clinch sales for you! It's the same musical effect which will be used to introduce all 2000 U. S. Steel "Snowflake" radio spots between November 25 and December 9. Just as the now famous "Snowflake" is used as a visual symbol, this musical effect will be the sound that quickly identifies the message, "Make it a White Christmas... Give her a Major Appliance." Local advertisers can use this same musical transcription in their own radio commercials to cash in on U. S. Steel's saturation coverage and direct customers to their stores.

Robert C. Myers, Director
Market Development Division
United States Steel
Pittsburgh 30, Pa.

☐ Please send me the free "Operation Snowflake" Radio Portfolio
☐ Please send me the free "Operation Snowflake" Television Portfolio

Name

Station

Address

City

UNITED STATES STEEL

BT-8-27-6

August 27, 1956 • Page 83
Jack Martin, musician, to WDSU-TV New Orleans as floor manager. Ty Tracy, publicist, Larry Gore Assoc., N. Y., to WDSU-TV as publicity writer.

Don Brant, WISH Indianapolis, to announcing staff of WCPO Cincinnati.

Chick Hearns, sports director of WEEK Peoria, Ill., to KNX Los Angeles as sportscaster-handling play-by-play of all U. of So. Calif. football games this season.

Charles H. Crutchfield, executive vice president and general manager, WBT-WBTW (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C., appointed radio-tv chairman of Governor's Committee for the Public School Amendment by N. C. Gov. Luther H. Hodges. Amendment, to be voted on in general election called by state legislature, will determine future course of public school education in state.

Carl Ward, general manager, WCBS New York, and Roy Ashmen of NBC research and planning, named to advertising and selling committee of Advertising Club of New York.

Ted Schneider, operations manager. WMGM New York, father of boy, Wayne, Aug. 17.


WHEREIN A BROADCASTER ASKS SOME QUESTIONS

TODAY's radio situation, with the old-style network affiliates competing for audience and advertising with the new-fangled music-and-news-operators, calls for a new look at a changed picture, says Jerome Sill, former president and general manager of WMIL Milwaukee who has just contracted to purchase WFPG Atlantic City. Mr. Sill asks some questions which he feels need answering if radio networks are to survive and that this distinction is an important one, why don't networks abridge the field of music to the local station, recognizing that live music, over network lines, is not an improvement over canned music over the station's own tables? Or, if this isn't so, why isn't it? Who says so?

On Television: We seem, most of us, to have abandoned the field of nighttime radio to tv. Is this because the one thing radio did well at night—hour and half-hour drama—tv does better? Has anyone looked into the really phenomenal success stories of nighttime radio in local markets? Do we know nearly enough about the power of locally produced nighttime radio in the form of provocative newcasts, "letters to the editor," remote from interesting spots? Doesn't an idea, repeated in differing forms hundreds of times over hundreds of local stations, provide the test-tube for what a network might possibly do nighttimes in a thousand local stations? Isn't this a new and important station relations function which is utterly ignored by the networks? Or is this a missed opportunity for network affiliates' committees?

Who said that these competencies are dead? Who is there to prove they are outdated, if they are exciting, provocative, timely? Who is continuing to present news commentary in evening hours? Why can't they be fed at an early evening hour to be rebroadcast in the late evening? Has everyone ignored the exciting on-the-spot radio network coverage of the Andrea Doria disaster? Wasn't this something to distinguish the network affiliate from his independent contemporary? Have we forgotten that, by its very nature, tv cannot compete with radio for immediate spot coverage?

On Economics: That there's nothing the network contributes at least equally as important as how much it pays? Is the answer that the radio networks don't really believe in radio networks? Or because everybody is so lazy about terms and words and facts that neither the network nor the affiliate is very successful in telling the other about the community of interest between them? Isn't it time that networks and stations that want to be network stations use the same words to say the same things?
WHAT ROAD FOR ‘OMNIBUS’?

After four seasons on the air on Sunday afternoons and the introduction of many innovations to television, the Ford Foundation’s show moves this fall into Sunday evening. Bucking high-priced “popular” programs, will it dare to keep experimenting? In this exclusive interview, Robert Saudek, director of the Ford Foundation’s TV-Radio Workshop, tells how “Omnibus” grew and what it will do to meet its new competition.

Q: How did the Workshop get started? Whose idea was it? How was it financed? Can you sketch in the background for us?
A: James Webb Young, one of the elder statesmen of advertising, conceived the idea at the time the Ford Foundation was first organized. He was serving the Foundation as consultant in communications and he convinced the board of trustees and officers that television was potentially a very influential dramatic medium and that it would be worthwhile for the Foundation to become actively interested while it was still in a young formative state.

His idea was that the Foundation should not stand on the shoreline as a critic but should plunge right into the mainstream of television, which meant commercial television. Jim Young was asking the Foundation to underwrite an experiment to find out whether it was possible to raise the cultural level of the nation and still attract many viewers. If that could be done, then TV would become a positive force for improving the country’s taste and adding to general information and knowledge. If sponsors could be found for the Foundation programs, they would really be paying for the experiment, so all the Foundation had to do was advance enough money to get the project started. That, roughly, was the underlying idea.

Q: Obviously, Mr. Young sold the Foundation on giving it a trial. What happened then?
A: Yes, Jim Young presented his idea and got an appropriation of $1.2 million. After that he asked me whether I would come over as director of the project, organize it and get it going.

I agreed and after thinking about various plans for three or four months I decided the way to do it was by “going for broke,” taking all the money we had and putting it into the big venture, one very big show in terms of time, position in the schedule and so on, something that would clear all barriers and put a little excitement into the field. We were committed to spend a little money on two small program ventures, but most of the $1.2 million was at hand to back the gamble.

Q: And this first program you are talking about was . . . ?
A: Omnibus.

Q: You decided to take all the money and put it into a single package?

A: That’s right, rather than dribbling it out in half-hour shows that might come and go without making much impression.

Q: Then that was the genesis of the 26-week, 90-minute program?
A: Yes. Actually it came partly out of the feeling that television had fallen into a set of cut-and-dried categories: the quiz show, the dramatic show, the variety show and so on. Everything seemed to fit very easily into pigeon holes and they all came in half-hour or hour packages or quarter-hour packages every week.

Another thing that had a good deal to do with this was that I had attended the New York Zoological Society’s annual meeting where they showed some films. One was a little 30-second film of a jack rabbit running in slow motion across a field. It was a fine little picture and a dramatic show, the variety show and so on. Everything seemed to fit very easily into pigeon holes and they all came in half-hour or hour packages or quarter-hour packages every week.

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And so we outlined the specifications: It would begin (this was in January, I guess, of 1952) on Sunday, Nov. 9, in the fall, and so on. Next we went to the network and outlined our idea and said we would like to have an hour and a half Sunday afternoon. There were some problems to chew over: Can we clear stations for a full hour and a half? Can you get talent to go on a program that the Ford Foundation is involved in, any real talent, because they’ll suspect that it’s sort of a good will, welfare operation or some-

HE’S IN THE DRIVER’S SEAT OF ‘OMNIBUS’

In 1951, Robert Saudek was the picture of a contented radio executive. A decade of network sales and sales service experience, interrupted by a wartime hitch as manager of OWI’s American Broadcasting Station in Europe, had won him a vice presidency in charge of public affairs for ABC. He was successful; more than that, he was thoroughly enjoying the chance to put on the air such spectacular documentaries as “Hiroshima,” “V.D.” and the three-part “Communism in America” which had the triple (for him) advantage of stimulating the listening public, evoking cheers from the critics and scaring many of his fellow ABC executives half to death. He was sitting pretty.

Then came an offer to leave the network and conduct an experiment with a new kind of broadcasting that was to be both public service and commercial and, to succeed, had to be among the best of both. He took the offer, left ABC and joined the Ford Foundation as director of its TV-Radio Workshop, the job he still holds. The story of his five years at the Workshop and of its prize creation, Omnibus, which this fall moves out of its Sunday afternoon period on CBS-TV into a Sunday evening time on ABC-TV, is told in the recorded interview reproduced here.
thing? Will you be able to fill an hour and a half every week? Will you be able to get advertisers to go along with this, because it's new, and it isn't "realistic."

But Frank Stanton did not take that view. He reserved judgment and said he'd let us know. And he called the next day to say we could have the time.

Q: This was the first year. Did your sponsors pay for the time?
A: Yes. The first year our sponsors, as always, paid for the time direct to the network and for the show direct to us.

Q: Did they pay your production costs?
A: Yes.

Q: In other words, the venture paid for itself.
A: It all but paid for itself the first year, yes. We had one sponsor the day we went on the air but within a month we had five.

Q: Does the price include your overhead, too? Or just the production per se?
A: Overhead and everything is right in the figure.

Q: Then you've been operating on a commercial basis?
A: Completely. Actualy more than the networks do because the networks, if you recall recent testimony in Washington, do subsidize major programs very heavily.

Q: Mr. Saudek, you used the term "sponsor" there which sound-
ed very unfamiliar to me in relation to Omnibus. On the air you designate these people as "subscribers." I have always been under the impression that there is a somewhat different relationship between a subscriber and a producer than between a sponsor and a producer. I understood the language was specifically for that purpose.
A: Well, actually the word "subscriber" came about in a most informal way when the program first went on and Alistair Cooke casually mentioned his "subscribers." Afterward he said, "What do you think about it?" I said, "I like it." So after that we did call them subscribers. I think we'll go back to "sponsors" next year.

Q: Do you do anything else at the Tv-Radio Workshop?
A: Yes. We have a second program, made up of the films we made for Omnibus. It's called Under the Sun and it's a syndicated half-hour series, with William Saroyan as m.c.

Q: If I may ask a somewhat facetious question, how did you arrive at the sunburst as your insignia?
A: Prior to that sunburst we had used an animated film opening, with boxes kind of put together and coming apart. It didn't seem to mean anything in particular. It wasn't an insignia you could carry over to other things. So one day I suggested a sunburst because it's a beautiful, identifiable thing.

Q: I had always assumed that this sun had a direct connotation that Omnibus would do anything under the sun that was of interest in itself.
A: You are still right.

Q: Looking back over the history of Omnibus, what would you pick as your most significant programs?
A: I would hesitate to say because I think I would look at it entirely differently from the way you would. I would look at it from the standpoint of what was the ancestor in the series of, for instance, "The Constitution"? What got us going on that style? It was the Napoleon and Josephine letters which we did the first year we were on. James and Pamela Mason read excerpts from the actual letters. They appeared alternately before the camera with a very simple set for a background. But these were the authentic letters, you see, which gave a rather interesting picture of a romantic relation and of Napoleon's military career as he described it to her in rather husbandly terms.

That began to move us along and we used that technique with a feature that we called, "Treason—1789" about the Benedict Arnold treachery, which was based entirely on letters and diaries and other documents, from which it was possible to trace the story. That was a somewhat more ambitious thing, of course, because many more letters and a lot more editorial selection were involved. More production was involved, too. Then, after that, we undertook the Adams series. This was a major undertaking, since it was to be in four parts covering four generations. Finally, there was the Constitution series, but as far as I'm concerned that would be the seed that you suddenly find growing, after planting it away back. It may be something that everybody in the tv audience forgets, but it's a very significant thing to us.

Or, to switch to music, back of Leonard Bernstein's lucid explanations of musical phenomena was the idea three years ago that we do music lessons on the air. We began in a relatively simple way and all of a sudden we found ourselves moving to much more ambitious and sophisticated ideas than just the description of how to play an instrument.

Q: What about the turkeys you've had?
A: I never discuss those.

Q: You face the possibility of turkeys with almost anything you do, anywhere, any time, certainly when you get off the beaten path, and I was thinking that turkeys can be valuable experiences in themselves.
A: Well, they certainly have great cathartic benefits.

Q: There are some people who feel that there haven't been any turkeys on Omnibus.
A: I think those are the people who feel that you should experiment. It's not very hard to do an acceptable play every week.

Q: Let me bring up a question that has troubled me for some time. You purposely set out to go on an uncharted somewhat off-beat course as far as regular television is concerned and you've succeeded very well. Could you have done without something like the Ford Foundation, which has given you both financial backing and a free hand? Say, if you were in a station operation?
A: No, I don't think so.

Q: I was recalling what you said at the beginning of our talk, that you had noticed the conformity to the clock, the quarter, half-hour, hour thing, and were experimentally seeking out new avenues, new ways to use this fine, great medium. Could you guess at some of the effects of Omnibus on television?
A: I would hesitate to try and tell you what those effects might be, but I like to think that there have been lots of them. Nobody ever goes out and says, "Look how smart we are; we borrowed such an idea from Omnibus." Nor do we go out and say it. The main thing, I think, is that networks and advertisers are spending real money for interesting ideas. I don't mean necessarily things labeled educational. I find that it's very good for my youngsters to want to go out actively in sailboats and sail and race. Now, that's far better than having them sit at home reading comic books, much better even than having them sit at home listening to a Brahms symphony on a record. They're active and they're involved in something.

Q: You're asking for an active reaction to environment.
A: Exactly.

Q: Will shifting from the 5-6:30 p.m. late afternoon time to 9-10:30 in the evening this fall make any difference in your approach to programming Omnibus?
A: Yes, it will. I think it will put a good deal more of a burden on us to see that everything on Omnibus is even more attractive.

Q: Prime subjects for prime time?
A: That's right. One thing that I would guard jealously is the basic integrity of the subject and I think that we can guard that and still make it sharper and more fun.

Q: Why was the change made?
A: Because we were anxious to go to evening time, especially Sunday evening time. Sunday is when we've always been on.

Q: Then, there was no problem with CBS, aside from the...?
A: Aside from the fact that we thought we were good enough for the best time around, so we went and looked for it and found it.

Q: Let me sum something up here. You actually are now self-supporting?
A: No. In the four years time now that Omnibus has been on, we have been on the average of 80% self-supporting. Some years we've been completely so, and some years less than completely, but the average for those four years is apparently somewhat better in terms of self-support than that of large programs owned by the networks.
He forgot that “Scotch” is a brand name for tape!

It’s easy for all of us to fall into bad habits! While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: “SCOTCH” Brand Cellophane Tape, or “SCOTCH” Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY

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**August 27, 1956**

Exploration: Landing in order, Robinson, name of capsule, number of cadets. In recent TMA hovering to be announced. Time ECT.

**ABC**
11:00 a.m. Dr. Seuss.
11:30 a.m. "Bible Study Hour.
12:30 p.m. "Voice of Prophecy.
1:00 p.m. "Seventh-day Adventist.
3:00 p.m. "Sunday Hour.
5:00 p.m. "Bible Study Hour.
7:00 p.m. "Time Flies.
9:00 p.m. "Sunday Hour.
11:00 p.m. "Voice of Prophecy.

**CBS**
11:00 a.m. "Sermon on the Mount.
12:00 p.m. "Voice of Prophecy.
1:00 p.m. "Bible Study Hour.
3:00 p.m. "Sunday Hour.
5:00 p.m. "Bible Study Hour.
7:00 p.m. "Sunday Hour.
9:00 p.m. "Voice of Prophecy.
11:00 p.m. "Sunday Hour.

**NBC**
11:00 a.m. "Sermon on the Mount.
12:00 p.m. "Voice of Prophecy.
1:00 p.m. "Bible Study Hour.
3:00 p.m. "Sunday Hour.
5:00 p.m. "Bible Study Hour.
7:00 p.m. "Sunday Hour.
9:00 p.m. "Voice of Prophecy.
11:00 p.m. "Sunday Hour.
THE BRITISH WAY


TELEVISION’s effectiveness as a selling medium has already been demonstrated beyond need of further proof in the United States. But, while it has sold and is selling goods there most successfully, it has by no means always been so successful in keeping public goodwill. There has been, indeed, continuing public resentment over the banality and crudity of approach of many commercials. Moreover, the padding of programme time with old westerns and third-rate wrestling bouts has done little to improve the temper of American audiences towards the commercial’s ultimate pay-off.

Here, in the United Kingdom, we are of course operating differently. First, we have no sponsored programmes. . . . Whatever the rights and wrongs of this much-debated arrangement, it means considerably more talent is being brought to bear on the commercial than was, initially at any rate, in America . . . .

Secondly, British advertising has been able to learn a good deal from the mistakes made by American pioneers. There is a clear and universal realization that advertisers have a responsibility to the public over and above their responsibility to their shareholders to sell more goods. The typical British commercial has been designed to appeal to British taste in a decent and (as often as possible) an entertaining way. It incorporates what advertisers judge to be the better points of the American commercial, while doing its best to avoid the brashness and bounce that have caused so much irritation.

Thirdly, television advertising here has started against a background of considerable minority opposition and is competing with the BBC, whose programmes carry no commercials. There is, therefore, all the more need for the advertiser to make sure that he avoids giving offence. He has been, particularly in these early days of the medium, inclined to underplay his hand as far as hard selling is concerned, even though this means losing something of his impact, rather than overplay his hand and offend potential customers. He is doing his best—possibly too much—to pack his commercial with entertainment value, to make himself and his product liked, rather than relying on a simple and direct selling approach.

BIGGER THAN EVER


I FEEL strongly that the basic challenge to radio is the decision which each of us, as broadcasters, must make on our present and future. Radio potential, as one of the greatest media for service to the public and for advertising, is bigger today than ever before in our history. The sum total of our individual decisions will determine whether we are to maintain that potential and keep it a major medium. If we do not, it will be by our own default, not because of the tactics of any other media. And the fact is, there are all too many broadcasters prepared to play a secondary role rather than the rightful one that is ours.

AS OTHERS SEE US

Bert C. Button, station manager of 2GB Sydney, Australia, writing in that country's Broadcasting and Television magazine on his return from a tour of the U.S.:

TOO many people, particularly agency executives, have come back from overseas trips talking nothing else but tv. They didn't comment on the fact that there is a swing back to radio in America, in fact that 1956 will be a record revenue year for U. S. radio.

No station should panic or think of restricting its operations or reducing staff. What will be wanted is initiative, enterprise and showmanship.

