COMPLETE INDEX
Page 10

IN THIS ISSUE:

Crowell-Collier Sets
Big Bitner Deal
Page 27

IND Goes to WBC
Record $5,300,000
Page 27

Lever Bros. Seeks
Better Film Ads
Page 35

Subcommittee
establishes CBS Papers
Page 50

Osby Electronics Div.
Sold to MM&M
Page 76

25TH
year

And now a 5th Storz Station heard from

WQAM, Miami
Serving all of Southern Florida with 5,000 watts on
560 kc. Represented by JOHN BLAIR & CO.

KOWH, Omaha
First in Hooper (47.7%), Pulse, Trendex in every
time period. Represented by Adam J. Young, Inc.

WTIX, New Orleans
Even further ahead in first place per latest Hooper.
Represented by Adam J. Young, Inc.

WHB, Kansas City
First in Hooper (45.8%), Also Area Nielsen, Area
Pulse, Metro Pulse. Represented by JOHN BLAIR
& CO.

WDGY, Minneapolis-St. Paul
Now all-time highs. First in the afternoon, per Hoop-
er. Strong 2nd place, Nielsen—and climbing fast.
Represented by JOHN BLAIR & CO.

"The
Storz Stations"
President: Todd Storz
If you sell things

the way to sell them in the Sioux City area is

KVTV CHANNEL 9

**BECAUSE:**

**KVTV dominates Sioux City**

The people who buy the things you sell watch KVTV Channel 9 more than any other station... better than 2 to 1. Witness Telepulse’s latest Sioux City survey figures:

- 65% share of audience 7 to noon Monday to Friday
- 69% share of audience 6 to midnight Saturday
- 73% share of audience noon to 6 Sunday

**BECAUSE:**

**KVTV has top CBS and ABC shows**

The people who buy the things you sell watch KVTV Channel 9 more because they see the pick of the shows from two top networks.

**BECAUSE:**

**KVTV has top syndicated and local shows**

The people who buy the things you sell watch KVTV Channel 9 more because they see the best of the film shows. Smart advertisers place these audience-pullers on KVTV:

- Highway Patrol
- I Led Three Lives
- Waterfront
- Rin Tin Tin

The way to sell the 204,500 families in the Sioux City area is KVTV Channel 9. See your Katz representative.

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota.

Don D. Sullivan, General Manager.
YES, BUY TERRE HAUTE

Facts on the Terre Haute Area

- 69th TV MARKET
- 180,920 TV HOMES
- CBS, NBC & ABC Television Networks

TERRE HAUTE, IND.

WTHI-TV channel 10

CHECK WITH DAVOLING CO., NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO
Among the television markets foremost in the manufacture of primary metals, the Channel 8 Multi-City Market ranks eleventh, based on production figures for America's top 100 counties (SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956). This is just one phase of the widely diversified industry which makes the WGAL-TV Channel 8 market a buying market for your product.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the MEEKER company, inc.
New York Los Angeles
Chicago San Francisco
WORST YET - Networks now know they face probably toughest Congressional hearing of recent times when House Antitrust Subcommittee begins New York hearings Sept. 12. At secret session with Chairman Emanuel Celler (D-N.Y.) last Thursday network executives were bluntly told to produce every contract involving talent, station affiliations, program production and sponsorship. Failure to submit material will mean citation for contempt of Congress, Rep. Celler warned.

NETWORKS naturally don't want innermost secrets revealed and hence refused to supply information voluntarily. Sub-committee is expected to subpoena material, and chances are networks will appeal to courts to prevent disclosure of information that could be damaging competitively. At Thursday session with Chairman Celler were Frank Stanton and Richard Salant of CBS and David Adams and Thomas E. Ervin of NBC, with outside attorneys Bruce Bromley for CBS and John Simon, for NBC. Reps. Peter W. Rodino Jr. (D-N.J.) and Junior M. Quigley (D-Pa.), committee members, were also there with committee counsel, Kenneth Harkins and Samuel Pierce.

MEANWHILE, BACK AT THE RANCH - Rep. Celler's sleuths were nosing around FCC commissioners' offices last week, apparently seeking "telephone" or other memos similar to those unearthed by Evans subcommittee. Whether Celler staffmen were looking for particular items or just engaged in fishing expedition unknown, but findings, according to those who ought to know, were nil. Several commissioners, it's understood, plan to attend opening session in New York, since they'll be in town anyway for Radio & Television Executives Society luncheon honoring FCC.

PROPOSED merger of Bartell-owned ch. 33 WMTV (TV) Madison, Wis., and newspaper owners of WIBA Madison (Capital Times and Wisconsin State Journal) has fallen through, according to reliable sources. Reasons not known, except that principals could not agree on terms.