Radio and tv will undoubtedly have to work side by side in advertising campaigns, but radio can still show the advertiser it gives him the frequency he wants, the fluidity he wants at the cheapest cost per impact basis.

INCONSISTENT CONSUMER


GOOD advertising should not depend on “brand loyalty.” Good advertising must keep up with the times, reflect public attitudes and wants. Let's stop thinking of “loyalty.” It smacks too much of “unshakable devotion.” When we talk about loyalty we extol the consumer with a consistency he doesn't possess. Let's realize the transitory nature of the consumer's allegiance.
ALLOCATIONS STILL COMING IN

Numerous filings already on hand at FCC increase. New proposals include channel shifts in Greenfield-Lowell, Mass., and Corpus Christi and Laredo, Tex.

COMMENTs, counter-comments, new requests and appeals from already finalized allocations hangs continued to flow into the FCC last week, as has been the case since the announcement of the Commission’s June 26 Report & Order on tv allocations [B&T, July 2, et seq.].

In filings last week the FCC was asked to reconsider its rule-making decisions in the following areas:

Fort Wayne-Huntington, Ind.—Sarkes Tarzian Inc. (WTTV TV) Bloomington, Ind.) requests that FCC action shifting ch. 21 from Huntington to Fort Wayne be modified to specify ch. 21 as Fort Wayne-Huntington. Sarkes Tarzian has applications pending with FCC for new tv's at Roanoke, Ind. (ch. 21), and towling Green, Ky. (ch. 13).

Des Moines, Iowa—KIOA Des Moines (am utilist) and now dark ch. 17 KGTV (TV) there ask reconsideration of FCC action denying a proposal (filed by KGTV) to shift Des Moines educational reservation from ch. 11 to uhf. College Station, Tex.—Texas Agricultural & Technical College, College Station, and Joint Council on Educational TV request reconsideration of FCC action which changed College Station educational reservation from ch. 3 to 48.

The following comments were received on FCC rule-making proposals concerning the respective areas:

Fresno, Calif.—Board of Supervisors, County of Fresno, opposes removal of ch. 12 from Fresno. The FCC has called for comments on a proposal to make Fresno all uhf by moving ch. 12 to Santa Barbara, adding ch. 30 from Madera, Calif., and moving ch. 59 into Madera. This would give Fresno chs. *18, 24, 30, 47 and 53. KFRE-TV operates on ch. 12 there.

Peoria, Ill.—City of Pekin, Ill., asked FCC not to adopt any rule-making which would remove ch. 8 from Peoria.

Missoula and Kalispell, Mont.—Sandpoint, Idaho—KGVO-TV Missoula (ch. 13) opposes proposal to add ch. 8 to Missoula, requests instead shifting Missoula educational reservation from ch. 11 to 21, making ch. 11 available for commercial use. KBTK Missoula (am station), which advanced the original proposal, supports FCC's proposed rule-making to add ch. 8 to Missoula, substitute ch. 23 for 9 at Sandpoint and substitute ch. 9 for 8 at Kalispell.

Fort Wayne-Angola, Ind.—Sarkes Tarzian Inc., files opposition to and WINT (TV) Waterloo, Ind. (ch. 15), reports in favor of proposal to assign ch. 15 to Fort Wayne, substituting ch. 77 for ch. 15 at Angola, Ind.

Elk City-Woodward, Okla.—Video Independent Theatres Inc. supports proposed rule-making which would add ch. 8 to Elk City. delete same from Woodward and add ch. 35 to latter city. Video Independent Theatres is licensee of KVIT (TV) San Fe, N. M., KSFS-TV Hot Springs, Ark., owns 12.5% of KWTV (TV) Oklahoma City, and is applicant for ch. 13 at Sioux Falls, S. D.

Coos Bay and Prineville, Ore., Yreka, Calif.—KOOS Inc. and Pacific TV Inc., both support proposal to add ch. 11 to Coos Bay, substituting ch. 19 for 11 at Yreka; both oppose other rule-making proposal to allocate ch. 11 to Prineville. KOOS Inc. and Pacific TV are former competing applicants for Coos Bay ch. 16. KOOS Inc. received initial decision when Pacific TV withdrew to await rule-making on its request to assign ch. 11 to Coos Bay.

Nacogdoches and Tyler, Tex., Lake Charles, La.—Lee Scarborough (KELS FM) Nacogdoches supports proposal to allocate ch. 19 to Nacogdoches. Louisiana Educational TV Commission opposes proposal in that it would involve changing Lake Charles educational reservation from ch. 19 to 66. Suggested rulemaking also entails substituting ch. 61 for ch. 19 at Tyler.

Also received were comments on the following proposals, which because of conflict were made part of the same proceeding:

Shinglehouse and Meadville, Pa., Clymer, N. Y.—WGR-TV Buffalo, N. Y. (ch. 2), supports proposal to assign ch. 37 to Clymer and either ch. 26 or 30 to Shinglehouse.

Williamsport, Pa.—WLYC Williamsport favors proposal to assign ch. 26 to that city.

Lancaster, York, Pa.—WSBA-TV York (ch. 43) supports proposed rulemaking which would switch ch. 43 at York for ch. 21 at Lancaster. WNOW-TV York (ch. 49) asks adoption of its proposal to switch ch. 21 from Lancaster to York and ch. 49 from York to Lancaster.

New requests for allocations changes:

Greenfield-Lowell, Mass.—Move ch. 32 from...
Communications Act Author Approves Colo. Gov.'s Action

ACTION of Colorado Gov. Edwin C. Johnson in ordering continued operation of an unlicensed tv booster in that state [BT, Aug. 13] has received the support of former Sen. Clarence C. Dill, who, in a letter to the governor, called the action "... in accordance with the intent of Congress when it passed the FCC law in 1927 [creating former Federal Radio Commission] and revised it in 1934 [present Communications Act]." Sen. Dill, who served as Democratic senator from Washington from 1923 to 1935, is author of the Communications Act and co-authored the Act of 1927.

Sen. Dill said that the newly authorized translator stations are "too costly" for little communities. "The people in these small communities, often far removed from large cities where entertainment is available, need television most of all," the senator wrote. He stated that the FCC could never "... defend successfully its refusal to permit these peanut booster stations which emit not to exceed one watt of power and can’t possibly cause any interference." Sen. Dill reaffirmed his contention that legislation should be passed allowing booster operations to register with the FCC and operate without a license as long as their equipment does not cause interference.

Meanwhile, the Pateros-Brewster TV Assn. of Brewster, Wash., filed with the Commission a petition for a hearing examiner's initial decision recommending that the association be ordered to cease rebroadcasting signals of Spokane tv stations (BT, Aug. 6). Pateros-Brewster contended that since there are no means for licensing boosters under present FCC rules, a charge of non-compliance with the rules cannot prevail. The booster operator claimed that no showing had been made, as it must, of interference to licensed radio stations or authorized services. The examiner's recommendation would in effect "impose a punishment before an offense has been committed." the association said.

Request for 15th Station In Denver Area Is Protested

PROPOSED addition of 15th radio facility in the Denver area last week drew a sharp protest from Mid-America Broadcasters, licensee of KOSI Aurora, Colo. In a letter to the FCC, Mid-America President David M. Segal asked the Commission to order a hearing on the application of Skyline Broadcasting Inc. for 1510 kc. 1 kw unlimited, in Littleton, Colo.

Mr. Segal said KOSI objected "... not as an economic threat ... but an endeavor to take away the true purpose of broadcasting, which is to serve the public. We do not feel that 1 signals in a city the size of Denver can do a job as authorized." Littleton, Lakewood Aurora and Englewood entered an area in the suburbs of Denver, Mr. Segal continued "For a city with a greater population of about 750,000, a total of 15 am stations is a rather ridiculous amount of broadcast facilities."

United Press Facsimile Newspictures

and

United Press Movietone Newspixil and

Build Ratings

GOVERNMENT

Lancaster, Sioux Falls Video Permits Sought

APPLICATIONS seeking construction permits for new television stations were filed with the FCC last week by Video Independent Theatres Inc. for Sioux Fall, S. D., ch. 13, and by WLAN-AM-FM Lancaster, Pa., for Lancaster ch. 21.

Video Independent Theatres plans to use 552 watts, with an antenna height of 470 ft. above average terrain. Construction cost was estimated at $1 million and first year operating cost at $100,000. Video is licensee of KVIT (TV) Santa Fe, N. M., KSPS-TV Hot Springs, Ark., and owns 12.5% of KWTW (TV) Oklahoma City, Okla. Principal owners are Henry S. Griffin (30%), C. F. Motley (12%), C. O. Fulghum (12%) and C. R. Guthrie (12%).

Peoples Broadcasting Co., licensee of WLAN-AM-FM, asked the Commission for 16.97 kw power and an antenna 360 ft. above average terrain. The company plans to spend $75,275 for construction and $80,000 for first year operation. Peoples is owned by F. H. Altdorffer and family.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

AWAITING ORAL ARGUMENT: 7

AWAITING INITIAL DECISION: 3
Hatfield, Ind., (Owenboro, Ky.), ch. 9: Toledo, Ohio, ch. 11: Onondaga-Fairport, N. Y., ch. 11.

IN HEARING: 4
Bensenville-Port Arthur, Tex., ch. 4: Chaqueyuan, Mich., ch. 4: Mayaguez, P. R., ch. 3: Pachuta, Miss., ch. 7.

Tv Monopoly Hearings To Open on Sept. 12

HOUSE Antitrust Subcommittee has schedule 10 days of hearings beginning Sept. 12 in New York in its investigation of alleged monopoly in television, a subcommittee spokesman last week.

Kenneth Harkins, co-counsel, said the schedule calls for hearings these dates: Sept. 12-14, 17-21 and 24-26. He said no dates have been scheduled in October, the following month after one subcommittee hearing has ended; the sessions are likely to run into that month.

No witness list has yet been announced, he said. Rep. Emanuel Celler (D.-N. Y.), chairman of the hearings, said the solicitation of newspaper and film witnesses for the FCC, which already has testified two times before the House subcommittee during sessions in Washington before adjournment of the 84th Congress.

WKLO-7 Request Denied; WTVW (TV) Gets Go-Ahead

WTVW (TV) Evansville, Ind. (ch. 7), in Monday received FCC sanction to begin commercial operation the following day (Tuesday). In granting WTVW special temporary authorization (STA) to go on the air, a board of two commissioners (T. A. M. Craven, acting chairman, and Richard A. Mack) denied a petition by ch. 21 WLKO-TV Louisivation, Ky. (not dark), asking that a hearing be ordered on WTVW's request for a permit (STA, Aug. 20).

WKLO-TV charged that WTVW had engaged in construction "totally different" from that authorized by its construction permit. WLKO-TV also questioned WTVW's financial qualifications. The FCC found that WTVW's construction was "generally consistent" with the approved plan and that WLKO-TV had raised no substantial question regarding WTVW's financial ability to build the station under the STA.

NARTB Granted More Time On Remote Control Proposal

NARTB Wednesday was granted 60 extra days to Oct. 21, to file reply comments in the FCC case covering proposed extension of remote control privileges to directional am stations those above 10 kw, fm and educational fr outlets. The request was made Aug. 20.

The International Brotherhood of Electrical Workers, which has challenged some of the NARTB's technical evidence, opposed the extension or urged that the time be limited to 20 days. The union asked that any NARTB filing be limited to a reply, rather than including new material "which IBEW and other opponents of the petition would not be privileged to answer" under rule-making procedure.

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Strange request? Not so strange as it sounds. Almost every day you actually do pay taxes for other people. Whenever you pay your income tax, or buy anything that is federally taxed, you're paying taxes for customers of federal government electric systems.

Your taxes go to build the federal plants that serve these people. Then, because customers of federal power systems don't pay their share of taxes in their electric bills, you have to be taxed more to make up the difference.

This kind of tax inequality isn't fair to you or any other taxpayer—and it isn't necessary. The more than 400 independent electric companies are ready and willing to provide the additional electricity the nation needs without depending on tax money to build new power plants. America's Independent Electric Light and Power Companies*.

*Names on request from this magazine
FTC Consent Order Settles Revlon Case

REVLO N Products Corp. (cosmetics), New York, a heavy radio-tv advertiser, has promised the Federal Trade Commission that it hereafter will grant proportionally equal advertising and promotion allowances and services to all its customers, the FTC said last week in announcing its approval of a consent order issued by FTC Hearing Examiner Robert L. Piper and agreed to by the cosmetics firm.

The agreement, for settlement purposes only, does not constitute an admission by Revlon that it has violated the law.

The FTC's complaint initiated Feb. 20 had charged that Revlon favored some customers over others in granting advertising-promotional and other considerations for sale of Revlon products.

The FTC complaint specified Revlon violations of the Robinson-Patman Amendment to the Clayton Act in the Washington, D. C., area, but the FTC charged the practices also had been carried on by Revlon in many other American cities, including Baltimore, Cleveland, Chicago and San Francisco.

Among 118 customers in the Washington area, the complaint charged, Revlon gave special services, allowances or other considerations to 26 while discriminating against the other 92. Allowances, the FTC charged, ranged from 3.3% to 22.5% of firms' net sales of Revlon products. In some instances the Revlon allowances were made not only on percentage of sales, but also varied from 69.4% to 100% of a customer's advertising costs for Revlon products, the Feb. 20 complaint said.

Because the consent order was reached, the FTC did not reveal the names of the customers that it had been prepared to prove received preferential allowances.

Consent Settlement Made In Cold Remedy Radio Ads

The Federal Trade Commission Friday adopted an FTC hearing examiner's consent order prohibiting radio advertising claims that "K & K" cold medicine cures colds, prevents pneumonia and otherwise serves as an effective treatment for respiratory ailments. The consent settlement does not constitute an admission by the parties charged that they have violated the law.

Charged with false claims "mostly over radio stations" in a May 8 complaint by the FTC were Clemmie L. Carmichael, trading as Dex Pharmacal Co., and Irving Z. Harris and Pauline B. Harris, partners trading as Veitex Co., United Chemical Co. and T-Lax Products Co., all of Birmingham, Ala.

FTC Orders Insurance Firm To Eliminate Ad Deception

A FEDERAL Trade Commission hearing examiner last week ordered the North American Accident Insurance Co., Chicago, to eliminate deception from its advertising of accident and health insurance. The contested advertising practices were used on radio, newspapers, circulars and through other media.

The examiner's order is not final and may be appealed, stayed or docketed for review by the five-man FTC. The company is one of 41 accident-health insurance firms charged with misleading advertising by the FTC in an industry-wide campaign against "deceiving the public by stressing maximum benefits in advertising without adequately disclosing the small print restrictions contained in the policies."

The initial decision was ordered by Examiner Frank Hier.

The FTC began investigation in the health accident insurance fields in December 1953. Five companies have agreed to FTC cease and desist orders and FTC orders have been upheld in two contested cases, the latter now under appeal in federal courts.

Emerson Transistor Claims Cited by Trade Commission

EMERSON Radio & Phonograph Corp., Jersey City, N. J., was cited Friday by the Federal Trade Commission for advertising the certain of its radios are "transistor" models when according to the FTC, they are not. The FTC also labeled as false Emerson's advertising claims that these transistor radios contain no vacuum tubes and are the smallest pocket radios made.

Emerson made the allegedly false claims in newspapers, magazines and other promotional media, the FTC complaint charged. Emerson has 30 days in which to answer. The FTC has scheduled an Oct. 31 hearing, to be held in New York City. Contacted by B'W, Emerson spokesmen said they will make no statement of the FTC allegations until they have studied the complaint.

False Advertising Charged

DRAKE Laboratories Inc., Detroit, last week was charged with false advertising of its Persulon (hair and scalp preparation) in a complaint issued by the Federal Trade Commission. The FTC claimed that Drake Labs, on radio and in newspapers and magazines, falsely advertised that Persulon would prevent baldness overcome excessive hair loss and eliminate many of the ailments often associated with the scalp. The FTC ordered an Oct. 23 hearing on the complaint.

Broadcast Bureau Questions FCC Conditional tv Grants

LEGALITY of the FCC's conditional tv grant in New Orleans, La., Hartford, Conn., and Peoria and Springfield, Ill., has been questioned by the Federal Communications Broadcasting Bureau. Referring to a petition by Loyola U. which asked removal of a construction ban on its ch. 4 New Orleans grant, the Broadcast Bureau said that the Loyola petition "raises a question which merits very serious consideration by the Commission."

The FCC, in making the grants—New Orleans ch. 4 (WWL-TV), Hartford ch. 3 (WFLI-TV), Peoria ch. 8 (WIRL-TV) and Springfield ch. 2 (WMAY-TV)—forbade construction of the stations pending disposition of deintermixure proceedings in those four cities. All these grants were made following the FCC's now famous June 26 Report & Order on tv allocations (B'W, July 2).

The Broadcast Bureau maintained that all tv permittees should be treated equally, whether they received their grants before or subsequent to the deintermixure proceedings, pointing out that the "change is merely proposed . . . not an accomplished fact." The applicants (who received no-construction grants) were entitled to rely on the present tv allocation so that they could construct their stations subject to the restriction of frequency reassignment by the FCC, the bureau stated. Pending rule-making proposals should not hold up final action on the grants the bureau told the FCC.
Michigan Medical School Installs Color TV System

IN what was reported to be the first installation of a compatible color TV system for medical instruction on the collegiate level, RCA Commercial Electronics Products Div., Camden, N. J., last week began to set up a color system at the U. of Michigan Medical School. Involving more than $180,000 worth of RCA equipment, the installation is scheduled to be completed by the spring semester.

The TV system will be located in the U. of Michigan hospital on the Ann Arbor campus for operation by both the medical school and the university's TV department and is being financed by a grant from the Herbert H. and Grace A. Dow Foundation.

It will consist of a live color camera for clinical demonstration use; a three-vidicon operating room color camera to be installed directly over the surgical table; a three-vidicon color film camera system to integrate film and slide projection; a single vidicon monochrome camera for X-ray closed circuit projection, and 10 RCA Victor 21-inch color TV receivers.

The U. of Michigan—among the first of the nation's schools to apply closed circuit TV to classroom techniques—has maintained an RCA closed circuit monochrome system with four studio cameras and kinescoping equipment.

Patrick Heads Educ. Drive

KENNETH G. PATRICK, manager of educational relations, General Electric Co., last week was named coordinator of the Advertising Council-sponsored "Aid-to-Education" campaign. The drive—designed to inform the public about the increased burden schools and colleges will have to bear as enrollment increases—will be conducted through N. W. Ayer & Son, the volunteer agency. Additional funds will come from the Council for Financial Aid to Education, a non-profit advisory organization dedicated to stimulating greater interest in education by the nation's business community.

WQED (TV) Campaign Set

WQED (TV) Pittsburgh, Pa., pioneer educational TV station, will seek $200,000 in operating funds in a campaign to be conducted in Allegheny County and the nine surrounding counties beginning Sept. 4. Edward J. Magee, management consultant, has been named general chairman of the campaign, which will continue through Oct. 1.

EDUCATION SHORTS

WKNO-TV Memphis, Tenn., educational station, announces its first live program for Sept. 3. Live schedule will increase in October.

Indiana U. Radio & Television Service, Bloomington, making available to stations of Indiana and neighboring states six recorded radio series making up 10th year's curriculum of "Indiana School of the Sky," supervised by Prof. George C. Johnson. Programs are planned for broadcast in conjunction with in-school listening.

WIBW-AM-TV Topeka, Kan., agricultural scholarship to Kansas State College awarded to James Allen Harrison of Topeka.

WQED (TV) Pittsburgh, education station, witching to high power on installation of new equipment purchased from RCA. Station will go from 25 kw to 130 kw effective radiated power.

EDUCATION

"Auto-Matic" Reaction

Sue, the waitress over at the local luncheonette, had a flat tire fixed the other day—simply because she tried to do it herself in public.

It all happened over by Davis Creek somewhere. Sue was driving all by herself when suddenly she heard the tire go ph-ttt. Nobody was around so she pushed up her sleeves and went to work. Minute later a truck driver was at her side, took the jack, changed the tire.

To top it off, when Sue offered to pay him he refused. "You know, I just hate to do a job like this when I'm asked," he said, "but when I get a chance to volunteer—I'm glad to help out."

From where I sit, this shows a lot about people. If they're allowed to make their own decisions instead of being high-pressured, things usually turn out better. And each of us has a right to choose—how to work, how to vote, whether or not to enjoy a bottle of beer. When we forget this, we take a chance of stopping the tolerance for which America is famous.

Joe Marsh

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FELLOWS HITS INFRINGEMENT MEDIA FAILING RELIGION

NARTB president protests an advisory policy statement of the National Council of the Churches of Christ in a letter to its executive director.

RADIO and TV broadcasters have been charged by inference with failing to do their part in advancing the cause of religion, according to NARTB President Harold E. Fellows, commenting on an advisory policy statement by the National Council of the Churches of Christ in the U. S.

Mr. Fellows accused the council of an unfair and unwarranted "accusation by implication," terming it a "rather misguided manner in which to advance the overall cause of religion in our nation." He said he had received three letters from broadcasters who protested the council's statement and its activities before the FCC. The council included Congressional committees in its statement.

Writing to Rev. S. Franklin Mack, council executive director in New York, Mr. Fellows said broadcasters are under no federal mandate to donate time to churches. He said the relationship is between the church and the broadcast facility, contending radio and TV "have done more to advance the cause of religion than any other medium, or media." Most of the time has been donated, he said, adding "nearly all broadcasting facilities provide free time for religious purposes, and quite generously. I am of the opinion that collectively they meet the challenge of the basic responsibility to operate in the public interest, convenience and necessity with great effectiveness and a keen and deep responsibility in the field of religion."

Mr. Fellows wrote that he had previously told Rev. Mack the policy statement and federal propaganda activities "would justifiably meet its protest from responsible broadcasters in our nation who, by virtue of their convictions, have made great contributions to the cause of religion through the free use of their facilities and through the establishment of special service charges, so that the Word of God might have added dissemination throughout our land."

He concluded, "In behalf of the broadcasters of America, I plead with you, and with the other executives of your great organization, to advance the fine understanding and the relationship which I am sure fundamentally exists between the broadcasters and you, and to think seriously before embarking upon further activities which by implication belittle and discount broadcasting's own acceptance of its responsibilities in the religious field and the fine record which broadcasters have made in disseminating religion to this great nation."

Free-Plug Advertising Hit By Arkansas Broadcasters

DONATION of brand-name mentions on national radio-TV broadcasts is developing an army of "free-plug artists and free-loaders who are parasites on the advertising industry and are making a farce out of legitimate sales efforts of networks, agencies and stations," in the opinion of Arkansas Broadcasters Assn.

"Great damage" is being done all media by such practices, ABA held Aug. 18 in a strongly worded resolution which was adopted unanimously. It cited "the wholesale practice" of giving brand name plugs in return for products or services other than those of the program sponsor. This actually deprives agencies, networks and stations of many potential sources of added revenue, ABA said, reducing the worth of the legitimate sponsor's message. These practices, it was contended, violate the spirit of the NARTB and the Arkansas Assn. of Advertising Agencies codes of ethics. The advertising industry should take immediate steps to eliminate the free plugs, with agencies, networks and stations joining in a policing move to bring increased stature to radio and TV advertising, ABA said.

IN enthusiastic discussion at the West Virginia Broadcasters meeting are (l to r) Tom Garten, assistant general manager of WSAZ-TV Huntington; Robert Boyd, radio supervisor of Ashland Oil and Refining Co., Ashland, Ky.; Willis Munro, the oil company's advertising director, and Richard Nason, general manager, WAJR Morgantown. Their subject: the upcoming $200,000 advertising budget Ashland Oil plans this fall.

West Virginia Assn. Names Ray Kandell to Its Board

RAY KANDELL, manager of WKLC St. Albans, was named to the board of West Virginia Broadcasters Assn. at the Aug. 17-19 meeting held at The Greensbrier, White Sulphur Springs. He represents medium stations. Featured speaker at the meeting was FCC Chairman George C. McCannaghey [B&T, Aug. 20].

Problems of political broadcasting were discussed by Jack R. Blume, Washington communications attorney. James W. Blackburn, partner in Blackburn-Hamilton Co., brokers, spoke on the value of broadcast station properties. Reports were made by Jack Gelder, WCHS Charleston, chairman of the legislative committee, and Aud Archer, WCOM Parkersburg, for the sports committee. The sports report covered high school athletic events.

The committee in charge of the meeting included Paul A. Myers, WWVA Wheeling, chairman; Les Golday, WETM Martinsburg, and Walter Patterson, WHAR Clarksburg.

'Newer Heights' for Radio Seen in Last Half of '56

RADIO BUSINESS is a sure bet to hit "newer heights" in the second half of 1956.

The optimistic view was presented Tuesday by Sherill Taylor, vice president and director of promotion for the Radio Advertising Bureau, before the Los Angeles Advertising Club.

Mr. Taylor said radio's upward swing carried local and national spot radio billings to record highs for the first half of the year.

Kear & Kennedy Sets Tests

KEAR & KENNEDY, Washington engineering firm, will conduct receiver tests for Community Broadcasters Assn. to determine interference ratios of present-day receivers. The firm had withdrawn last week from the CBA assignment after publication of an article [B&T, Aug. 20] inferring it would support CBA's contention that all Class IV stations can be increased to 1 kw without adjacent channel interference, but later reconsidered its action. The article correctly reported a statement supplied by Bywords, Washington firm handling CBA publicity. Kear & Kennedy explained it will conduct receiver tests, turning the results over to CBA for any action the association cares to take.

In Cincinnati — Get All Four

Personalities Ratings Audience Power

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

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Here's a good way to start a good day!

NUTRITION authorities say that both adults and children miss many healthful benefits if they fail to eat a good breakfast.

Without breakfast, mid-morning fatigue sometimes occurs...along with irritability and difficulty in concentrating on work or studies. So a good breakfast is the best way to begin the day.

What is a good breakfast? It should supply 25 to 33 percent of the vital nutrients needed for the day. It should include fruit in some form; bread made from whole-grain or enriched flour; cereal or eggs, meat or fish; and milk either to drink or use on cereal or in a cooked dish.

A breakfast planned around these foods, in addition to other things you like, provides "pickup power." You need this energy after having fasted some 12 hours from the meal the night before until breakfast the following morning.

Moreover, every item on a wholesome breakfast menu supplies important nutrients. Citrus fruit or fruit juice helps fill your need for vitamin C. Whole-grain or enriched bread and cereals yield energy, B vitamins, iron and other minerals. Milk is important for both its calcium and its protein, and eggs and meat for their high-grade proteins, vitamins and minerals.

A breakfast that gives you these food elements may help you escape mid-morning fatigue...and helps you to avoid overeating at lunch or dinner. This is why overweight people need well-balanced breakfasts.

If you or members of your family seldom feel hungry for breakfast, you might get into a good breakfast habit if you try some of the following suggestions:

1. Start the day at least 15 minutes earlier. This will allow more time for every member of the family to eat unhurriedly without risking tardiness at school or lateness at the office.

2. Try to take a bit of light exercise before breakfast, preferably in the fresh air.

3. Vary breakfast menus as much as possible. New flavors, new ways of cooking and serving can make breakfast a looked-forward-to meal.

If the leisurely, well-balanced breakfast habit is followed, every member of your family may be helped to feel better, think more clearly and work more effectively.
IRE Fall Symposium Agenda Announced


Oscar Reed Jr., PGIBTS chairman who is with the Washington consulting engineer firm of Jansky & Bailey, is head of the committee planning the meeting. He said that from 200-300 engineers are expected to attend, with headquarters in the Hotel Webster Hall.

Among the scheduled speakers are John T. Wilner, chief engineer of WBAI-TV Baltimore, who will discuss a method of preventing burn-in on image orthicon tubes; Ross Snyder of the Ampex Corp., who will cover the latest in video tape recording development and techniques; Raymond L. Day of RCA Labs, Princeton, N. J., who will make a paper on "The Investigation of the Visibility of Co-Channel Interference by the Use of Picture Carrier Frequency Control."

Moderators of the four individual sessions will be Lewis Winner, editor of Television Engineering; A. Earl Cullum, Dallas consulting engineer; Rodney D. Chipp, Allen B. DuMont Labs, and C. G. Nopper, chief engineer, WMAR-TV Baltimore. Dr. George H. Brown of RCA Labs will be toastmaster for the annual banquet Sept. 14.

Assisting Mr. Reed in planning the symposium are Dr. Brown, Raymond W. Rodgers and Theodore Kenney, both of KDRA-AM-PM Pittsburgh, who will serve as host.

Registration fees are $8 and should be mailed to Mr. Rodgers, 1 Gateway Center, Pittsburgh.

NARTB Names Host Directors For Eight Regional Meetings

HOST directors for the eight NARTB regional conferences have been announced by President Harold E. Fellows. Those directors will preside at luncheons and greet delegates at opening sessions of the two-day agendas built around discussion and workshop programs [BT, Aug. 13].


23 New Subscribers Swell TVB's Membership to 221

ADDITION of 18 stations and five station representatives this summer has swollen Television Bureau of Advertising's total membership to 221, Norman E. (Pete) Cash, TVB president, reported last week. The total is made up of 15 representatives, three networks and 201 separate stations.

Station additions during the summer included: KATV (TV) Pine Bluff, Ark.; WDBO-

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TV Orlando, Fla.; WEAR-TV Pensacola; WRDW Augusta, Ga.; WBTL-TV Columbus, Ga.; KWWL-TV Waterloo, Iowa; KOAM-TV Pittsburg, Kan.; WGAN-TV Portland, Me.; WBAI-TV Baltimore; KWKW-TV St. Louis; WCDA (TV)-WCDW (TV) Atlanta, N. Y.; WLOS (TV) Asheville, N. C.; KVTV (TV) Muskogee, Okla.; KWTW (TV) Oklahoma City; KLOR (TV) Portland, Ore.; WREC-TV Memphis; WCAX-TV Burlington, Vt., and WISN-TV Milwaukee.

The five additional station representatives are Avery-Knodel Inc., John E. Pearson Television Inc., Warr Television Corp., CBS-TV Spot Sales and Young Television Corp.

NARTB's Fellows Announce Two Permanent Committees

TWO standing committees to serve during the 1956-57 fiscal year were announced Thursday by NARTB President Harold E. Fellows. They follow:


Television Film—Harold P. Sec, KRON-TV San Francisco, chairman; Elizabeth Bain, WGN-TV Chicago; Joseph L. Floyd, KHEL-TV Sioux Falls, S. D.; Gordon Gray, WOR-TV New York; Elaine Phillips, WSPD-TV Toledo; Kenneth Tredwell Jr., WBTV (TV) Charlotte, N. C., and Raymond Welpott, WRGB (TV) Schenectady, N. Y.

Lud Richards to Join RAB

C. L. (Lud) Richards, national account executive, WBZ-WBZA Boston and Springfield, Mass., has re- signed to join the National Sales Staff of Radio Advertising Bureau in New York, effective Sept. 15. At RAB, Mr. Richards will be assigned to developing business from advertisers. He will over cover advertising categories as yet not assigned. Mr. Richards joined WBBZ four years ago as advertising and sales promotion manager and was promoted a year ago to national account executive in which capacity he has been coordinating the station's national sales.

Mass. UP Assn. Forms

ORGANIZATION committee of Massachusetts United Press Radio & Television Assn. will meet Sept. 6 in the Parker House, Boston. The committee, to plan its first membership meeting later in the fall, includes Richard Adams, WKXO Framingham; Walter Kearney, WRBK Pittsfield; John J. Hurley, WNEB Worcester; Keith Field, WARA Attleboro; Sherwood J. Tarlow, WHHL Medford; Gordon Swain, WBZ-TV Boston; Alexander Milne, WMHP Northampton; Harvey Struthers, WEEI Boston and Paul Mills, WBZ Boston.

Mr. Richards

Mr. KREMER

Mr. KREMER HEADS CBS SALES DEVELOPMENT

RAY H. KREMER, CBS Radio Spot Sales account executive in Chicago last week was promoted to manager of sales development replacing Ole Morby, who has re- signed. According to Gordon F. Hayes, CBS Radio Spot Sales general manager, Mr. Kreme will direct national wide sales activities from New York Other sales development offices are in Detroit and Chicago. Mr. Kreme serves for 10 years as radio tv director for Lambert & Feasly, New York, later joined Rutledge & Lillenfeld, Chicago, in the same capacity and became associated with CBS Radio Spot Sales in March of last year. He also has been with CBS Radio some years ago when he directed the Grand Central Station series for two years.

NABC Affiliates Session May Shift to Miami Beach

SITE of NABC's forthcoming convention for its affiliates, scheduled for December, appeared last week to be on the verge of change from Boca Raton, Fla., to Miami Beach.

Spokesmen said that although the change wasn't definitely set, NBC probably would take over the Americana Hotel, now under construction at Miami Beach, in order to gain more space for the four-day meeting, which opens Dec. 13. The convention, celebrating the 30th anniversary of NABC, is for both radio and tv affiliates—and the number of tv affiliates has grown materially since the 1951 convention at Boca Raton.

Mr. KREMER

Mr. KREMER

Mr. WALTHER WINCHEL looks over the new contract with Seaboard Drug Co. covering sponsorship of his 15-minute Sunday news-and-commentary feature on Mutual. Also present are (l to r) John B. Poor, CBS president; William Meyers, Seaboard treasurer, and Richard Hubbell, vice president in charge of media for Carlo's Franco Assn., Seaboard's advertising agency. Company will sponsor Mr. Winchell's program on CBS for a full year, starting Sept. 9.

Broadcasting • Telecasting
‘Voiceless’ Frankie Grants ABC-TV ‘Equal Time’ Request

A CASE of laryngitis failed to keep singer-actor Frank Sinatra from appearing Aug. 19 on not one, not two, but three TV networks as guest on three different shows—all in the interest of “equal time.” Learning that Mr. Sinatra was to be on NBC-TV’s Steve Allen Show and CBS-TV’s Ed Sullivan Show within the same hour, ABC-TV programming vice president rushed the following telegram to the crooner: “The ABC television network respectfully requests equal time of your personal services this Sunday night because we have read in the papers that you are going to give time this Sunday night to both NBC and CBS Television Networks... In the interest of fair play to all parties during these hectic Presidential convention days and nights, we urge you to grant us your equal time, in a period we have reserved for you as guest of Donald Woods, host of the ABC-TV Famous Film Festival between 8 and 9 p.m....”

Mr. Sinatra replied in kind: “Since now is the time for all good men to come to the aid of all parties, your request for me to grant equal time... is ok by me. You are to be complimented for acting swiftly in the interests of your millions of TV viewers. If they can’t have all of me, of which there isn’t much, they can at least have a part of me this Sunday night. I shall be pleased to be a guest of Donald Woods... between about 8:20 and 8:40 p.m.”

Networks Appear Cold To Red China’s Travel Offer

IT WAS APPARENT last week that the networks—at least NBC had so indicated—would go along with other principal U.S. news media in turning down invitations to visit communist China. NBC had permitted a correspondent to go to Red China, but with the endorsement by President Eisenhower of the State Dept.’s imposed ban on travel to China, the network cabled James Robinson in Hong Kong that, in view of Mr. Eisenhower’s statement, “the trip is disapproved.” One of CBS’ newsmen also had been invited. CBS officials had no comment on the new development, however. An ABC spokesman said he did not believe his network was involved.

Two Stations Join CBS-TV

TWO additional affiliates were signed last week by CBS-TV, one of them taking the network far out into the Pacific archipelago. They are WARD-TV (ch. 36) Johnstown, Pa., which joined CBS-TV as a primary, interconnected affiliate; and KUAM-TV Agana, Guam, which joined the network under CBS’ Extended Market Plan.