SALES UNDER SCRUTINY - Concern over increased activity in TV station sales is being evinced by FCC, which reconvened last week after month's holiday. Commissioners do not question prices but feel that body should take cognizance of large turnover and of trends in ownership. Consequently there's thought that cases involving small and medium stations, whose program activities are outside broadcasting, should be scrutinized, with possibility of hearings. This would be in line with suggestion of Chairman Magnuson (D-Wash.) of Senate Commerce Committee in transmittal of committee's recent interim report on TV investigation, wherein he commented: "I wish to add some thoughts arising from current trends [such as] the infiltration of big investment banks into television. These are questions requiring study by your Commission, and no doubt will be investigated, in due time, by this Committee." [B&T, July 23]

WHAT may emerge from FCC discussion on station sales is new policy which would delve into situations where short-term licensees sell at high prices. Bandied about has been term "trafficking," which by rule-of-thumb heretofore has meant sale of stations which have not been held for more than one year. FCC members are talking about looking into commitments made by such applicants during hearings, and what extenuating circumstances might have developed to cause licensee to sell.

SMOKE RINGS - What would Stevenson-Kefauver victory bring to communications regulation? Gov. Stevenson has several broadcaster friends but apparently none who aspire to public office. Sen. Kefauver's pre-convention supporters include Louis Paller, former owner of Milwaukee radio-TV properties and advocate of subscription TV, who wanted Frieda B. Hen- non's vacancy on FCC last year, William A. Roberts, Washington attorney who represented DuMont, among others, in allocations battles, and who served as treasurer for vice presidential candidate, and Edward Lamb, millionaire Ohio broadcaster-publisher-industrialist, whose bitterly-contested license renewal case still hangs before FCC and for whom Sen. Kefauver testified in Senate proceedings last year.

HANDS OFF policy on evaluation of programs, commercial content or category breakdowns, in fact, all those criteria evaluated in so-called Blue Book of 1946, has been proposed to FCC by its newest member, Conir. T. A. M. Craven. At time FCC receded in July, question of what to do about programming was deferred until reconvening. Conir. Craven reportedly has drawn up his proposal in event FCC majority decides to proceed with study. In that case, his proposal would become dis- tinct.

SHIFTS IN PORTLAND - Now-building ch. 8 KGW-TV Portland, Ore., and long-time NBC affiliate KGW-AM, on Dec. 17 join ABC networks. Thus KGW stations, identified with same Mrs. A. Scott Bullitt ownership since ch. 5 KING TV and its am affiliate in Seattle, will constitute major market links for ABC in Pacific Northwest. Ch. 12 KLOR-TV is now ABC-TV affiliate while ABC Radio outlet is Westinghouse-owned 50 kw KEX. NBC Radio network plans are not known.

DETAILS won't be out for a few days, but it's known NARTB's board has approved expanded public relations program. Plan to step up association's program in this field was diverted to Public Relations Committee at June board meeting. Since that time committee has drafted program and board approval has been obtained by mail. Hiring of at least one new man in public relations department is expected. Funds for new activity to come out of present budget. Discarded: Proposal to set up NARTB branch office in New York for public relations contacts.

TV BOOMER - From nothing in television to almost everything in television is transmutation that Wesson Oil & Snowdrift Sales Co. advertising budget has undergone in little more than year, now that company is set for one-third sponsorship of NBC-TV Sit! Caesar Show this fall (Sat., 9-10 p.m. EDT). Its Caesar investment, estimated at about $1.2 million and placed through Fitzgerald Adv., New Orleans, pushes firm's tv outlay past $4 million mark. Wesson & Snowdrift company has been one of prime targets of special tv presentations by Tele- vision Bureau of Advertising.

ANOTHER tv absentee that has been high on TVB target list, Sunkist Growers Inc., Los Angeles, is now on verge of its first major move into network television. Sunkist's purchase of alternate-week quarters in Queen for a Day (NBC-TV, Mon., Fri., 4-4:45 p.m. EDT) on 52-week basis, is due to be announced shortly. Contract was placed through Foote, Cone & Belding, Los Angeles.

STATES' RIGHTS - Montana's Gov. J. Hugo Aronson may follow lead of Colorado's Gov. C. B. (Big Ed) Johnson, in appointing his own state "FCC" to authorize on-channel tv boosters to serve canyon dwellers and others who can't get service because of rugged terrain. FCC considers such boosters illegal, but hundreds of them are believed in use and, under Federal law, are considered "boobie" operations. (See EDITORIAL, page 102.)

IN WHAT will be claimed as largest single-market television program sale to single sponsor, KTTV (TV) Los Angeles Tues- day will announce Colgate-Palmolive Co. has bought Friday 8-10 p.m. period, starting Oct. 12, for cream of uncut M-G-M feature films newly acquired by station. Contract is for 52 weeks. Weekly time-pro- gram package is $15,000, said to be highest asked in Los Angeles, making total buy nearly $800,000. Blair TV, New York, closed sale Friday.
KING'S POLL GALLOP...

The results of Radio KING's Poll Gallop, staged at Seattle's Longacres Race Track, were somewhat inconclusive. But as a typical demonstration of KING showmanship they pleased both parties and the independents too!

For conclusive evidence of KING's domination of the important Western Washington market, however—check any nationally recognized survey, the latest 18 Western Washington county pulse, for example. You'll find Radio KING in strong leadership.

Radio KING—1090 KC
ABC—50,000 Watts

FIRST IN SEATTLE
Radio KiNG
**FCC Calls for Meeting On Uhf ‘Crash’ Plan**

CALL for industry conference on uhf “crash” program issued by FCC Friday, with meeting scheduled Sept. 20 in Washington under chairmanship of FCC Chairman George C. McConnaughey. Commission sent invitations to NARTB, RETMA, Joint Council on Educational Television, Committee for Competitive TV and Assn. of Maximum Service Telecasters. Each group was asked to have four delegates.