WARD-TV is owned and operated by Rivoli Realty Co., Johnstown, and KUAM-TV is owned by Radio Guam, Beverly Hills, Calif.

NETWORK PEOPLE

Joe Cates, producer-director of CBS-TV’s The $64,000 Question and The $64,000 Challenge, resigned from Entertainment Productions Inc. (formerly Louis G. Cowan Inc.), to accept creative radio-television position with NBC-TV.

Ralph Daniels, salesman for KROW Oakland, Calif., to KNXT (TV) Los Angeles and Columbia Television Pacific Network as national executive.
Western Electric Convention draws 30,000 industry men to see and hear 200 technical papers presented in 50 symposia; five deal directly with radio-tv. New type cathode ray tube introduced and inventor Lee DeForest honored.

NEW technical advances were unveiled last week in Los Angeles and high tribute was paid to inventor Dr. Lee DeForest as an estimated 30,000 engineers and businessmen gathered for the annual Western Electric Show and Convention. The show was sponsored by the West Coast Electronic Manufacturers Assn. and the San Francisco and Los Angeles sections of the Institute of Radio Engineers.

More than 200 technical papers were presented in some 50 symposia at the Ambassador Hotel during the Tuesday-Friday convention, but only five papers, dealing with broadcast transmission systems, were of direct interest to radio-tv.

The greatest source of virtually unapprised energy today comes in a major role in the official opening of more than 700 exhibits at the Pan-Pacific auditorium. Energy from the sun activated a solar battery which in turn operated a device to open the curtain to the show. At this event, officials of WESCO and civic leaders honored Dr. DeForest.

C. Frederick Wolcott, chairman of the board of WESCO, read a scroll citing Dr. DeForest for his "inescapable contributions in the founding of the science of electronics...more in this year of the 50th anniversary of his invention...through which has been made possible the development and growth of one of the most dynamic industries in our national history."

John R. Gibson, acting mayor of Los Angeles, proclaimed "Electronics Week" in that city and cited the industry's contribution to the economy there. About one-third of the $15 billion total is produced in the Los Angeles area, WESCO said.

Dr. Lee DuBridge, president of the California Institute of Technology cited new views of science unfolding with the help of electronics. He said the new radio telescopes have discovered many sources of radio energy in space and one pair of colliding galaxies, "appears to be radiating as much radio energy as 100,000 billion, billion, billion ordinary radio stations."

Papers Presented

Papers on broadcast transmission systems included reports on the status on automation in radio and tv operations by R. A. Isberg, Ampex Corp.; achievement of practical rate speeds for recording video signals by C. Paul Ginsberg, Ampex Corp.; application of modern techniques to the determination of service areas of tv station in both smooth and mountainous terrain by A. Earl Cullum, consulting engineer; extension of tv broadcasting to outlying areas through booster and satellite operations by Thomas P. Friedman, Ramo-Wooldridge Corp.; and complete handling and processing of color tv signals by remote control by John H. Roth, Philco Corp.

Among the new developments shown was a "radically new" type of cathode ray tube—combining most of the essential functions of a microwave receiving set—for tv or radar application.

The new "Wamoscope," designated tube type 6762, is about 20 inches long and has a five-inch fluorescent screen. Microwave signals, fed directly from the antenna into the tube, are amplified, detected and displayed on the screen, thus eliminating the need of many tubes and parts required by conventional receivers.

According to Sylvania's research director, Dr. Robert M. Bowie, the "Wamoscope's" development represents a "significant step in the simplification, increased reliability and versatility of many types of electronic equipment."

The tube was developed jointly by Sylvania and the Office of Naval Research at the manufacturer's labs in Bayside, N. Y. It derives its name from a contraction of "wave-modulated oscilloscope," its working label.

Power Transistor Shown

Also unveiled at the Los Angeles exhibition were a new, hermetically-sealed power transistor for auto radios and a "do-it-yourself" kit for making a transistorized portable radio. Seen for the first time in public, the Sylvania 2N242 transistor is said to be unusual in that it "represents the first economically practical use of transistors in the entertainment field, competitive with components replaced."

It will make obsolete several now-standard parts of car radios and will, says Sylvania, "cut down the drain on car batteries."

The "do-it-yourself" kit consists of six transistors, a crystal diode and a 40-page manual listing instructions and applications. The kit will go on national sale Sept. 15.

A seven-point platform of "responsibilities" for the electronics industry was also unveiled, as orderly growth was offered by Dr. W. R. G. Baker, a vice president of General Electric and RETMA's president.

Among the "musts" for the industry, Dr. Baker stressed the need for a thorough study of "whether uhf service can be made reasonably comparable to the widely-used vhf service."

Other points made by Dr. Baker: New products must not be too close to the past until they are ready; responsibilities for research, development, production and delivery of military products should be fulfilled; "work unceasingly to provide a fair return on investment"; "employ as a genuine interest in "good pay, pleasant working conditions and steady jobs"; industry and community have "interrelated responsibilities," and an increasing technology can be aided via the field of education.

In his talk, Dr. Baker placed the electronics industry as the fourth largest in the country with 75% of its more than 1.7 million employees working on jobs that did not exist 10 years ago.

A suggestion that radio units be installed in traffic lights for use as a public address system as a method of directing people in emergencies and thus cutting down panic was offered by Elmer W. Hassel, an engineer with General Electric's communication equipment section.

As described by Mr. Hassel, voice messages could be given to motorists and pedestrians through traffic light equipment. Amplifiers could be mounted in the same cabinets which contain intersection radio tone control units. The latter units actually control the signals and make it possible for all the signal lights within a city to flash certain color combinations at the same time.
Dr. DuMont Predicts Deintermixture Plan

ALLEN B. DUMONT, board chairman of Allen B. DuMont Labs, doubts that the FCC will go through with a move of all TV to the uhf band.

According to his speech prepared for delivery Friday night before the Texas Electronics Assn.'s annual banquet in Houston, Dr. DuMont predicted that vhf will be retained and the FCC "will finally come to a plan of deintermixture."

Dr. DuMont asserted:

"If all television is moved to uhf, there is going to be a percentage of people who will have no television. You can't escape the fact that a uhf signal can't be received in the shadows of hills and mountains or that uhf coverage can't be as great as vhf. People far removed from transmitters will not have reception."

He suggested that a deintermixture plan be adopted that would have vhf stations "only for areas that require such signals because of terrain or necessary coverage, while uhf stations . . . (would be) the rule wherever such signals would give full area coverage."

Reiterating a charge he has made before, Dr. DuMont declared that the Commission "chooses completely to disregard the economic realities of life," and as a result "we have the present mess in which there are not enough competing stations in most areas—with resulting lack of choice of program selection by viewers."

He reminded that DuMont had proposed a plan before the FCC to have placed at least four vhf stations in most of the major markets of the country with uhf channels used for smaller communities.

At the same time, Dr. DuMont once again voiced doubt that the mass sale of color receivers—i.e., sold to the public in mass quantities at a profit"—is around the corner. "Frankly, I think it is at least some years in the future," he continued.

"With present color circuits and tube costs, I don't know any manufacturer who can market a set for under $500 and get a reasonable profit margin."

Dr. DuMont thought the "ideal" color picture tube has not yet been developed and that the quality of a monochrome picture on a color set has been a problem. Noting the forecasts by some industry leaders that a color breakthrough will be achieved this fall, Dr. DuMont commented: "I'm afraid I'm from Missouri and want to be shown."

Also covered in Dr. DuMont's address:

Service Business Big

The TV service business is ringling up the cash register at an estimated rate of $1 billion per year (national bill for TV maintenance). And if you add the cost of antenna installations, radio maintenance and service on other electronic products, make it $2 billion overall.

Come 1960, when about 59 million black-and-white receivers and about 7.5 million color TV sets are in use, the national bill for installation and maintenance will be $4,000 billion. The projectionist is William L. Parkinson, planning study manager of General Electric's appliance and TV receiver division. He was to speak last Saturday before the Texas Service men's Assn. in Houston.

Dr. DuMont Labs Ships Equipment

SHIPMENT of a 5-kw transmitter and associated equipment to KDIX-TV Dickinson, N. D. (ch. 2), scheduled to go on the air Oct. 1, and a 5-kw transmitter and TV studio equipment (including an image orthicon camera chain) to WYES (TV) New Orleans (ch. 8), an educational station not yet on the air, was announced Thursday by Allen B. Du Mont Labs.

cast of a normal sales volume of around 9 million TV receivers within the next five years (includes also replacements), emphasis that the set making business is going through a "pretty rough shake-out" period, but a prediction of a bullish market with total volume of units increasing and becoming more stable in production and in sales.

388,914 TV Sets Go To Dealers in June

SHIPMENTS of TV sets to dealers in June totaled 388,914 units, well above the 326,979 shipped in May but under the 407,087 of June 1955, according to Radio-Electronics-TV Mfrs. Assn. Six-month shipments totaled 2,775,022 sets compared to 3,084,717 in the first half of 1955. Cumulative TV set shipments to dealers by states during the first half of 1956 follow:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
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<tr>
<td>Alabama</td>
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<td>Wyoming</td>
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<td>Hawaii</td>
<td>6,475</td>
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<td>Grand total</td>
<td>2,795,022</td>
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Audio 6-Month Sales 'High'

SALES and profits during the first six months of this year of Audio Devices Inc., New York, manufacturers of recording discs, magnetic tape and film, "were maintained at high 1955 levels," President William C. Speed reported last week.

For the six months ended June 30, Audio Devices reported net sales of $1,818,181 of which $103,952 could be termed net income. Federal income taxes accounted for $95,500, on profits of $199,452 equaling 17 cents per share of capital stock. Accounting for the "strong sales showing," Mr. Speed noted, was an industry-wide 13% price reduction and the increased demand from the scientific industrial market for Audio's "EP" (Extra-Precision) tape.

Sylvania Promotes Three

NORMAN L. HARVEY, chief engineer, Sylvania Electric Products, Radio-TV Div., Buffalo, N. Y., has been appointed tube operations manager at Sylvania's Electronics Div., Woburn, Mass.

Robert R. Thalner, former engineering manager of the Radio-TV Div., succeeds Mr. Harvey as chief engineer. Mr. Thalner's post will be taken by Verlis H. Wiley, factory liaison engineering manager in Buffalo.

Out in front in many other markets, too.

Los Angeles — #1 show in its time period for months, audience share over 30% in this seven station market.

Tulsa — 60.7% share of audience in competition with two popular westerns.

Memphis — First in time period, 45.9% share; 11.9 rating.

Hitch your sales message to the show most bought by audiences, SHEENA, QUEEN OF THE JUNGLE.

Source: ARB

Write, wire, phone

ABC FILM SYNDICATION, INC.
10 East 44th Street
New York City
OXford 7-5880

"SHEENA QUEEN OF THE JUNGLE" LEADS ALL SYNDICATED SHOWS IN ROANOKE.
What Are Miami's Major Grocery Chains?

ASK YOUR COLONEL

He has a 1956 listing of grocery and drug chains, and department stores in ever changing Miami . . . and in 23 other markets he sells.

PGW TELEVISION SALES

BELLS DEVELOPS PICTURE PHONE THAT ALLOWS VIEW OF CALLER

TELEPHONES with television may soon become commercially feasible. That was the word last week from Bell Telephone Labs as it announced the development of a "picture phone" that allows callers to see, as well as talk to, one another from as far apart as Los Angeles to New York.

The picture phone is basically a slow-scan TV system attached to a telephone that allows a caller's picture to be "dialed" by the flick of a finger. Devised by Bell's Winston E. Kock, Leonard H. Solomon, electronic division manager, Mitchell Mfg. Co., Chicago, appointed general manager of Golde Mfg. Co. (slide projectors, spotlights, projection accessories), Chicago.

William P. Bartley, member of General Electric Co.'s Electronics Lab Group involved with magnetic tape and drum recording as well as color TV, named manager of lab's communications sub-section.


Gilbert S. McKean, formerly advertising and merchandising director, Columbia Records, N. Y., to Magnetics Corp. of America, N. Y., as marketing manager.


Otto Graham, retired from Cleveland Browns football team, has signed with Motorola Inc., Chicago, to participate in promotions during 1956 fall selling season.

MANUFACTURING SHORTS

FOTO-VIDEO Labs, Little Falls, N. J., has developed new testing unit, Model V-3B, for use in TV studio, microwave and transmitting equipment.

Allen B. DuMont Labs, Clifton, N. J., reports shipment of 20 kw amplifier to KLFY-TV Lafayette, La., and 50 kw transmitter, four image orthicon camera chains and multi-scanning equipment to WRVA-TV Richmond, Va.

RCA, Camden, N. J., announces shipment of six-section supertwistile antenna to WAGM-TV Presque Isle, Me., and eight-section antenna to KGW-TV Portland, Ore.

Ponder & Best Tele-Lens Div., Hollywood importer, announces Model I Tewe-Motivefinder for use with 16mm film. Focal length capacity of accessory, priced at $49.95, ranges from 11.5 to 75.5mm. Also described in P&B brochure is Model II available for 35mm film, at same price.

General Electric Co. has opened new microwave sales office in Kansas City and appointed Wayne E. Evans as its head. Mr. Evans formerly was with GE's communications equipment staff at Electronics Park, Syracuse.

Floyd K. Becker, Bell engineer, demonstrates how one of the experimental picture phones work.

Floyd K. Becker and R. L. Miller, the apparatus is the first TV transmission system of its kind to employ ordinary telephone cable and wire and relays a small picture every two seconds, as opposed to regular, high frequency TV, which flashes 30 pictures a second and uses coaxial wiring.

Operationally, the picture phone is still in its infancy and Bell still isn't quite sure where to put the camera. Several experimental models combine both telephone and camera, others maintain a separate camera, but neither type requires bright Klieg-light illumination. Although the time is still a "good way off" until the picture phone sees actual service, Bell Labs is thinking about offering the new system as a regular addition to telephone service. Should you get tired of looking at the face on the other end of the line, you can always turn the picture switch off.

MANUFACTURING PEOPLE

George Gill appointed manager of new N. MIAMI, Fla., southern branch of Century Lighting Inc., N. Y. Southern branch, in addition to application and sales engineering, will feature lighting equipment warehouse and retail department. It is located at 1477 N.E. 129th St.


"There we sat, listening to KRIZ Phoenix and watching the moon, and the darn fool was making . . . wishes!"
Sylvania Television Awards

JUDGING for the 1956 Sylvania Television Awards will no longer be an intramural matter, according to a joint announcement made last week by Don G. Mitchell, chairman and president of the sponsoring Sylvania Electric Products Inc., and critic-author Deems Taylor, chairman of the awards committee.

Following last year's experiment of throwing open nominations—on a limited basis—to a select group of newspaper TV critics, the committee has decided to expand the critics' panel to 30 journalists, and to permit local stations to have a voice in the matter of who merits the award. Stations, said the awards committee, may make recommendations to their local TV critics, who, in turn, will make his quarterly recommendations to the board of judges.

AWARD SHORTS

Bob Cummings, CBS-TV, received honorary commission as colonel in Air National Guard for promoting public awareness of Guard.

Manie Sacks, staff vice president, RCA and NBC, given Humanitarian Award by Philadelphia Variety Club.

WSTC Stamford, Conn., commended by fire control officer for State Park & Forest Commission for cooperation in airing public service announcements warning of fire danger.

Jack V. Cook, account executive, WTAR-TV Norfolk, Va., and Mrs. Cook awarded weekend in New York by Norfolk Chamber of Commerce. Award goes annually to chamber's top contact representative.

Ruth Welles, retired women's commentator, WRCV Philadelphia, received awards from station and city of Philadelphia recognizing her 16 years' service in broadcasting.

Harry Wiest, graduate student of Northwestern U., Evanston, Ill., won scholarship award of 15th annual NBC-Northwestern Summer Television Institute. Eighteen other students received certificates.

WTVJ (TV) Miami, Fla., received certificate of appreciation from area Marine Corps Reserve citing "wholehearted support."

KHOL-TV Kearney, Neb., staff members who received honorary ratings from U.S. Marine Corps for services on weekly Armed Forces show: Station Manager Jack Gilbert promoted to honorary Technical Sergeant; Art Eckdahl, Jerry Granger, sportscaster, and Bob Stolz, production assistant, received Booster First Class award certificates.

KOMA-KWTV (TV) Oklahoma City given citation of appreciation for outstanding public service from Oklahoma City Veterans of Foreign Wars.

Rex Trailer, WBZ-TV Boston performer, received citation from Wilmington 4-H Mounties for inspiration and guidance to young people of New England.

John O'Hara, novelist and columnist for Collier's magazine, named to George Foster Peabody Radio & Television Awards Board.

NBC show, Child Wanted, received Boys Club of America citation recognizing show's efforts to acquaint public with adoption procedure.

KTRK-TV Houston, Tex., named "A Partner for Life" by Boys of Cal Farley's Boys Ranch, Amarillo, Tex.

AWARDS

The Type TS-1 Telesync equipment has been designed specifically to meet the requirements for a quality unit for generating RETMA sync signals when used in conjunction with a high fidelity TV receiver such as the NEMS-CLARKE TR-I or equivalent. It embodies features which insure reliability for full-time commercial use and provides signals of exceptional quality.

SPECIFICATIONS

Type ........................................ Mixed Sync
Level ...................................... 3 to 8 volts, peak-to-peak into a 75 ohm load
Polarity .................................. Negative
Vertical Drive .............................. 6 volts peak-to-peak at 60 cycles into a 75 ohm load
Horizontal Drive ............................ 6 volts peak-to-peak at 15,750 cycles into a 75 ohm load
Mixed Blanking ......................... 6 volts peak-to-peak at Standard RETMA signal into a 75 ohm load
Mixed Sync ................................. 6 volts peak-to-peak at Standard RETMA signal into a 75 ohm load
Power Supply .............................. Self-Contained
Power Requirements ........................... 117 × 60 cycles, 105 watts
Size ...................................... 13½" x 19" x 3½"
Finish ................................... Dark umber gray

For further details write Dept. M-1

NEMS - CLARKE
Incorporated
919 Jesup-Blair Drive
Silver Spring, Maryland

When you are in Chicago stop by
360 N. Michigan Ave. for your
current issue of B&W or call
Central 6-4115

August 27, 1956 - Page 103
Private Commercial Tv Goal of German Assn.

Four organizations, with money to back their stand, join forces in protest of government-owned stations' plans to place commercial segments in programming schedule.

WITH the object of making commercial television in Germany a private industry, a group of organizations met Aug. 8 in Munich and formed Studien-Gesellschaft fuer Funk-und Fernsehen-Werbung (Study Assn. for Radio & TV Advertising). At the present time, there are no privately-owned stations in Germany. The association, with headquarters in Frankfurt, was formed to protest the plans of existing non-commercial, quasi-official, state-owned stations to place commercial segments in their broadcast schedules. Radio Bavaria, Munich, was the first organization to adopt the plan and will turn one segment commercial within a few weeks. Other government-owned stations plan to follow suit in the near future.

Members of the new group include Bundesverband der Deutschen Industrie (German industrial federation), Bundesverband Deutscher Zeitungs-Verleger (German newspaper publishers' association), Markenverband (association of manufacturers comprising most of the country's national advertisers) and Verband Deutscher Werbungs-Mittler und Werbe-Agenturen (federation of German advertising agencies). The group is believed to have the money to back its plan for a private broadcasting industry and the influence of parliamentary levels to push its projects through legal barriers.

The first group that openly opposed putting commercial tv into the hands of existing quasi-official stations, the publishers association, is believed to be the big power behind the study association. It's no secret, also, that the German tv set manufacturers are strongly for a two-level tv system rather than combining commercial and non-commercial operations into the government system.

Experts in Germany believe that there is enough frequency room for both a state-operated and a private tv network, though existing stations deny this. It is expected that a future, privately-owned commercial network would use uhf frequencies. Best guess is that private broadcasting will be launched in two years.

French-Language Outlets Plan Quebec Meeting

ANNUAL MEETING of the Assn. Canadienne de la Radio et de la Television de Langue Francaise (French-language radio and television broadcasters association) will be held at the Alpine Inn, Ste. Marguerite, Quebec, Sept. 10-12. A full agenda has been planned for all Canadian French-language broadcasters and advertising agency executives. Phil Lalonde, CKAC Montreal, and Lionel Morin, CIMS Montreal, are in charge of arrangements.

Toronto School to Seek Educational Uhf Station

APPLICATION is to be made soon by Ryerson Institute of Technology, Toronto, for the first Canadian educational tv station. Ryerson Institute is a vocational school the Ontario government and trains most of the radio and television personnel for the Canadian industry. Ryerson Institute operates an fm educational station, primarily for training students, and plans to do the same for tv if its planned request for a uhf station is upheld.

No decision has been made yet as to what uhf channel Ryerson will ask for. The application will run up against Canadian government policy of allowing only one station in one city and, although the uhf application is for an educational non-commercial operation, the government has not intimated if it will change its policy of one-station monopoly for a non-commercial outlet.

Programming Talks Highlight Atlantic Broadcasters Meet

PROGRAMMING from morning to night, on community stations, featured the agenda of the Atlantic Assn. of Broadcasters convention at Digby Pines, N. S., Aug. 22-24. In addition, a report was made of activities of the Canadian Assn. of Radio & Television Broadcasters by President Fred Lynds, CKWQ-AM-TV Moncton, N. B., and Charles Fenton, CARTB sales director, reported on sales.

Chairman of the convention was Gerry Redmond, AAB president and manager of CHNS Halifax, N. S. Dan Kops, WAVZ New Haven, Conn., told how his station meets the challenge of three tv and four radio stations in the WAVZ area.

To Share Toronto Studio

ROBERT LAWRENCE Productions, New York, reported last week that its subsidiary in Canada, Robert Lawrence Productions Ltd., has made arrangements with Meridan Films Ltd. for both companies to operate from Meridian's newly-completed sound motion picture studio in Toronto. Robert Lawrence Productions, which specializes in tv commercial production, now has three centers—studios in New York and Toronto as well as animation facilities in Hollywood (via Grantray-Lawrence Animation Inc., an affiliate). Meridian's operations concentrate on industrial and theatrical motion pictures and thus will not conflict with those of the Lawrence organization.

INTERNATIONAL PEOPLE

Frank Griffiths, past governor of Canadian Tax Foundation, and member of advisory board of Cablevision Institute of Canada, to president of CKNW New Westminster, B. C.

John Morris to sales manager of CKSL London, Ont.

Manuel Lopez Agredano, production manager, XEAV and XEDK Guadalajara, Mexico, spending 90 days at WKY-AM-TV Oklahoma City under International Educational Exchange Service for foreign specialists.

Mrs. Anna Dexter, 78, household and current events commentator of CHNS Halifax, N. S., for past 28 years, died at Halifax, Aug. 16.

INTERNATIONAL SHORT

Robin Hood Flour Mills Ltd., Montreal, names McCann-Erickson (Canada) Ltd., Montreal, for advertising.
LOCAL LEADERS SALUTE WOHS
LEADING citizens of Shelby, N. C., took to the air to speak for themselves and citizens in wishing WOHS a happy birthday Tuesday when the station achieved its tenth year. Twenty-odd senators, police chiefs, sheriffs, school officials, judges, newspaper editors and others came into WOHS to tape record greetings, some of which saluted the station’s dedication of facilities “to the betterment of Shelby and Cleveland County,” and wished well to “our public service station, WOHS Shelby.”

KAKE TRIES SOLID GOODMAN
DETOURING the beaten path in radio programming KAKE Wichita, Kan., Aug. 10 programmed a Benny Goodman marathon that started at midnight Friday and lasted 25 hours, 43 minutes and 21 seconds, all recorded Goodman music with no repeats. Listeners, asked to send in a guess as to how long the Goodman fare could hold out, were offered Goodman record albums and $10 bills; Mail, specified to be postmarked before 10 p.m. Saturday night, had reached a count of 586 by the Tuesday morning following the marathon and heavy telephone response was registered. The station is currently considering requests for more marathons featuring other bands.

DO-IT-YOURSELF HURRICANE MAP
A POCKET hurricane plotting map has been produced by WTJW Miami as a merchandising aid for advertiser Atlantic Refining Co. Featuring a cover picture of Jim Dooley, WTJW’s Atlantic Weatherman, the promotion piece was printed in a quantity of 20,000 for distribution through Atlantic service stations. Folded, it measures 4½ x 6 in. and carries the plotting map of the area inside, with hurricane “do and don’t” information printed on the back.

CHICAGO FIRM FILMS OPERA
LAWRENCE V. KELLEY, executive director of Operatic Productions Inc., Chicago, announces a series of 30-minute grand opera tv productions being filmed for ABC-TV. Pilot film of a sequence from “La Bohème,” featured at the Chicago Civic Opera House Aug. 25, is reported to be the first in the series of operatic productions for tv. Nicola Rescigno will conduct a 60-minute Chicago symphony orchestra group in the series.

CBC-TV TO AIR VOYAGEUR TALES
FUR TRADERS and voygeurs of Canada’s early colonization period will be depicted on Canadian tv this winter as the Canadian Broadcasting Corp., with Omega Productions Ltd., Montreal, starts filming this month a series of 39 half-hour adventures of 17th century fur trader-explorer Pierre Radisson.

The series will be dubbed in both English and French, on an island near Montreal, to give as authentic background scenery as possible.

The story, opening with Radisson’s capture by Iroquois Indians when he was just 17 years old, is based on the explorer’s original diary. Jacques Godin, 26-year-old Montreal actor, will play Radisson, and 30-year-old Rene Caron will play Des Grosseilliers, Radisson’s partner and brother-in-law. Pierre Gauvreau is CBC producer.

ENTHUSIASTIC HUNT
TO PROMOTE its new “24 Hour Top 40” news format, WLCS Baton Rouge, La., held a $10,000 treasure hunt, with the winner eventually taking home $500. Clues were given hourly to help searchers find a hidden certificate, the value of which dropped to $500 following the 10th hour of the hunt. The station said the “thousands” looking for the money uprooted parking meters, overturned monuments and broke park benches.

Immediately after the treasure hunt ended, WLCS announced plans for a Cash-o-rama contest involving telephone, house and license numbers. Nine $10 and one $100 number will be announced each day, plus a $1,000 number weekly.

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

WEDO MARKS 10TH BIRTHDAY
ENTERING its second decade on the air, WEDO McKeensport, Pa., has launched a tenth anniversary trailer unit to promote its birthday locally and in nearby communities. The station started celebrating its anniversary month by giving away more than 30 radio sets to listeners and topped off the celebration with a three-hour trailer-based broadcast party in downtown McKeensport. Station talent, pretty girls and visiting celebrities entertained the crowds and passed out records, gifts and candy.

THE Toffenetti Restaurant and Hotel, St. Petersburg, Fla., has signed to sponsor two daily newscasts on WSUN that city. Completing final arrangements are (l to r) Doris L. Toffenetti S., Neil Vanderpoel, WSUN sales representative; Arliss Faster, manager of the hotel and restaurant, and Fred P. Shown, WSUN-AM-TV manager.
KASI MAKES JayCEES WORK

KASI Ames, Iowa, was glad to turn over facilities one day for a Junior Chamber of Commerce benefit. But the Jaycees had to "sing for their supper" by selling time, giving newscasts, running record shows and giving station breaks, with regular staff standing by for advice. At day's end, the Jaycees took home KASI earnings for their charity fund.

WBKB (TV) ADDS NEW SHOW

WBKB (TV) Chicago has added the Teddy Phillips Show, with orchestra of same name, to its schedule. Addition of the show is another step in WBKB's move toward live dance band programs, it was reported.

WET ORIGINATION FOR WING

NO hot air station in summer months is WING Dayton, Ohio. This station sends its mid-morning disc jockey, Bud Baldwin to the Miamisburg, Ohio, municipal pool every day to do his show directly from a pool-side console. Mr. Baldwin presides beside the water appropriately dressed in swim togs in the shade as viewers.

KLZ-TV COVERS FLOOD DAMAGE

DRAGGING cameras and remote equipment through mud and water, KLZ-TV Denver brought the story of floods in South Denver to viewers. Those in more fortunate, drier parts of town saw cleanup crews and residents as they cleared out six-inch deposits of mud and pictures of yard-high water marks inside homes as KLZ-TV documented million-dollar flood damage from heavy rains.

TIMELY QUESTION

"Was your antenna blown down last night?"

KWRT Boonville, Mo., carried a series of spots for a radio-TV repair shop asking that question the morning after a tornado struck the area. KWRT owner Bill Tedrick and his staffers had a ready answer for the query. The tornado had leveled the station's tower and they had spent the night in a rainstorm making temporary repairs so that KWRT could sign on at its regular time the next morning.

RADIO DIAMOND'S BEST FRIEND

How radio turned out to be an 18-karat medium for Bernard Shipper, manager of Zale's Credit Jewelers in Galveston, Tex., is told in a new brochure issued last week by Radio Advertising Bureau. Titled Radio Boosts Diamond Sales 59% for Zale's-Galveston, the booklet tells how Mr. Shipper, unhappy with the results of his heavy newspaper advertising schedule, turned to radio. The result, says RAB, sales shot up within a six-month period, and Mr. Shipper's branch was signalled out for no less than two sales incentive awards by Zale's home office in Dallas.

MORE COLOR ON WRC-A-TV

STARTING Sept. 10, WRC-A-TV New York will increase its weekday colorcasting schedule to one hour and 40 minutes daily, five days a week. It is now colorcasting 55 minutes daily. The eight hours-plus of weekly colorcasting will represent approximately 65% of the station's local programming.

REASSURING confidence in radio, George F. Martin, sales manager of Worcester (Mass.) Gas & Light Co., signs a one-year contract to sponsor WTAG Worcester's news-commentator Jim Little in a 10-minute show across-the-board. Involved in the purchase are (1 to r): seated, Leonard D. Davis, of Leonard Davis Advertising Inc.; Mr. Martin; Bernard Morley, WTAG salesman; standing, Richard L. Gravel, WTAG's local sales manager; Mr. Little, and WTAG Program Director A. J. Brissette.

CAGNEY DEBUT SET ON NBC-TV

Films star James Cagney will make his live tv debut Sept. 10 on NBC-TV's Robert Montgomery Presents, playing the role of a U. S. Army Sergeant in an as-yet-unentitled drama by Robert Wallace. Mr. Montgomery reportedly had been trying to interest Mr. Cagney in doing a tv play for some time, but the star held off until he could find a suitable role.

REYNOLDS PICKS NEW COMEDY


NBC-TV TO FOREST HILLS AGAIN

NBC-TV will telecast the 1956 men's semi-finals and women's as well as men's finals in the Forest Hills, N. Y., National Singles Tennis Championship for the fifth consecutive year, Sept. 8-9, starting at 2 p.m. EDT on both days.

WABC-TV PROGRAMS BLOCK

ABC Radio d.j. Martin Block whose Make Believe Ballroom is in its 22nd year, will add tv on Sept. 17, when WABC-TV New York launches The Martin Block Show. Mr. Block, who continues on his ABC Radio, Monday-Friday 2:30-4 p.m. program, will be seen week-days, 11:30-noon EDT.

KYA CAMPAIGNS AT GOP MEET

UNDER banners urging "Vanderhoof for Veep," "Vanderhoof will Murder Herter," "Vanderhoof's Passin' Stassen," KYA San Francisco staged rallies in the Mark Hopkins, Fairmont and St. Francis Hotels last week in behalf of its disc jockey, Bruce Vanderhoof. A cable car parade brought KYA campaigners into rooms fogged by GOP Convention smoke. Riding the bandwagon, along with musicians and candidates, were 10 baby-suited beauties who, Mr. Vanderhoof promised, would make up his cabinet. The candidate distributed copies of his political record in 45 and 78 rpm sizes.

LUX SHOW CONVERTS TO COLOR

EFFECtive with last week's show all programs of the weekly Lux Video Theatre Thursdays on NBC-TV are being telecast in color. Negotiations between the show's Executive Producer Stanley Quinn and NBC for the color change-over were completed last week. The Lux "summer preview" series is slated to end with the Sept. 6 show, and the fall series will begin the following week.

WTTV (TV) PLANS FAIR COVERAGE

WTTV (TV) Bloomington, Ind., will devote 35 hours of airtime to the Indiana State Fair during Fair Week, Aug. 29-Sept. 7, with half of the total hours originating from tents and exhibits at the fairgrounds. Programs from seven fairground locations will feature WTTV Farm Service Director Bill Anderson, officials, event winners, and special guests. Man at the Fair a special feature program, will interview fairgoers from various states. An additional 15-man crew will cover key points and a film unit will record highlights of various events for use on evening shows.
RUSSIA REPORT BEING READIED
TED HALLOCK, former program and special events director of KPOJ Portland, Ore., now director of public affairs for J. Henry Helser & Co., west coast investment management firm, is temporarily back in the broadcast harness. He is winding up a six-month stay in Russia filming and recording a report on Russia Today for a broadcast series to be heard on KPOJ and other stations beginning in October and documentary film for showing on KPTV (PTV) Portland and others. Mr. Hallock's 1952 foreign report, London Calling, won a citation from Ohio State U. and the English-Speaking Union. Helser will sponsor the KPOJ series through House & Leland Adv., Portland.

WOHO GOES ALONG ON SWIM
NOT content to cover a long-distance swim from the shore, WOHO Toledo, Ohio, got into the water beside Harry Briggs when he tried to become first to swim the 33 miles between Pelee Point, Ont., and Cedar Point, Ohio, on Lake Erie. Using a ship-to-shore transmitter to contact the Marine Radio-Telephone station at Lorain, Ohio, WOHO Sports Director Dave Martin boarded a yacht and broadcast direct hourly reports of the swimmer's progress until the second-story operating room was forced to give him up after hours and 42 minutes. He was interviewed on the air before and after the venture.

MCA-TV DEPLOYS EMPLOYEES
DO a sponsor's employees watch the boss' TV shows? MCA-TV's Film Syndication Div. is convinced they do, and last week, set out to capitalize on this type of interest. As a "honor" to sponsors of MCA-TV's Rosemary Clooney Show, the firm has dispatched a special "house-warming kit" containing, among other things, sample invitations to special employees' "smoke preview" of the series, posters and other bulletin board material; suggestions for Rosemary Clooney company parties and other visual aids designed to make press-agents out of each employe. Confident that the "kit" will meet with enthusiastic response, MCA-TV plans to launch similar kits for its other film properties.

WHEN-TV BRINGS IN BLAZE
TELEVISION gave radio a run for its money in immediacy and mobility two weeks ago as WHEN-TV Syracuse aired a live telecast of a three-alarm blaze within seven minutes of the first alarm. The fire, which broke out in a lumberyard nearby WHEN-TV's studio Aug. 14, was telecast direct from the roof of the studio building by a 20-telescope lens as an unexpected "extra" during WHEN-TV's regular 6:30 p.m. Shell Oil NewsCast. In addition, the station's news cameraman, Bob Kimman, was sent to the scene of the blaze where he filmed the disaster. The filmed report later was used to supplement WHEN-TV's live coverage of the fire.

WKNB-TV MARKS FLOOD DATE
THE first anniversary of the disastrous New England flood of Aug. 19, 1955, which cost the area a quarter-billion-dollar loss in addition to lives, was marked last week by WKNB-TV New Britain, Conn., in an hour-long film documentary. Flood sequences taken by the station's news staff and the U. S. Army Signal Corp at the time of the disaster were shown.