Agenda for meeting calls for establishment of TV Allocation Research Committee (TARC) by industry to cooperate with FCC. TARC’s objectives: to assemble facts relating to feasibility of transferring tv to uhf, or alternatives, and to advise FCC on technical principles in tv channel allocations. TARC composition will be of all sections of industry, with chairman recommended from RETMA. Costs of research program expected to be borne by various organizations which are members of TARC. Program will encompass research involving transmissions in lower, middle and upper portions of uhf band, use of operating vhf and uhf stations, vhf and uhf receivers, and uhf-vhf field intensity measuring equipment. Investigation on establishment of industry-owned, non-profit research corporation to defray costs should be made, with possibility suggested that TARC might become such a non-profit corporation.

Details of suggested research program set out as follows:

(a) Transmitters
   1. Comparison between potential performance and costs of modern vhf and uhf transmission systems including transmitters, antennas and transmission lines.
   2. Measures required to provide uhf coverage capability equivalent to vhf.

(b) Receivers
   1. Comparative potential performance and costs of modern vhf and uhf monochrome and color receiving systems including receivers, antennas and transmission lines embodying latest technical developments.
   2. Requirements for circuits and tubes for efficient uhf monochrome and color receiver.

3. Requirements for effective uhf receiving antenna system including transmission lines.

(c) Field Testing
   1. Determine uniform methods for measuring field intensity and appraising the quality of television service.
   2. Field intensity measurements of performance of uhf and vhf transmission over same terrain conditions. These should include measurements and observations in one or more: canyon type cities, average type cities, prairie area locations, mountainous area locations. Field testing should include not only field intensity measurements but also actual observations of technical quality of service rendered under various conditions and comparison thereof between median uhf channel and three uhf channels (including low band, median band and high band).

(d) Propagation
   1. Evaluation of practical results obtained from field testing, review of theoretical literature and correlation between practical and theoretical performance of vhf and uhf under various conditions.
   2. Suggested methods for improving uhf performance if such is considered feasible.

(e) Multiple Vhf Channel Usage
   1. Study of techniques required to make most effective use of 12 vhf channels only for television broadcasting.
   2. Evaluation of television service which can be achieved by the application of techniques developed in (1) above.

**PASTEL SETTING**

FCC’s new commissioner’s meeting room, Room 7134, was used for first time last week. Appointments—including walls, drapes and rug—range from pink to rose and have stimulated Commission personnel to refer to it as “the boudoir.”

**BUSINESS BRIEFLY**

**TIME ON MIND** • Nestle Co., White Plains, N. Y., through Bryan Houston, N. Y., still looking for availability to complete 100-station lineup for six-week fall radio campaign in 30-50 markets.

**NEw FOR DREW** • E. F. Drew & Co. (Tri-Nut margarine), N. Y., will launch first saturation tv spot drive in 15 New England and Cleveland-Columbus (Ohio) markets starting Sept. 10. Length of campaign depends on results of first 13-week cycle on 26 stations. Agency: Donahue & Coe, N. Y.

**TOYS ON TV** • Toy Guidance Council, N. Y., toy industry promotional organization, again scheduled to aid toy dealers throughout nation in pre-Christmas placement of “Toyland Express,” 15-minute film starring Jimmy Nelson, starting first week of November. Agency for TGC, Friend-Reiss Adv., N. Y., says 100 markets would be covered this year, indicating increase of 40 over last year’s “Toyland Express” with Paul Winchell and Jerry Mahoney.

**CALUMET CAMPAIGN** • General Foods Corp. (Calumet baking powder), White Plains, N. Y., effective Oct. 1 buying radio spot announcements in approximately 50 smaller markets. Contract, for 13 weeks, placed by Young & Rubicam, N. Y.

**COAL IN MARKET** • Reading Anthracite Coal Co. placing radio spot announcement campaign in major markets beginning early in October. Lewis & Gilman, Philadelphia, is agency.

**Duz In Midwest** • Procter & Gamble (Duz), Cincinnati, preparing tv spot announcement campaign to start in October and run for 52 weeks in Midwest. Compton Adv., N. Y., is agency.

**ZIPPERS IN 35** • Coats & Clark Co. (zipper), N. Y., will go into 35 markets with tv spot drive for five weeks starting Sept. 17. Through Kenyon & Eckhardt, N. Y., client also will buy participations in ABC-TV’s “Afternoon Film Festival” later this month.

**SPry DRIVE** • Lever Bros. (Spy shortening) launching regular fall radio campaign in top 39 markets for 10 weeks starting Sept. 17. Campaign will be split into two-five week phases, separated by two-week interval, and will be Spy’s first through Kenyon & Eckhardt, which recently gained account.

**RADIO FOR VANILLA** • American Home Products (Burnett’s vanilla), N. Y., planning radio spot campaign in approximately 25 major markets beginning Sept. 24 and running for 13 weeks. Agency: Geyer Adv., N. Y.

**Kit-Kat On Tv** • Chunky Candy (Kit-Kat candy), N. Y., preparing tv spot schedule starting Sept. 10 for 13 weeks in scattered tv markets. Grey Adv., N. Y., is agency.

**FELS NAPTHA PLANNING** • Fels Naptha Co., through Atkinson, Philadelphia, planning radio spot announcement campaign in major markets for 13 weeks, starting mid-September.

**Vick Drops Spot Drive In Favor of Network Buy**

VICK CHEMICAL Co., New York, which early in summer had scheduled 13-week spot campaign via 15 radio and 30 tv stations for October (8-17, July 9), changed its mind Friday, diverting its funds to co-sponsorship (with American Tobacco Co’s Pall Mall) of The Big Story (NBC-TV, Fridays, 9:30-10 p.m.). Although Vick’s two agencies are assigned to Story—Morse International and BBDO—only one product so far is set for network exposure: Vapo-Rub liniment (BBDO). BBDO said Friday Vick also would co-sponsor new NBC-TV Tuesday, Oct. 31, 1956, which was shortening for five weeks starting Sept. 17. Campaign will be split into two-five week phases, separated by two-week interval, and will be Spy’s first through Kenyon & Eckhardt, which recently gained account.

**Like Old Times**

JACKIE GLEASON is looking for “prettiest girls in the world” for use on his program which returns Sept. 29 on CBS-TV (Sat., 8:9 p.m. EDT). He has issued audition call for this Wednesday at Park Sheraton Hotel in New York, at which time three beautiful “Portrettes” and 16 “Glea-Girls” will be selected.

**Colgate, Esty to Sewer; $4.5 Million Billing in Air**

COLGATE-PA LMOLVIE Co. and Wm. Esty Co. will terminate their advertising affiliation by mutual agreement as of Dec. 31. Esty handles Colgate products whose overall billings came to an estimated $4.5 million. They are Fab, Vel, Rapid Shave, which are substantial radio users, along with Brisk, Charmis Beauty Bar and Vel Bar. New agency still to be named.

**September 3, 1956 • Page 7**
Quickies for Sale

SPONSORED station identification announcements, tested by ABC Radio with Campbell Soup Co. as sponsor on west coast hook up several months ago, are now being pitched by network to number of prospective sponsors whose products and/or services are deemed by ABC to be appropriate to this quickie form of advertising. One such is AT&T, though no sale has been completed there or with any other prospect as yet. Sponsored ID's presumably would be handled a la those for Campbell, which said, in effect: "Campbell Soups are m-m-m good. This is ABC Radio Network."

Brylcreem's Hot for Film

HAROLD F. RITCHIE Co. (Brylcreem hair dressing), which for past three years has followed "highly successful" formula of late evening spot spot in 100 top TV markets, is seriously reappraising techniques. Confident that films this coming season "will be the hottest properties so far as cost per thousand goes," spokesman of its agency, Atherton & Currier, N. Y., said client will "look to developing an entirely new audience" in months to come. Last week, Brylcreem bought participations in early evening showing of Ziv's Science Fiction Theatre on KTTV (TV) Los Angeles; next month, it will add Dr. Christian to its test strategy on KFSD (TV) San Diego.

Minor Parties Get ABC Time

NEW SERIES of "acceptance speeches" by nominees of three minor political parties set by ABC Radio and ABC-TV in accord with equal-time provisions of Communications Act, network authorities reported Friday. Schedule is as follows: Dartington Hoopes and Samuel H. Friedman, presidential and vice presidential nominees of Socialist Party, on ABC Radio Sept. 11 at 10:30-55 p.m. EDT and ABC-TV Sept. 25 at 10-10:30 p.m.; Farrell Dobbs and Myra Tanner Weiss, nominees of Socialist Workers Party, on ABC Radio Sept. 13 at 10:30-55 p.m. and ABC-TV Sept. 20 at 10-10:30 p.m.; Eric Hass and Georgia Cozzini, nominees of Socialist Labor Party, on ABC Radio Sept. 20 at 10-10:30 p.m. and ABC-TV Sept. 18 at 10-10:30 p.m.

N. Y. Demos Name Peck Adv.

New York State Democratic Committee has appointed Peck Adv. as agency during campaign, chairman Michael H. Prendergast announced Friday.
the week in brief

BITNER STATIONS SALE STANDS
Crowell-Collier's Paul Smith meets financing requirements at showdown meeting last Friday. However, arrangements for KULA-AM-TV purchase are cancelled ........................................ 27

WIND SOLD FOR $5.3 MILLION
Westinghouse Broadcasting Co. buys WIND Chicago from Allen group at highest price ever paid for a radio station ................................................................. 27

RADIO-TV TEST FOR PAPERS
Dr. Sydney Roslow, director of The Pulse Inc., tells what happens when newspaper readership is measured by same criteria as those used to determine the audience of broadcast programs ........................................... 29

SPOT RADIO SALES UP 27%
Station Representatives Assn. reports that spot radio billings in July totaled $10,196,000, compared to $8,029,000 for same month of last year .... 32

BETTER FILM ADS Sought
Lever Bros. launches project to improve the quality of television commercial films .................................................. 35

NEW ELECTRONICAM SHOWN
Allen B. Du Mont Labs reveals refined system of making films for tv and theatres which Paramount Sun - set Corp. will start using in Hollywood within a few weeks ........................ 37