RUSSIAN JOURNALS 

UPCOMING

AUGUST
Aug. 28-30: Georgia Assn. of Broadcasters, annual meeting, King & Prince Hotel, St. Simon’s Island, Ga.
Aug. 31-Sept. 1: Montana Radio Stations, Inc., annual meeting, Glacier Park Hotel, Glacier Park, Mont.

SEPTEMBER
Sept. 6: Massachusetts United Press Radio-TV Assn., organization committee meeting, Parker House, Boston.
Sept. 6-7: RAB midwestern managers' conference, French Lick, Ind.
Sept. 14-15: RAB southern managers' conferences, Biloxi, Miss.

OCTOBER
Oct. 2: Wisconsin Broadcasters Assn., annual meeting, Hotel Plankinton, Milwaukee.
Oct. 2-4: Central Region AAAA Meeting, Hotel Statler, Chicago.
Oct. 5: Ohio Assn. of Radio-TV Broadcasters, annual meeting, Hotel Fort Hayes, Columbus.
Oct. 7-10: Western Region AAAA Meeting, Hotel De Coronado, Coronado, Calif.
Oct. 8-11: SMFTE semi-annual convention, Los Angeles.
Oct. 15-17: Kentucky Broadcasters Assn., annual meeting, Hotel Keenlake, Kentucky Lake.
Oct. 16-17: Alabama Broadcasters Assn., annual meeting, University of Alabama, Tuscaloosa.
Oct. 17: Central Case Broadcasters Assn., 6th annual meeting, Royal Connaught Hotel, Hamilton, Ont.

NOVEMBER
Nov. 11-12: Texas Assn. of Broadcasters, annual convention, Hotel Caprock, Laredo.
Nov. 16: Arizona Broadcasters Assn., annual meeting, Hotel Roosevelt, Phoenix.
Nov. 16-17: Oregon State Broadcasters Assn., Salem.

NARTC CONFERENCES
Region 5 (Minn., N. D., S. S., Iowa, Wis., Ill.)
Region 7 (Mountain States)
Region 8 (Wash., Ore., Nev., Ariz., T. H., Alaska)
Region 9 (Kan., Okla., Tex.)
Region 2 (P. A., Del., Md., W. Va., D. C., Va., N. C., S. C.)
Region 1 (New England)
Region 4 (Ky., Ohio, Mich., Ill., Wis., Minn.)
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., Fla.)

SCAROLINA GOES GATES
MOST AM BROADCAST TRANSMITTERS IN USE

Broadcasting • Telecasting August 27, 1956 • Page 107
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B•T)
August 16 through August 22

Includes data on new stations, changes in existing stations, ownership changes, hearings, cases, rules & standards changes and routine roundup.

Abbreviations:
Cp—construction permit; DA—directional antenna; ERP—effective radiated power, vhf—very high frequency, uhf—ultra-high frequency; ant—antenna; aur—auroral; kw—kilowatts; w—a.m.; mc—megacycles; d—day; n—night; l.b.—local broadcast; mod—modification; trans—transmitter; un.—unlimited; hrs.—hours; alt.—altitude; "—"—change; SAA—special authorization; SBA—special temporary authorization.

Am-Fm Summary through August 22

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed Cps</th>
<th>Total Licenses</th>
<th>Pending Licenses</th>
<th>Cps Deleted in July</th>
<th>Total Applications Pending</th>
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<tbody>
<tr>
<td>Am</td>
<td>2,883</td>
<td>3,691</td>
<td>384</td>
<td>10</td>
<td>355</td>
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<tr>
<td>Fm</td>
<td>521</td>
<td>544</td>
<td>33</td>
<td>10</td>
<td>47</td>
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FCC Commercial Station Authorizations

As of July 31, 1956

<table>
<thead>
<tr>
<th>Fcc</th>
<th>Am Fm Tv</th>
</tr>
</thead>
<tbody>
<tr>
<td>厘 67</td>
<td>525</td>
</tr>
</tbody>
</table>

Cps on air: 2,877
Cps not on air: 118
Total authorized: 3,041
Applications in hearing: 190
New station requests: 283
New station bids in hearing: 143
Facility changes requested: 84
Total applications pending: 324
Licenses deleted: 7
Cps deleted in July: 6

Based on official FCC monthly reports. These are not always exactly current since the FCC must wait formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational Fm 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

Reno, Nev.—Silver State Telecasters' application seeking cp for new tv to operate on ch. 4 in Reno returned. (Channel presently assigned to KARJ (Tv). Action Aug. 21.

APPLICATIONS


Lubbock, Tex.—C. L. Trigg, vhf ch. 2 (76-82 mc); ERP 100 kw vhf, 20 kw uhf; ant height above average terrain 705 ft., average 736 ft.; estimated construction cost $250,000, estimated first year operating cost $350,000, revenue $700,000. Post office address 1211 N. Washington Ave., Oklahoma City, Okla. Station location ENE of city, 10 mi. from downtown, 105-155 ft. W of Long. Trans. and ant. GE. Legal counsel Holley, Dry & Wolf, Inc., Washington, D. C. Consulting engineer Edward P. Talbott, El Paso, Tex. Transmitter owner W. P. Stapp, Jr., owner of KOBA-AM TV, Odessa. Filed Aug. 17.

Florida Independent $75,000.00

A profitable coastal independent covering one of the great growth markets of Florida. Due to favorable circumstances this property can be financed with $21,000 down and the balance over 5 years at 5% interest.

Negotiations • Financing • Appraisals

BLACKBURN • HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C. ATLANTA CHICAGO SAN FRANCISCO
James W. Blackburn Clifford B. Marshall Ray V. Hamilton William T. Shubbelfield
Jack V. Harvey
Washington Higd. Healy Higd. Tribune Tower
Sterling S-4410-J Jackson S-1076-7 Delaware 7-2725-6

BROADCASTING • TELECASTING

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<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>1725 Da Sales St., N. W., GE 5-5141</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td></td>
</tr>
<tr>
<td>A. D. RING &amp; ASSOCIATES</td>
<td>30 Years Experience in Radio</td>
<td></td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>Consulting Radio &amp; Television</td>
<td></td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>711 14th St., N. W. Sherron Bldg.</td>
<td></td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1400 18th St., N. W. Hudson 3-9000</td>
<td></td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>Consulting Engineer AM-FM-TV</td>
<td></td>
</tr>
<tr>
<td>ROBERT L. HAMMETT</td>
<td>Consulting Radio Engineer</td>
<td></td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>8401 Cherry St., Hillard 4-7010</td>
<td></td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>SPECIALTY</td>
<td></td>
</tr>
<tr>
<td>JOHN H. MULANEY</td>
<td>Consulting Radio Engineers</td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg, Sterling 3-6111</td>
<td></td>
</tr>
<tr>
<td>Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 7-8315</td>
<td></td>
</tr>
<tr>
<td>PAGE, CREUTZ, STEEL &amp; WALDSCHMITT, INC.</td>
<td>Communications Bldg, 719 16th St., N. W. Executive 3-4670 Washington 5, D. C. 200 White Henry Stuart Bldg, Mutual 3300 Seattle 1, Washington</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
<td></td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td></td>
</tr>
<tr>
<td>RALPH J. BITZER, Consulting Engineer</td>
<td>Suite 206, Arcade Bldg., St. Louis 1, Mo. Garfield 1-4954</td>
<td>&quot;For Results in Broadcast Engineering&quot; AM-FM-TV Allocation * Applications ** Licensing Field Services</td>
</tr>
<tr>
<td>A. E. TOWNE ASSOCs., INC. TELEVISING and RADIO ENGINEERING CONSULTANT3</td>
<td>420 Taylor St., San Francisco 2, Calif. PR 3-3100</td>
<td>Member AFCCE *</td>
</tr>
</tbody>
</table>
Radio

Help Wanted

Manager

Sales manager—strong on sales. Major independent, Baltimore, has real financial opportunity to offer right man. Please write fully and availability. Box 63A, B-T.

Commercial manager, strong on local sales, train and assist other salesmen. Competitive market experience. Salary, commission, override. Can invest. Send resume and photo. Box 943A, B-T.

Little Rock, Arkansas—KOKY—New all negro programmed station staffing—need 2 experienced white men for executive positions—program director—assistant manager and sales managers—accepting applications through September 15—can like money and want to move up with rapidly expanding organization send complete resume and photograph first letter or application not considered. John Mclendon, Box 1506, Little Rock, Arkansas.

Indianola, Miss. WNLN needs manager-salesman immediately. Only station in city of 6000. Salary and override to right man. Excellent staff and facilities. Present manager being transferred to larger operation. Send resume and photograph to W. L. Kent, Box 523, Greenville, Mississippi.

Wanted: Ambitious sales manager for WWOC, Manitoowoc, Wisconsin, immediately. Wire, write or phone.

Salesmen

Wanted—live wire salesman to cover the Scranton and Wilkes-Barre, Pa., area. Prefer salesman presently employed in this market. No drifters; your experience will write your ticket. Box 450A, B-T.

Self-starting salesman for California coast local. Draw against commission. Potential earnings $9,000 to $10,000. Send photo, experience, references. Box 626A, B-T.

For a good experienced solid salesman, we offer high earnings and advancement on a good solid basis. Box 639A, B-T.

Do you have ALL THREE?

1. Character
If you can answer YES there is a strong active demand for your services. But . . . it takes more than a quick yes to land the better positions.

2. Ability
The successful marketing of one’s services requires the application of scientific selling practices by a professional organization, with nation-wide contacts, exclusively dedicated to the broadcast industry.

We invite confidential inquiries, with your resume, for analysis of advancement opportunities.

Broadcasters Executive Placement Service, Inc.
333 Trans-Lux Bldg.
724 Fourteenth St., N. W.
Washington 5, D. C.

Radio

Help Wanted—(Cont'd)

Announcers

Country-western DJ for one of the nation’s hottest medium-sized market radio stations. Must have ability to handle network and provide recognition. Should know his music, be able to handle interview with ease. No experience will be able to handle mail pull copy. Starting salary open, plus good commission. No inexperienced announcers wanted. Outstanding working conditions. Box 598A, B-T.

Negro disc jockey. Fine opportunity open for man who can get job. Box 526A, B-T.

Announcer for radio and 4th tv operation. Fine community, fine company, seeking applicant who can sell the air. Tape, photo, resume. Box 956A, B-T.

Immediate opening in central Florida station for experienced, versatile disc jockey. Must be educational and showmanship, salary plus talent. Paid vacation. Send tape audition and complete information to Box 593A, B-T.

Wanted by NBC outlet northeastern Pennsylvania. A top-notch DJ who knows his music and has real sell-ability. Send tape and pertinent information to Box 669A, B-T.

Wanted a combo man. Must have announcing ability and 1st phone. New music and sports station. This station is more than 80 miles from the members of Los Angeles. Good salary. Box 612A, B-T.

Announcer with first phone. Chance to attend dance, if desire. Need ability to handle news etc. Write or phone KARE, Atchison, Kansas.

Top pay for two top announcers with 1st class experience and good station. An opportunity to run DJ show. No engineering or maintenance. If you can answer, send complete resume and picture, with letter to Bob Rohrs, Owner, KJAY, Topkea, Kansas.

Immediate opening for good experienced personality disc jockey in the capital city of Nebraska, population round the 200,000 mark. No airmail tape and letter to Larry Getchell, KULN, Radio, Lincoln, Nebraska.

Little Rock, Arkansas—new negro station—KOKY staffing—need 4—sellrecords, new programs, accepting applications through September 15—send picture and letter to John McLendon, Box 1506, Little Rock, Arkansas.

Combination sportscaster-announcer. By West Coast network affiliate. All major sports plus some major league baseball. 4,500 watts and full particulars to KPUG, Bellingham, Washington, B-T.

Have opening for experienced staff announcer at 5000 watt NBC station. One of the finest stations in the Northwest. Airmail tape and photo, background information, references and salary expected to Jerry Fabrichen, Chief Announcer, Radio Station KYV-5, Great Bend, Kansas.

Vermont’s only tv-am operation opening for radio announcer with lively personality and interest in creative programming. Salary commensurate with ability. TV talent opportunities. Tape experience and references to W. C. Dow, WCAM, Burlington, Vermont.

Wanted: Announcer with first class license. Write or telephone Ed Allen, WDOO, Sturgeon Bay, Wisconsin.

Wanted: Experienced announcer; strong on play-by-play sports. Radio Station WEAF, Plattsburgh, New York.

Wanted—settled announcer holding first class license permanent position with 3-benefits. Send tape and full particulars, WEED, Rocky Mount, N. C.

Immediate opening for seasoned top-flight announcer, DJ plus play-by-play sports. By outstanding city sports show. Permanent. Send tape and resume. Production Manager, Weny, Elmiru, N. Y.

WFNC, Fayetteville, North Carolina, needs good announcer. No night work. Prefer Easterner, well liked and well east preferred. Good working conditions. Write for educational background, experience and biographical sketch. Send tape of news and short record show.

Broadcasting • Telecasting

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Classified advertisements payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20c per word $3.00 minimum • Help Wanted 25c per word $5.00 minimum. No charge for blind box number. Send box replies to Broadcasting • Telecasting, 1736 DeSales St. N.W., Washington 6, D. C.

Applicants: if transcriptions or bulk packages submitted, add carriage charge of 5c per line, payable in advance. All transcriptions photostats, etc., sent to box numbers are sent at owner’s risk. Broadcasting • Telecasting expressly repudiates any liability or responsibility for their custody or return.
HELP WANTED—(Cont’d)

Announcers

Wanted immediately, experienced morning music man, ability to work with music library, programming. Fast growing industrial-university community. Salary open. Reply WGAU, Athens, Georgia.

Growing in ratings and revenue. We need the right man to grow with us...strong announcer-DJ who can sell and be sold...knows all kinds of music and can program it with variety and taste for afternoon audience. No rock and roll. Solid background, mature style, pleasing personality, everything first letter—Interview later. News, commercials, DJ on 716-15 minute tape. $4,000 plus. Mal Morse, WICH, Norwich, Connecticut.


Announcer with minimum of one year commercial experience. Will not consider recent graduates or APFS licensees. Must have mature voice and judgement for staff work which can lead to position of executive responsibility. Company operates several stations. All applicants must have car. Play-by-play sports experience an advantage. Reply for phone expense to Manager, WLSH, Lansford, Pa.

Immediate opening: Fulltime announcer wanted by central Pennsylvania university town station. Write, call, or write Station Manager, WMJX, State College, Pennsylvania.

Opportunity for experienced announcer who does all around excellent job with DJ, commercials, news. Winning personality, selling voice to build shown. Send tape, resume to WMDK, Mt. Vernon, Illinois.

HELP WANTED—(Cont’d)

Announcers

Florida fulltime network station needs good announcer-engineer with 1st ticket, capable of maintenance. Locally fast growing town, famous South Florida ocean beaches. $85 week to start. WSTU, Stuart, Florida.

Technical

Southeastern regional needs competent engineer-announcer. Excellent location in up-and-coming area. Excellent opportunity for young man. Please furnish references. Box 819A, B-T.


WANTED—engineers with first and second phone licenses. Salary will depend on qualifications and experience. Radio and television jobs available immediately. Experience not required. Write Box 828A, 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 everything connected with radio and engineering. Complete details to Box 809A, B-T.

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license required. Very little equipment, and excellent employee-employer relationship. State experience, education, draft classification and provide a recent snapshot. Box 809A, B-T.

WANTED—first class engineer who can serve as disc jockey. Send picture and state experience. Box 638A, B-T.


HELP WANTED—(Cont’d)

Technical

Combination man with first class ticket. Should be able to do mike work. Good opportunity with new station. Contact R. Thomas Gibson, KZEE, Weatherford, Texas.

Engineer, announcer 250 watt independent 90 miles from New York. Must be able to maintain station and do good announcing job. Salary commensurate with ability. 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, WEMP, Martinsburg, West Virginia.

1st class engineer wanted—possibility of becoming chief of day and night station. Contact Chief of WGSN, Huntington, Long Island.

ANNOUNCERS — TOP PAY

Yes, announcers demand top pay and get it—announcers with first class tickets. If you are ambitious to increase your earning power—or a beginner who needs that first big break—a first class FCC license is your ticket to success. Grantham School of Electronics, a nationally famous school specializing in FCC license training can prepare you quickly and easily to pass that all-important FCC examination.

Correspondence or Resident classes

Our Guarantee
If you should fail the FCC examination after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FREE PLACEMENT SERVICE

Yes, FCC-Type Exams

FCC-Type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

GRANTHAM SCHOOL OF ELECTRONICS

Desk W-2
821 19th St., N.W., Washington 6, D. C.
OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me my free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name ________________________________

Address ________________________________

City __________________________ State ______________

FCC-Type Exams

FCC-Type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

FREE PLACEMENT SERVICE

GRANTHAM SCHOOL OF ELECTRONICS

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821 19th St., N.W., Washington 6, D. C.
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Name ________________________________

Address ________________________________

City __________________________ State ______________

August 27, 1956 • Page 111
**RADIO**

**Help Wanted—(Cont’d)**

**Technical**

WINR, Binghamton, N. Y., needs man with first class radiotelephone license. Write WINR, 58 Exchange Street, Binghamton, N. Y. Phone 4-5231.

First class engineer to maintain 500 watt direc-ctional. Besman, WSHB, Sheboygan, Wisconsin.

WTOS, 5kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

1st phone engineer. Chance for advancement. Send full details to Dan Williams, WVOT, Wilson, North Carolina.

Wanted: Engineer-announcer combination around September Ist. Pleasant working conditions, top pay for right man. Call Ed Wilson, Orange Va., 736 collect.

Program director. Top-rated news and music station in large Ohio city. Solid background in pop music and news, with ability to supervise personnel essential. Exceptional opportunity. Unless you have proven record as assistant pro-gram director or program director in big-time, independent operation, do not apply. Confidential, Box 577A, B-T.

Sales promotion manager. Fine opportunity open for young man able to type and draw with good ideas for radio promotion. Write Box 562A, B-T.