CANON 35 ON WAY OUT?
American Bar Assn., meeting in Dallas, gives signs of relaxing its prohibition of cameras, microphones in courtrooms .................................................. 40

SUBPOENAED PAPERS PUBLISHED
Evins subcommittee of House Small Business Committee publishes eight CBS documents, out of thousands subpoenaed, and FCC answers to congressional questions in action called "outrageous, inexcusable and novel" ........................................ 50

FCC BACK ON JOB
Fresh from summer recess, Commission grants licenses to two tv and 12 am applicants, postpones deadline for comments on deintermixture for Sept. 10 to Nov. 15 ..................... 54

CONTROVERSIAL CONVENTIONS
Concentration of tv networks on convention coverage drove public to radio and movies, Sindlinger statistics show. On other hand, Trendex says politicians drew higher ratings than regulars .................................................. 59

CONVENTION COSTS HIGH
With final sum still in doubt, network executives stick to original estimates that cost of covering the Chicago and San Francisco conventions exceeded revenue by $4.1 to $5.1 million .... 59

PARTIES SET AIR SCHEDULES
Plans announced by Democrats and Republicans call for wide use of broadcast media in all forms, tv and radio, network and spot, live and filmed or taped .................................................. 62

CROSBY ELECTRONICS SOLD
Division purchased by Minnesota Mining & Manufacturing which plans to take over certain research programs of Bing Crosby Enterprises .................. 74

'LOCAL' TOUCH FOR NBC RADIO
Dantzic, McDaniel and Graham, all with extensive station experience, get top posts with NBC Radio in move to attune network to interests of affiliates .................................................. 77

NBC INCREASES COLORCASTS 500%
Plans for at least one color program every night in the week, in addition to spectaculars, will put 120-160 hours of nighttime color on NBC-TV by last quarter of year, up from 22.5 hours for last quarter of 1955, Robert Sar - noff, network president, announces 78

MBS ASKS AFFILIATES' AID
Wholehearted cooperation of stations is needed to help Mutual make good on its "firm intention" to stay in network business, MBS President John Poor tells affiliates .................................................. 79

departments

Advertisers & Agencies 29
At Deadline .... 7
Awards .......... 76
Closed Circuit .. 5
Colorcasting .... 31
Editorials ......... 102
Education ....... 81
Film ......... 37
For the Record .... 92
Government .... 50
international .... 82
Lead Story ....... 27
Manufacturing .. 74
Networks .... 77
On All Accounts .... 24
Open Mike .... 14
Our Respects .... 20
Personnel Relations .... 75
Playback .... 76
Political Broadcasting .... 59
Professional Services .... 75
Program Services .... 72
Programs & Promotion .... 91
Reviews .... 16
Stations .... 65
Trade Assns .... 42

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our job doesn’t end here...

Signing the contract, to some, may mark the climax of a national spot sale. Harrington, Righter and Parsons men think otherwise. To them, it’s the start of another and extremely vital effort.

Constant attention to detail...attentive service to all aspects of the account...an intelligent approach to any problem that arises—these are essentials of efficient television representation. To perform these tasks properly, we concentrate exclusively upon television.

Such thoroughness can be shared only by a limited list of stations which—like us—believe that successful television representation is a never-ending job. Maybe you feel the same way about it, too?

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WCDAB  Albany  WAAM  Baltimore  WBEN-TV  Buffalo  WJRT  Flint
WFMY-TV  Greensboro/Winston-Salem  WTPA  Harrisburg
WDAF-TV  Kansas City  WHAS-TV  Louisville  WTMJ-TV  Milwaukee
WMTW  Mt. Washington  WRVA-TV  Richmond  WSYR-TV  Syracuse

September 3, 1956  •  Page 11
WTVJ is proud of its record of providing the utmost in television service to the viewers of South Florida since March 21, 1949. This includes award-winning news shows, public service programming and local sports spectaculars — all telecast from Florida's first 1000 ft. tower.

Now, as in the past, experience, outstanding facilities, and complete viewer acceptance are yours when you invest in WTVJ Television . . . the only TV service providing unduplicated coverage of the ENTIRE South Florida market. Call your Peters, Griffin, Woodward Colonel for availabilities.

WTVJ Channel 4
MIAMI
Fine Treatment
EDITOR:
Thank you very much for the fine treatment of my career in your On All Accounts column [B&T, July 23]. The reactions to it from associates in the industry have been very favorable.
John W. Harper, Chief Timebuyer
Chicago

Introduction
EDITOR:
You may or may not be familiar with our organization (National Religious Broadcasters Inc.) and its stand for the purchase of radio-television time for the broadcasting of religion. We are affiliated with the National Assn. of Evangelicals, an inter-church organization representing 40 Protestant denominations...

It may interest you to know that members of our organization spend more than $10 million a year in the broadcasting of religion in America. We are anxious to create an atmosphere of mutual good will and cooperation.

I enjoy your magazine and we consider it to be the "Bible of the Radio-Television Industry."
Dr. James DeForest Murch, Pres.
National Religious Broadcasters Inc.
Cincinnati, Ohio

Mr. Hobby's Option
EDITOR:
I have just checked our listing in the 1956-57 issue of your Telecasting Yearbook and was very surprised to find under the heading "Principal Stockholders" the following:

"W. P. Hobby (KPRC-AM-TV, Houston Post) holds option to buy 32.5% of Beaumont Broadcasting Corporation [KFDM-AM-TV]."