**Situations Wanted**

**Managerial**

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 seek a market half million or more. Moderate salary plus percentage of gain. Write Box 503A, B-T.

Manager: Investigate before you invest! Fac-tual outline, administrative and personal sales record; bonafide details and figures; top accred-ited industry reputation; substantial local/national sales know-how business getting ability. On your desk—at your request! Nothing to lose. Confidential. Box 518A, B-T.

Successful manager wants Alabama, Georgia or northeast Florida. Excellent salesman, adminis-trator and 1st class engineer. Box 590A, B-T.

Manager—long experience in radio management seeking connection as station manager. Know and prefer southern market. Strong salesman-ship, showmanship. Plenty know-how, energy, gets things done. Excellent character and refer-ences. Box 588A, B-T.

Manager with outstanding sales and program-ming record is interested in association with mid-west major market or medium market independent as sales manager. Present earnings in five figure bracket. Will also consider stock option program in lieu of certain salary considerations. Only stations seeking permanent and long term sales management need apply. I am a family man who is interested in making a lifetime connection in a market in excess of 20,000 in the midwest. Box 589A, B-T.

Experienced general manager—am-TV—currently heading top-rated small market network opera-tion. Have fine New York-Chicago agency and advertiser contacts. Want to relocate with pro-gressive operation seeking first-rate sales results and economical operation. Box 617A, B-T.

Top-flight general manager available immediate-ly. Industry veteran with excellent working knowledge of all phases of radio and television. Looking for medium to medium-large market where I can build your sales from red to black in a short time (have one of the finest sales rec-ords and pride myself on sharp economical opera-tion). For complete details and background. Write Box 618A, B-T. Confidential.

**ANNOUNCERS**

Walt Doan

Pauline Foss

Vince Coyle

**ANYONE INTERESTED**

who would like to receive our national publication, TELEVISION, please let us know. We will be happy to send it to you at no cost or obligation.

**TELEVISION PRODUCTION EXPERIENCE**

These People have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced TV person-nel. People like these—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Contact John Birrel, Employment Counselor, for immediate details.

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Call Northwest FIRST!

Contact John Birrel, Employment Counselor, for immediate details.
RADIO

Situations Wanted—(Cont’d)

Announcers

Former singing DJ, 50,000-watt radio; show business background; family man; presently employed part time. Desires permanent position. Interested in permanent position TV or radio as staff announcer-staffer. Prefer Detroit area. Box 546A, B-T.

Country DJ, Guitar-wordrobe. Other phases desirable. Box 547A, B-T.

Seven years experience, play-by-play. Sports director and staff. Two years sales. All phases. Married. Vet. Box 56A, B-T.

Eight years midwest radio-tv. Excellent morning man. Desires commercial sales. Largly larger market wanted. Best references. Box 58A, B-T.


Experienced DJ build good balanced record shows for morning or afternoon or night. Have first move alert in morning with personality and top rating. Excellent delivery on commercials. Make personal contact with sponsors. Box 59A, B-T.

Top DJ would like afternoon or night show. Commercialist, college. Will travel anywhere. Available now. Age 22. Box 59A, B-T.

RADIO

Situations Wanted—(Cont’d)

Announcers

Box 620A, B-T.

Experienced announcer radio and television. Desires all phases of radio. Currently with top station. Box 627A, B-T.

Looking for personality and experience. Will relocate in your state where possible. Box 629A, B-T.

Good, Negro announcer-engineer-1st class phone strong on programming. Production and commercial work. Experienced in all phases of broadcasting. Experienced in all phases of radio. Box 636A, B-T.

Negro announcer-engineer-1st class phone strong on technical and public relations. Has experience in all phases of radio. Experienced also in copywriting. Box 657A, B-T.

 Experienced staff announcer, married, family wishes to relocate in Florida but will consider any reasonable offer. Strong on all phases radio and television. Good voice, strong on commercials. Box 659A, B-T.


Qualified announcer with 3rd class ticket . . . theatrical background . . . broadcast graduate with experience desired southern California job. Box 599A, B-T.

Experienced announcer engineer-producer-host. Currently with DuMont TV. Also has experience in newspaper and broadcast. Will relocate in your area where possible. Box 599A, B-T.

Experienced enthusiastic DJ. Build good balanced record shows for morning or afternoon or night. Have first move alert in morning with personality and top rating. Excellent delivery on commercials. Make personal contact with sponsors. Box 59A, B-T.

Top DJ would like afternoon or night show. Commercialist, college. Will travel anywhere. Available now. Age 22. Box 59A, B-T.

Negro DJ want second chance: Have good personality, very dependable. Box 59A, B-T.

Good, versatile voice with school background. Looking for good spot. Box 59A, B-T.

Prefer women’s news and especially commercials. Inexperienced but very willing to learn. Location optional. Box 59A, B-T.

Compo man: Presently employed. All phases. Radio. Experienced scanner, projector man. Some talent in board, camera operation. Desire south-west or west. Box 60A, B-T.

8 years experience. Seeking employment with top station that realizes full value of successful personality. Very experienced but very willing to move to permanent position—and I mean permanent position. Box 607A, B-T.

Recent broadcasting school graduate with first phone license seeks position at small northeast station. Age 25. Single, veteran. Interested in all phases of radio. Experience, not wages, prime factor. Box 60A, B-T.

Experienced DJ-announcer. Currently with top-rated medium market eastern station. Seeks location with opportunity for growth and knowledge all phases. Finest references. Box 61A, B-T.

Experienced staff announcer—excellent news commercial any way you want—pleasant jockey want a start at sport station. Play-by-play. Box 620A, B-T.

Negro rock and roll record spinner—convincing commercialist—very willing to work. Will travel, tape available Box 621A, B-T.

Experienced announcer - DJ-writer, thorough knowledge programming, production, desires major market. Box 622A, B-T.


Announcer: 3 years experience; married; want progressive operation to settle, learn, and earn. Box 625A, B-T.

Announcer-salesman, presently employed production department network-owned 50kw. Desires air experience with aggressive small station. Prefer Minnesota, consider all. Box 629A, B-T.

Experienced announcer—well schooled in all phases of radio-television—proven sales ability—references—prefer State of Michigan. Box 634A, B-T.

TELEVISION

Help Wanted

Salesmen

Wanted: TV times salesman, in the nation’s fastest growing market, with experience however the experience is not necessary. Liberal sales and commission. Mike Kiley, KTVM, Denver, Colo., or High Lure, WINS, New York.

Top-notch salesman for top-notch tv station in rich market. WFMV-TV, Greensboro, North Carolina. Man interested should have a record of excellent sales record, good character, keen judgment and pleasant personality. Excellent position as account executive. Substantial base salary plus good commission on detailed information and small sale. WFMV-TV operation and Greensboro market will pleasantly surprise most of the men interested. Send attention Commercial Manager.

Announcers

Experienced announcer for large eastern network affiliate. Straight commercial announcing and booth work. Give full resume and expected salary. Box 483A, B-T.

Announcer-director. Commercial vhf has immediate opening for on-camera announcer with directing background. Must have commercial experience. Salary open. Send resume, picture, tape and salary requirements to Program, Direct, KOMU-TV, Columbia, Missouri.

Good commercial announcer needed immediately. Must have commercial background and experience. Send resume, complete with tape and photo. Charles J. Carey, WNEM-TV, 614 Adams Street, Bay City, Michigan.

LIGHT PHONE SERVICE

Technical

Engineer, 28, desires chief engineer, or chiefmanager position. Has chief, am-fm experience, remotion operation. College and technical schooling. Formerly enginner with national known company. Box 599A, B-T. Desire position in southeast.

Chief engineer, announcer, sales, continuity, news, heavy local programming. TE 5664. 5942 Goodwin, Dallas, Texas.

Program director, other supervisor. 9 years experience radio-tv. Presently employed responsible position major 39kw. Would like to put my experience and knowledge to work for good station. Young man, single. Box 58A, B-T.

California stations attention — news editor — woman — now employed — would relocate in your state where she was born. Box 600A, B-T.

Radio-vt newsman: Six years experience (3 radio, 3 tv) experienced copy writer for national vhf-tv. Can do outstanding job both on station and on-the-air work. Tape, job, background on request. Box 609A, B-T.


WANTED THREE HEADED DISC JOCKEYS

Please send three head shots please.

Station WILL PAY $100 PER WEEKLY PER DIEM.

GROSS $1,000 PER WEEKLY PER DIEM.

REASONABLE TRAVEL EXPENSES.

SEND PHOTOS AND RULES.

THE STATION IS LOCATED IN AN URBAN AREA WITH A POPULATION OF 100,000.

WE NEED THREE DISC JOCKEYS WHO CAN WORK ON THE WEEKEND, TO PROVIDE AN EXCITING LINEUP FOR OUR POPULAR WEEKEND PROGRAM.

WE GUARANTEE A MINIMUM OF 1,000 COVERAGE AT EACH EVENT.

WE PROVIDE FREE TRAVEL AND ACCOMMODATIONS.

WE OFFER A COMPETITIVE SALARY WITH POSSIBLE UPGRADES.

WE PROVIDE A STATE-OF-THE-ART STUDIO WITH MODERN EQUIPMENT.

WE PROVIDE A POSITIVE WORK ENVIRONMENT.

WE PROVIDE AN OPPORTUNITY FOR PROFESSIONAL GROWTH.

WE LOOK FOR DISC JOCKEYS WHO ARE PASSIONATE ABOUT THEIR WORK AND CONSIDER THEMSELVES PART OF THE STATION FAMILY.

WE PROVIDE A SUPPORTIVE AND MENTORING ENVIRONMENT.

WE PROVIDE A BENEFIT PACKAGE TO OUR EMPLOYEES.

WE PROVIDE A POSITIVE WORK ENVIRONMENT.

WE PROVIDE A SUPPORTIVE AND MENTORING ENVIRONMENT.

WE PROVIDE A BENEFIT PACKAGE TO OUR EMPLOYEES.

WE PROVIDE A POSITIVE WORK ENVIRONMENT.
TELEVISION
Help Wanted—(Cont’d)
Programming-Production, Others

Experienced news photographer for local sound and silent station. Must be able to work small amounts of footage. Some newswriting experience desirable. State salary requirements with resume. Box 506G, B-T.

Experienced tv continuity writer wanted immediately. Opportunity to grow with young, full power vhf net station in rich market. Need person with tv know-how and originality. Excellent opportunity for right person. Box 506A, B-T.

Tv traffic department. Excellent opportunity to build long-range career with one of California leading broker-converting ability desirable. Excellent opportunity in pleasant climate. Sand Fall Distributors, Kyle KVV, Station KVV, Colorado Springs, Colorado.

Excellent opportunity for alert promotion man. WMFY-TV, Greensboro, North Carolina, needs a promotion man. Must have experience in radio and/or television. Job entails supervision of all phases of station advertising, program, station and market promotion in trade press, on the air promotion, research and sales promotion aid. This is a 3-person department in a progressive station. Send full details on training and experience, along with photo.

Opening at once in traffic and copy departments. Man or woman acceptable. Mail resume and references to operations, KGAS-TV, 310 Tenth Street, Sacramento, California. Hudson 1-4631.

Girl Friday for Colorado Springs sales office KKTV, Secretarial experience and outside sales work a must. Must have experience in radio and/or television. Job entails supervision of all sales advertising, program, station and market promotion in trade press, on the air promotion, research and sales promotion aid. This is a 3-person department in a progressive station. Send full details on training and experience, along with photo.

TELEVISION
Situated Wanted—(Cont’d)
Programming-Production, Others

CBS newsmen in major market looking for tv opportunity, air work, writing, administrative. Will relocate. Box 394A, B-T.


Attention tv newsmen: Top-notch news reporter desires change. Fifth year with same national news program and delivering their television news strip across the board in major eastern city. Ten years radio experience—married. If you can afford to pay for outstanding new presentation—let’s talk things over. Box 60A, B-T.

Tv producer-director: 3 years with 100,000 watt vhf-tv. Experienced producer-director, switcher, floorman. Learned the hard way, by doing it! 26, married. Will make change to move back to midwest. Available October 1st. Box 606A, B-T.


Ten years experience, all phases, radio and tv, announcer, production, programming, sales, film, traffic, promotion. Will relocate. Box 625A, B-T.

Director-producer with musical and dramatic background, 3 years experience with major midwest network affiliate wishes to relocate with progressive station in larger market. Box 632A, B-T.

FOR SALE
Stations


Major market suburban station, recent months netting $2,000 each, priced at $90,000—terms available to responsible parties. Paul H. Chapman, Atlanta.


Also two Florida stations, both under $65,000.00. Both need good owners/managers. Terms can be arranged. See Mr. Hanly.

Eastern fulltime, grossing around $125,000.00. Operating costs, $100,000.00. Combo operation. Asking $125,000.00. Terms as agreed. Mr. Hanly.

Northeastern fulltime, Excellent for owner/manager. Small market, small operation. Will gross around $40,000.00 a year. Asking $42,500.00, at least 50% down. See John Hanly.

Southeastern fulltime, combo operation. Staff consisting of 65,000.00, asking $53,000.00, $18,500.00 down with land and building, $33,500.00 without. $13,000.00 down. See John Hanly.

New England daytimer, single market, established station in black. Asking $48,000.00, all cash. See John Hanly.

Eastern fulltime, Gross around $125,000.00, Operating costs, $100,000.00. Salaries, $55,000.00. Excellent opportunity. Asking $125,000.00, $50,000.00 cash. See John Hanly.

I have an opening for a capable, experienced, hard-hitting Sales Manager. Salary and override. Must be able to furnish references as to integrity and performance.

Apply Box 644A, B-T

FOR SALE
Stations

For the best station buys in the east and south. Call John Hanly, 5500 Pershing Road, N., Washington, D. C. Executivo 3-2185.

Equipment

RCA TT-5A high band transmitter, factory con- verted to air cooling. $7,500.00.

5 wall sail schedule boards, divided into 15 minute segment for an 18 hour day. Box 581A, B-T.

Minilaté tape recorder ... over the shoulder portable 15½ battery operated in first class condition. Looks and runs like new. Has been used about 2 years and 260 spool hours. Box 581A, B-T. First check for $165 delivers this ready-to-operate portable. Box 532A, B-T. Includes microphone and battery charger. General Manager, WACE, Cheepeo, Mass.

For sale—150 ft. self-supporting IDECO tower, insulated. Call or write WAKF, Hagerstown, Maryland.

REL type 585 50 watt transmitter and receiving units. Whips and receiving dipole, 35 ft. windup mast and trailer. Now operating on 153.11 meg. Contact WCEC, Rocky Mount, N. C.


Gates 52-A transmitter, complete with crystals for 1540 kilocycles. Lots of spare tubes. First 54,000 net F.O.B. B.L. LaGrange, Ed Mullinax, WLAG, La Grange, Georgia.


Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, autos, etc. Address U. S. A. Transco, Inc., 639 Grant, Denver. AM 6-2677.


Best offer takes insulated self-supporting 150 ft. tower. Call REpublic 7-8600, Washington, D. C.

Magnecord M81CX used 55 hours, new condition, original box, $1,100.00. Also, WSMF, 35 watt, TVR-2, used 35 hours, new condition, $350.00. Box 221, Lebanon, Tennessee.

$39 paid 401B windload tv tower complete with ladder, truck, $336.00, and National Steel Erectors Corp., P. O. Box 1218, Muskego, Wiscon- sin.

WANTED TO BUY
Stations

Corporation with management experience and limited capital wants to buy small market broadcast station. Replies Confidential. Box 51A, B-T.

Private sales. Dignified personal service. Texas, Colorado, Oklahoma, Arkansas, Kansas, Mis- souri. Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted: One used live camera. Preferred field power supply and control unit. Box 55A, B-T.

Wanted: Used RCA BC-28 or GE BC-1-A console in good condition. Sale price. Box 55A, B-T.

Wanted—used kilowatt transmitter, cheap. 200-500 watts P.M. 1951. 12 volt solid state. Terms available on complete set of tube chassis. Box 660A, B-T.

Cash for self-supporting tower suitable am be- tween 360 and 410 feet. KBRO, Bremerton, Wash- ington.

Page 114 • August 27, 1956

Broadcasting • Telecasting
WANTED TO BUY

Equipment

Emil Anderson, former of WDEH, Sweetwater, Tennessee, wanted by Stuart Underwood, KBKX, Clinton, Missouri.

INSTRUCTION

FCC license training—correspondence or resident. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 621 19th Street, N. W., Washington, D. C.

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

RADIO

Help Wanted

Managerial

NEW YORK REP

Seeking working partner, preferably one with station connections. Write in confidence: Box 636A, B&T

RADIO PRODUCTION MANAGER WANTED

We're looking for a man to fill a big job at a great clear channel radio station. We want a production manager. He must be resourceful, energetic and creative. He must know how to administrate a large staff of experienced broadcasters and production people. He must be able to handle the problems of live musical variety, farm, news and recorded music programs. He must be able to cope constructively and imaginatively with all problems of a competitive, big-city market.

The man we're looking for must have had station experience and a lot of it. No air work required for this job. We'll pay good money to the right man, and opportunities for advancement are unlimited. Please send complete information on your experience, education and capabilities. Also a small photo. Replies confidential.

Box 635A, B&T

FOR SALE

Equipment

TOWERS RADIO-Television Ansonia—Classic Cable Tower Sales & Erecting Co. 6100 N. E. Columbus Blvd., Portland, Oregon

FOR SALE

1—ITU 1B Transmitter (Channel 53)
1—TK20D Film Camera
1—TK34 Flying Spot Scanner
All RCA Equipment. Very slightly used. Make offer. Write Box 642A, B&T

FOR SALE

Miscellaneous

One Shure Microphone, Model 300, Ser. 2662
Two Alco Microphone System Model M20 Ser. 1120 and 1120
One Electro Voice Filter-type Microphone
One Electro Voice Microphone s/n 7216
Two General Electric Amplifiers, A1320

These items were stolen from Recordex, Ltd., Suite 207, Mining Exchange Building, Denver, Colorado.