This is not the first time that such a statement has been made in one of your publications. I am at a loss to know the source of your information. W. P. Hobby, the Houston Post, KPRC, or any of the other interests associated with Mr. Hobby, do not hold an option or have never held an option to buy any portion of the Beaumont Broadcasting Corp.

I should think you would ascertain the accuracy of a statement before printing it. In this case, I would be particularly careful since it is exactly what the Enterprise Co. of Beaumont has been trying to prove in court for the past two years.
KFDM-AM-TV Beaumont, Tex.

[EDITOR'S NOTE: B&T regrets the error. The option Mr. Hobby holds is not to buy 32.5% of Beaumont Broadcasting Corp. but to buy 32.5% of a new company to be formed to be the licensee of KFDM-AM-T after the KFDM-AM-TV grant is finally cleared.]

Idioms Wanted
EDITOR:
In a speech abroad this winter to commercial attaches of various European governments, I should like to illustrate the fascinating differences between our 48 states, not in terms of dry statistics which quickly crumble from mind, but rather by local speech imagery, colorfully homemade, which the eye can relish and the ear remember.

My West Virginia hostess over Decoration Day, for example, observed the grass was "hunting" to be cut. In Vermont last winter, a little white-haired old lady warming her hands at the ski-hut stove before plunging down the Nose-Dive trail, commented that a niece kept her house "poison neat." During the war, the tail-gunner of my Flying Fortress, a boy from Arizona, used to greet new equipment with the remark "we need that like an elk needs a hatrack."

It is possible to appeal to your readers for picturesque idioms which they have noted. I should be most grateful... There is no other way to complete a collection which will do justice to the zest and flavor of our folk-talk, and the verbal inventiveness of our people.

George Bijur
111 East 56th St., New York 22, N. Y.

The Texas Story
EDITOR:
Members of our staff are most favorably impressed with the feature article on Texas in the July 23 issue of B&T. Please let us know if we can obtain reprints of the article...

Mrs. Camilla Koford, Librarian
East Texas Chamber of Commerce
Longview, Tex.

[EDITOR'S NOTE: Reprints of the 31-page Texas Market Report are available at $3 per hundred. This includes shipping and handling charges.]

EDITOR:
I would like to compliment you on your very fine article on Texas...
W. R. Devine
Devine & Assoc.
Austin, Tex.

Gratitude
EDITOR:
Your editorial in B&T's issue of Aug. 13—"The Hot and Bothered Air" is excellent and we, of the industry, should be extremely grateful for people like you who have always supported the true basics of our industry.

Thank you sincerely.
Bernard C. Barth, Vice Pres. & Gen. Mgr.
WNDU-AM-TV South Bend, Ind.

AMST Meeting
EDITOR:
I thought you wrote a very good story on the Chicago meeting of Assn. of Maximum Service Telecasters and I am sure all the members appreciate the fine position you gave it.

It was so good that I would like to have about 100 reprints of the page to send with our follow-up letter to eligible AMST members.

Harold F. Gross, Pres.
WJIM-AM-TV Lansing, Mich.

Tough Admission
EDITOR:
It's a little bit tough to have to admit, but I depended on B&T today to interpret to me just what was happening on our station, after preempting something like 40 hours of time to have it happen! I really think your run-down commentary on the Democratic National Convention was a better piece of work than the convention itself.

Lawrence H. Rogers II, Vice Pres.
WSAZ-TV Huntington, W. Va.

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Page 14 • September 3, 1956
From 4 to 7 P.M.

Drive Home Time...

WPEN IS THE HIGHEST RATED STATION IN PHILADELPHIA

five days a week...and all day Saturday, too*

*PULSE January-February • March-April • May-June '56

REPRESENTED NATIONALLY BY GILL-PERNA, INC. New York, Chicago, Los Angeles, San Francisco.
THE COMPANY WIFE
ABOUT five years ago, Fortune magazine's William H. Whyte attempted to clarify a most pressing industrial issue, that of the company wife and her place in the business community. As part of a very lucid series of articles on communication, Mr. Whyte explained the ways and means by which a "company wife" either makes or breaks her mate, and how many a top echelon job was created or denied simply on the basis of a wife's behavior.

Instead of heeding Mr. Whyte's basic conclusion—to wit: that the ideal company wife is a mistress of subtlety, a superbly ingratiating woman whose bible is Emily Post and whose battle plans are by the late Dale Carnegie—the authors of last month's Robert Montgomery Presents came up with a wife that seemed to have come out of Claire B. Luce's The Women or the Messrs. Sloan Wilson, Cameron Hawley, Rod Serling and the rest of the "business novel" studies.

In "The Company Wife," author J. Harvey Howells and his tv adaptor, Martha Wilkerson, would have us believe that the coming of The New, Bright, Young Executive would unleash such a tidal wave of greed, insecurity, envy and just plain bittleness on the part of New York's female population that not a single member of the community could hope to escape it. It might have been "good summer viewing," but still, we thought a compulsory end to this dreadful play with the disclaimer that "any similarity between persons living or dead, etc." We definitely hope so.

Production costs: Approximately $38,000.
Sponsored by Schick, through Warwick & Legler on NBC-TV, Mon., 9:30-10:30 p.m.
Written by Martha Wilkerson, tv play by J. Harvey Howells; director: Ira Cerk; producer: Philip Barry Jr.

HURRICANE WATCH
METHODS used in locating and tracking hurricanes, how advisories and warnings are disseminated, and the safety precautions that should be taken by individuals to minimize loss of life and property are interestingly told in "Hurricane Watch." United States Weather Bureau film now being made available to tv stations in coastal areas of the nation. The 15-minute film by any other government productions suffers from the use of amateur performers, nevertheless is neatly written, competently directed and skillfully narrated.

Production costs: Approximately $14,500.
Producer: Motion Picture Services, Dept. of Agriculture, under supervision of Calle A. Carrello, chief of production.
Writer-director: Gil Courtney
Camera: Bob Kiefer.

LORETTA YOUNG SHOW
BACK IN BUSINESS for the dawning season, the Loretta Young Show turned up on NBC-TV Aug. 26 apparently not much changed from last season but gratifying as ever in its slick fiction fashion.

For her season opener Miss Young picked a mystery story which involved a deaf lady lawyer and her partner-husband, the former a good and true type, the latter a man who is sometimes willing to compromise a principle for material gain. It was a melodramatic half-hour, complete with moral lesson. To those of us who like that sort of thing—even to the hostess' epilogue restate of the moral—it was entertaining and terrifying. Technically it was well done as these shows characteristically are.

It's hard to define the Young television formula: It calls for a good-sized female star part, often for melodrama and moral, and always clearcut issues. Maybe it's the latter that makes this a show that's nearly always fun to watch, providing the sort of simple enjoyment found in fairytails and Westerns. Whatever the formula, if indeed there is any, it's good to have the Loretta Young Show back on the Sunday bill.

Production costs: Approximately $45,000.
Sponsored by Procter & Gamble, through Benton & Bowles (Camay, Tide) and Compton Adv. Agency (Gleem), on NBC-TV Sundays, 10:10-10:30 p.m. EDT.
Producer: John London; associate producer: Jack Marton; director of photography: Norbert Bradline; story editor: Ruth Roberts; music supervisor: Harry Lubin.

JANE WYMAN SHOW
ANOTHER in the something-less-than-great but worth patching-any-way vein is the Wyman show, Tuesday's twin to the Loretta Young Show. Format, sponsor and story type are the same.

It, too, started a new season last week. The yarn was about a Career Woman literary agent with a penchant for loving and losing promising authors who dropped her when they reached the top. She tried to hold the latest candidate, George Montgomery, by kidding him away from the top, but almost lost out again when he discovered her trickery.

Main trouble: events proceeded much too quickly for a half-hour, which fouled up the "willing suspension of disbelief." Aside from that, it was a well-acted, professional and entertaining show.

Production costs: Approximately $42,000.
Sponsored by Procter & Gamble, through Compton Adv., on NBC-TV Tues., 9-9:30 p.m.

Jane Wyman Show is a Leman Ltd. Production filmed at Revue in Hollywood.

COKE TIME
RETURN of Coke Time and its singing star Eddie Fisher to NBC-TV last Wednesday was heralded by a publicity release announcing that on his first program of the new season he would introduce a new song by Sammy Cahn titled "Tv Is a Wonderful Thing." But anyone who tuned in expecting to be in on the birth of another 'I Walk Alone' was sadly disappointed. "Tv Is a Wonderful Thing" turned out to be a patter number to the effect that "the tv season's in full swing... it's time to start dialing... keep you smiling... tv is a wonderful thing." Mr. Fisher wisely sang the first—and fast—and then got on to singing the romantic ballads he does so well, sending his studio audience into squeals of delight exactly like those with which their older sisters used to respond to the warbling of Frankie Sinatra some 15 years ago.

If this is the kind of thing you like, then this program is for you, as there's no one around today who does it any better than Eddie Fisher.

One of the most entertaining bits of the opening Coke Time show was that the commercial, Host Fred Robbins, welcoming Eddie back, began talking of his own vacation and showing snapshots of the famous places he's visited during the summer. Each picture a close-up of a hand holding a bottle of Coca-Cola, with the Golden Gate Bridge, Old Faithful, etc., providing sketchy backgrounds.

Production costs: Approximately $12,500.
Sponsored by Coca-Cola Co. through McCann-
God spake all these words...

to inspirational public service programming

THE Back to God HOUR

AVAILABLE FREE TO ALL TV STATIONS

Rev. Peter Eldersveld, on Network Radio since 1946, presents The Ten Commandments on TV Film. A series of thirteen 15 minute shows especially designed to meet the need of public service TV programming.

NO PROSELTYING... NO APPEAL FOR FUNDS

This high calibre program without emotional appeals and commercialism, has been produced to help fill the requirement for tangible public service to mature spiritual and cultural needs of all communities.

accepted by 160 TV stations... and here's what they say...

"We have received many favorable comments on the Back to God Hour."

"You have done a splendid job with your first 13. Keep up the good work."