Any information of the above listed items should be sent to this office or to Detectives G. E. Towers or C. P. Curra, Detective Division, Police Department, City of Denver.

FOR THE RECORD

Woodall, 50% owner of WDKR Columbus, Ga., and 25% owner of WGEA Gaines, Ala., and W. Ferguson, sales manager of WDKR, 55% owner of WGEA. W. Newton Morris, 40% owner of WMMS, Duluth, Ga., and George T. Morris—father of W. W. Morris—40% owner of WMMS, have sold their 60% interest in WMMS. (Continued from page 108)

FCC

BROADCASTING

3

Radio-TV Film-Adv.

FOR THE RECORD

(See page 108)

INSTRUCTION

FCC 1st Phone Licenses in 5 to 6 Weeks

FOR THE RECORD

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INSTRUCTION

FCC 1st Phone Licenses in 5 to 6 Weeks
Existing Am Stations . . .

**FOR THE RECORD**

**EXISTING AM STATIONS**

**ACtIONS BY FCC**


**KPEG** St. Joseph, Mo.— Granted mod. of license to make changes. Announced Aug. 21.


**KXXR** Warren, Minn.— Application seeking to convert to FM in order to correct a situation of adjacent interference. Announced Aug. 21.

**KWZT** Stamford, Tex.—Seeks cp to change frequency from 1010 to 1020 to 1030 and to delete old antenna. Filed Aug. 22.

**KEMF** Perryton, Tex.—Seeks authority to determine operating power by direct measurement of act. power. Filed Aug. 22.

**KDUW** Stanford, Calif.—Seeks license to delete call letter KXUZ and to change frequency to 1610. Announced Aug. 22.

**KMDQ** Ridgecrest, Calif.—Seeks license to change station location. Announced Aug. 22.

**WCRK** Miami, Fla.—Changes in studio location. Announced Aug. 22.

**WCTU** Palatka, Fla.—Changes in studio location. Announced Aug. 22.

**KBNV** Las Vegas, Nev.—Grants authority of cp to make changes in the matter of changing the 940 frequency to 980. Announced Aug. 22.

**WREX** Milwaukee, Wis.—Application for renewal of license. Announced Aug. 22.

**KJTV** Leavenworth, Kan.— Seeks to make changes in antenna system. Announced Aug. 22.


**WMUR** Manchester, N.H.—Seeks license to change to studio located in Manchester. Announced Aug. 22.

**WENV** Enfield, Conn.— Seeks license to cancel license and delete call letters. Filed Aug. 22.

**WBYH** Hartford, Conn.— Application for license to move to a new location. Filed Aug. 22.

**WATC** Studio change. Filed Aug. 22.

**WQTD** Toledo, Ohio.—Seeks license to change to new location in Toledo. Filed Aug. 22.

**WHRN** Richmond, Va.—Seeks authority to make changes in the matter of changing the 1000 frequency to 1000. Filed Aug. 22.

**KXU** Seattle, Wash.—Seeks authority to change to new location in Seattle. Filed Aug. 22.

**KSBM** West Bottoms, Mo.—Seeks license to move to studio location in West Bottoms. Filed Aug. 22.

**WRTC** Weymouth, Mass.—Application for renewal of license. Announced Aug. 22.

**WYLD** Denver, Colo.— Seeks license to increase power of 2 kw to 3 kw and to change call letters from DOR to DOR. Filed Aug. 22.

**KHEP** Shreveport, La.—Seeks license to change the legal to 5 kw and to delete call letters. Filed Aug. 22.

**WZP** Oklahoma City, Okla.—Application for renewal of license. Announced Aug. 22.

**KFWB** Boonton, N.J.—Seeks authority to change to new location. Application to convert to FM. Filed Aug. 22.

**KXBM** Cambridge, Ohio.—Application for certificate to change to new location in Cambridge. Filed Aug. 22.

**KWRE** Cumming, Ga.—Seeks license to change frequency from 1400 to 1500 to 1600. Filed Aug. 22.

**WAVY** Dunstable, Mass.—Seeks license to change call to WMCN and to change frequency to 1400. Filed Aug. 22.

**WBEA** Elmira, N.Y.—Seeks license to change to new location and to delete call letters. Filed Aug. 22.

**KTRK** Houston, Tex.—Seeks license to change frequency from 650 to 750. Filed Aug. 22.

**WRGT** Greensboro, N.C.—Application for license to move to a new location in Greensboro. Announced Aug. 22.

**WKOL** Lexington, Ky.—Seeks renewal of license. Announced Aug. 22.

**KAZL** Huntington, W. Va.—Seeks renewal of license. Announced Aug. 22.

**WBBB** Based on an application to change the call letters from WBBB to WBBB. Filed Aug. 22.

**WLA** Milwaukee, Wis.—Seeks license to change frequency from 1300 to 1200 and to change the studio location. Filed Aug. 22.

**WAXW** Charlotte, N.C.—Seeks license to change frequency from 1350 to 1360. Filed Aug. 22.

**KXMA** Stockton, Calif.—Seeks license to change frequency from 1450 to 1460. Filed Aug. 22.

**WSTE** Columbus, Ind.—Seeks license to change to new location in Columbus. Filed Aug. 22.

**KJFG** Jackson, Miss.—Seeks license to change frequency from 1450 to 1460. Filed Aug. 22.

**KWEN** Canton, Ohio.—Seeks license to change frequency from 1280 to 1290. Filed Aug. 22.

**WYCG** Charleston, S.C.—Seeks license to change to new location. Filed Aug. 22.

**KBWN** boiling pressure to 25 psig. Filed Aug. 22.

**KGBA** Galveston, Tex.—Seeks license to change frequency from 1580 to 1590. Filed Aug. 22.

**KXHE** Hobbs, N. Mex.—Seeks license to change frequency from 1580 to 1590. Filed Aug. 22.

**KDKR** Clinton, Ark.—Seeks license to change frequency from 1580 to 1590. Filed Aug. 22.

**WCAU** Baltimore, Md.—Seeks license to move to studio location in Baltimore. Filed Aug. 22.

**WCRB** Charlotte, Mich.—Seeks license to delete call letters. Filed Aug. 22.

**KOA** Denver, Colo.—Seeks license to increase power of 0.5 kw to 1 kw. Filed Aug. 22.

**WMLF** Madison, Wis.—Seeks license to make changes in studio location. Filed Aug. 22.

**KXBO** Boones Mill, Va.—Seeks authority to determine operating power by direct measurement of act. power. Filed Aug. 22.

**WAYG** Dunlap, Tenn.—Seeks license to change antenna location. Filed Aug. 22.

**WFCN** Fairmount, Ind.—Seeks license to change antenna location. Filed Aug. 22.

**WCRB** Charlotte, N.C.—Seeks license to change antenna location. Filed Aug. 22.

**WPTC** Westfield, Mass.—Seeks license to increase the power of 2 kw to 5 kw. Filed Aug. 22.

**WCKD** Lubbock, Tex.—Seeks license to increase power from 1 kw to 5 kw and change from DA-N to DA-2. Filed Aug. 22.

**KKEV** Perryton, Tex.—Seeks authority to determine operating power by direct measurement of act. power. Filed Aug. 22.

**WDVT** Stanford, Tex.—Seeks license to change frequency from 1400 to 1500 to 1600 and to change studio location. Announced Aug. 22.

**KDFW** Dallas, Tex.—Seeks license to change frequency from 1400 to 1500 and to change antenna location. Announced Aug. 22.

**WIGC** Lake City, Fla.—Seeks license to make changes in antenna system. Announced Aug. 22.

**WJZZ** Waite Park, Minn.—Seeks license to change frequency from 1330 to 1340. Filed Aug. 22.

**WXYT** Union City, Tenn.—Seeks license to change frequency from 1300 to 1350. Filed Aug. 22.

**KEMF** Perryton, Tex.—Seeks license to change frequency from 1400 to 1500 and to change antenna location. Announced Aug. 22.

**KXWM** Boxford, Mass.—Seeks license to make changes in the matter of changing the 940 frequency to 980. Filed Aug. 22.

**KBWQ** Boonton, N.J.—Seeks authority to delete call letter and make changes in antenna system. Filed Aug. 22.

**WHRB** Canonsburg, Pa.—Seeks license to make changes in antenna system. Filed Aug. 22.

**WICX** Westminster, Md.—Seeks license to change frequency from 1280 to 1290. Filed Aug. 22.

**KQMV** Billings, Mont.—Seeks license to change frequency from 1400 to 1400. Filed Aug. 22.

**WMED** Eatonton, Ga.—Seeks license to make changes in antenna system. Filed Aug. 22.

**WAGL** Augusta, Ga.—Seeks license to make changes in antenna system. Filed Aug. 22.

**WEGI** Emeryville, Calif.—Seeks license to change frequency from 1360 to 1370. Filed Aug. 22.

**WICJ** Houston, Tex.—Seeks license to change frequency from 1450 to 1460. Filed Aug. 22.

**KQMU** Butte, Mont.—Seeks license to change frequency from 1350 to 1360. Filed Aug. 22.

**WAGL** Augusta, Ga.—Seeks license to change frequency from 1400 to 1400. Filed Aug. 22.

**WEGI** Emeryville, Calif.—Seeks license to change frequency from 1360 to 1370. Filed Aug. 22.

**WICJ** Houston, Tex.—Seeks license to change frequency from 1450 to 1460. Filed Aug. 22.

**Knollwood, N.Y.—Seeks license to change frequency from 1350 to 1360 and to change antenna location. Announced Aug. 22.

**WCFM** Souderton, Pa.—Seeks license to change frequency from 1350 to 1360. Filed Aug. 22.

**KQMV** Billings, Mont.—Seeks license to change frequency from 1400 to 1400. Filed Aug. 22.

**WAGL** Augusta, Ga.—Seeks license to change frequency from 1400 to 1400. Filed Aug. 22.

**WEGI** Emeryville, Calif.—Seeks license to change frequency from 1360 to 1370. Filed Aug. 22.

**WICJ** Houston, Tex.—Seeks license to change frequency from 1450 to 1460. Filed Aug. 22.

**KQMU** Butte, Mont.—Seeks license to change frequency from 1350 to 1360. Filed Aug. 22.
August 16 Applications

**Routine Roundup**

August 16 Decisions

**ACTIONS ON MOTIONS**

By Commissioner Richard A. Mack

**Acceptance of Motion for Modification of CP**


**Grant Petition for Modification of CP**

July 15, following hearing re its application and that of WJSL Fort Worth, Tex., and appeal is dismissed. Action Aug. 14.

**Grant Petition for Modification of CP**

Sept. 14 to file exceptions to Initial Decision in proceeding re its application and that of WHEQ Monroe, Wis. Action Aug. 10.

**Acceptance of Motion for Motion for Modification of CP**

July 15, following hearing re its application and that of WHEQ Monroe, Wis. and appeal is dismissed. Action Aug. 14.

**Grant Petition for Modification of CP**

Aug. 17, following hearing re its application and that of WMMN Middletown, Conn. and appeal is dismissed. Action Aug. 15.

**Grant Petition for Modification of CP**

July 15, following hearing re its application and that of WYBZ Bristol, Va., adjourned by order which filed it on July 15, in proceeding re its application and that of WTPR Trimble, Ohio, and appeal is dismissed. Action Aug. 14.

**Grant Petition for Modification of CP**


**Grant Petition for Modification of CP**

Aug. 17, following hearing re its application and that of WMMN Middletown, Conn. and appeal is dismissed. Action Aug. 15.
Pensions and Patsies

FOR NEARLY a decade baseball’s prime pessimists have waited that television is ruins the gate and undermining the future of the game.

The wait is curiously quiet when a new players’ pension plan was announced last Monday in Cincinnati.

Commencing April 1, 1957, pensions will provide benefits up to $275 monthly for ex-major leaguers upon reaching the age of 50. This compares with the current plan providing just $100 monthly as a maximum. Many other disability and insurance benefits are in the new arrangements.

How can organized baseball afford this new plan? The players and club owners each make a small contribution. But, $1.9 million annually—or 60% of the $2.5 million needed each year to finance the plan—comes from the radio and television rights to the World Series and All-Star Game.

Those radio-tv rights are sewed up for five years to a total tune of $16.25 million. We won’t try to detail the other millions fed annually to organized baseball for radio-tv rights to regular and pre-season games. We won’t even suggest that club owners examine their own product or malfunctioning business administration before crying the broadcast blues.

We simply point out that the medium which is too often criticized for shaking the foundations of baseball is, indeed, making a solid contribution to the very foundation itself.

It’s the patsy that’s paying the pension.

Conventions Are Obsolete

AFTER sitting in on two political conventions during the last fortnight, we are drawn to the inescapable conclusion that they no longer fit the pattern that electronic journalism has fashioned. Gavel to gavel coverage is passé.

Both conventions were geared to radio and television audiences and not to the few thousand delegates, newsman, lobbyists, vendors and that curiosity-seeking smattering of the public occupying portions of the galleries. The conventions constituted the greatest free time grab in history. The Democratic convention in Chicago, which had a few dramatic hours, ran five days. The job could have been done in two, as far as prudent broadcast coverage is concerned.

The Republican convention in San Francisco last week ran four days. It was a dull, prefabricated, taken-for-granted political rally. The essentials could have been handled in one working day, with time to spare.

Prior to radio, political conventions were needed to stimulate candidates and workers, and to entice dollars for the expenses of old-fashioned campaigning. Came radio and the pace changed swiftly because the candidates got new exposure to millions, instantaneously, and not just to the few thousand faces in the meeting hall.

With television, an entirely new era in political campaigning dawned. Pancake makeup and blue shirts became standard props for the politicos. Conventions were geared to the "unseen audience" which now sees and hears all.

But it’s evident that the public doesn’t like all it sees and hears. The rating on both conventions prove this. Important keynote addresses, yes. Balloting on nominations, yes. But the sameness of artificially stimulated demonstrations and dull-as-dishwater speeches drive audience away. Other forms of leisure endeavor, including non-network stations, get the audience.

Analysis of the schedules of the two conventions proves that the political parties aim primarily at prime Class A time grabs. This means pre-emption of commercial programs only partially offset by one-shot sponsorship revenue, and this doesn’t include dislocations of local and national spot programming, resulting in heavy revenue losses to stations.

Moreover, the fact that the conventions were held at widely separated cities only two days apart meant duplicating the extensive network installations at inordinately high cost. It is remarkable that the networks were able to accomplish this feat in logistics without serious breakdown.

Chicago, after a couple of desultory days, did develop excitement and interest, but the San Francisco session was so devoid of news that newsmen found themselves interviewing one another to fill in time. The complaint from the newspaper galleries was that everything was programmed for television and radio. They were exactly right. Practically every important speaker had something to say to the "unseen audience" but not much commendable to say about the media per se.

It will be four years before the next conventions. It is evident that the networks should not wait until they are told the what, where and when. They have the record of 1952 and the demonstrably bad showing of 1956. They should inform the political parties that it is their best judgment that broadcast coverage should not run longer than two days at the outside; that there will be no gavel to gavel coverage and that only the newsworthy events will be handled.

And in the interests of efficiency, economy and common sense, both conventions should be held back to back, in the same city.

Pepsi Pleased

ANY surviving doubters of radio’s ability to move goods for its advertisers will need a lot of ingenuity to explain away what radio did for Pepsi-Cola in tests completed a fortnight ago in San Diego, Calif., and Muncie, Ind. As detailed in this journal last week, radio uncapped a whopping lot of Pepsi out there.

The results of the two tests were, in truth, little short of phenomenal, even for radio. Pepsi-Cola and its agency, Kenyon & Eckhardt, recorded the voices of townspeople saying "Pepsi, please," then played the recordings on the air and offered prizes to all who could identify their own sounds. There were 36 commercials a day in San Diego and 23 a day in Muncie, and when they did the voice playbacks there were 10 different voices saying "Pepsi, please" in each one-minute spot, giving the campaign a multiple saturation effect.

The campaign set the two cities agog in many ways, but most importantly it set them buying Pepsi-Cola. For competitive reasons, the company is chary with sales figures, but it did point out that its fountain business in Muncie in a single week in July, while the test was on, jumped 300% ahead of sales for the entire month of July 1955. And bottle sales were "heavily increased."

These results become doubly significant for radio when the costs are counted. In both cities, Pepsi also used newspaper advertising. But when the cost-per-inquiry was figured up, the cost via newspapers came to $33.33—as against four cents in radio. Even if you agree that in San Diego the newspaper was hamstringed a bit by the timing of the radio call periods, that’s still quite a clobbering that radio handed its old rival.

Pepsi-Cola and K&E are naturally delighted, and now—understandably—they’re getting ready to spread the campaign nation wide. They’ve shown again what radio can do when used with enterprise and imagination. Other advertisers would be smart to heed the lesson.
Here's a wonderful opportunity to co-sponsor a successful film show, together with one of America's great products—Carnation Company's "Friskies". ANNIE OAKLEY is a part of WBAL-TV's widely advertised 3-hour solid block of Programs for the Entire Family on Saturday afternoons. ANNIE OAKLEY will hit your sales target dead center!

5:30 to 6:00 P.M. SATURDAYS

WE'LL TALK TO YOU IN TERMS OF RESULTS

Nationally represented by EDWARD PETRY & CO., INC.
TWICE AS MANY ADVERTISERS as any other radio station in Baltimore!

- Advertisers know they can milk the cream of the Maryland market by blanketing concentrated, metropolitan Baltimore (pop. 1,500,000 and growing every day).
- So their "first and automatic" choice is W-I-T-H...whose low, low rates plus "pinpointed power" equal top sales results.
- W-I-T-H reaches 74%* of all Baltimore homes every week...is first by far in out-of-home audience**...delivers more listeners per dollar than any other medium.
- Isn’t it the station you want, too?

*Cumulative Pulse Audience Survey  **Hooper Radio Audience Index

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