"We have had many calls in regards to this program and how good it is. Particularly the one which was shown today, July 23rd."

"In my opinion, your series on the Ten Commandments, which is now running on our stations, is well done. It has received a very favorable audience in this area."

"Reaction to series currently shown here is very fine."

"Your series of programs were excellent—in good taste and most effective."

Send for your audition print

THE Back to God HOUR

TV DIVISION

10858 S. Michigan Ave., Chicago 28, Illinois
IN REVIEW

Erickson on NBC-TV, Wednesdays and Fridays, 7:30-7:45 p.m.
Host: Fred Robbins; conductor: Axel Stordahl; producer: Tad Danielewski; director: Paul Harrison; sets: Glen Holse; continuity: Bernie Gould.

A FRAGILE AFFAIR

The brittle, pre-World War I farces of Ferenc Molnar may turn out to be a find for television dramatists. His themes have just the right amount of off-beat delight to liven the TV screen.

For example, last Tuesday NBC's Unit Four presented the Hungarian dramatist's A Delicate Story (retitled A Fragile Affair) on the Kaiser Aluminum Hour and it was a charming lark.

Basically, the story is a sophisticated caper set in a Swiss delicatessen. Adapter Robert Howard Lindsay wisely revised the time to 1939 but left intact all the hallmarks of the comedy of fashion of the earlier period.

Item: Long moments of trivia. Eli Wallach and Gaby Rodgers shone in their parts, with Miss Rodgers bringing bright moments of intensity to her characterization of the innocent, faithless wife who feels she must love soldiers in the interests of "mankind." Among the secondary members of the cast, we must cast a vote of appreciation for the joyful whimsy of Marcel Hillaire in his part of police captain.

All in all, a charming and delightful performance.

Production costs: Approximately $35,000. Sponsored by Kaiser Aluminum, through Young Rubicam, on NBC-TV, Aug. 28, 9:30-10:30 p.m. EDT.

Book by Ferenc Molnar, adapted by Robert Howard Lindsay; executive producer: Worthington Miner; producer-director: Fielder Cook; associate producer: Joseph Dackow; production assistant: Marion Rees; technical director: Don Zampino.

BOOKS


In this text, "the emphasis has been placed on application rather than on mathematical theory," the authors say in their preface, noting that this approach seemed best in light of their experience. (Mr. Nodelman is head of the mathematics and physics department of RCA Institutes; Mr. Smith is an NBC television engineer.) "It is our conviction," they continue, "that the wide barrier which exists between mathematics and its applications can best be surmounted by demonstrating the practical uses which industry makes of mathematics."


Television Engineers in this country may be interested in this set of training manuals used by the BBC to instruct its engineers in the principles and practices of telecasting by British standards: 405 lines, 25 frames, am sound, etc. Volume I deals with basic TV principles, camera tubes, TV optics and electron optics. Volume II, just published, is devoted to video-frequency amplification. Volume III, now in preparation, will deal with waveform generation and Volume IV with various circuit techniques.
Get on the winner...
get on WFBR—the radio station
with the most listeners in Baltimore

WFBR Baltimore’s Best Buy

REPRESENTED BY JOHN BLAIR & COMPANY
ARL's cumulative rating for June says Milly Sullivan and "Valley Playhouse" reach 36.9% different TV homes weekly over KCRA-TV.

Milly has repeat audience, too. Her average daily rating is 12.4 with 74.4% of this large woman's daytime audience.

From 2 to 5 P.M., Milly's participating double feature leads in all quarter hours over the other three stations on the air.

"Valley Playhouse" is an important part of the programming which attracts Sacramento women to KCRA-TV. This helps make KCRA-TV the highest rated NBC station in the West.

*All ratings compiled from Sacramento Television Audience ARB: June 2-8, 1956.

**to THOMAS EDSON KNODE**

AT ODDS with the sophisticated decor of the Manhattan office of Thomas Edson Knode, vice president in charge of television for Edward Petry & Co., is a homely motto hanging on a wall:

"Work is the curse of the drinking classes.

It is a curse which Mr. Knode bears as unostentatioulsy as possible. Few work harder or more effectively while seeming to work so little.

To the undersigned writing eye the self-concealing, friendly Mr. Knode appears as an affable misfit in the fiercely competitive station representation field, a lotus-eater among a pack of carnivores. But, as many of his competitors have been surprised to learn, he has formidable instincts of survival.

These competitors would have been spared the surprise if they had been in the vicinity of Buna, New Guinea, in the early stages of World War II. There Lt. Thomas Knode, infantry platoon leader, picked up two Japanese bullets and a Distinguished Service Cross, the nation's second highest decoration for valor.

Today, at 40, Tom Knode is vice president in charge of television and chairman of the plans board of Edward Petry & Co., pioneer station representation firm. He joined Petry in April 1955. The plans board chairmanship he added last month. A measure of what he has helped to accomplish in his little more than a year with the company was recognized, at least by implication, when President Petry announced formation of the plans board. He included this phrase: "Our organization and business have expanded to such an extent during the past year . . ."

Mr. Knode's knowledge of markets and stations—which is extensive—was earned on both sides of the broadcast street. He grew up with a network, which to a rep is the epitome of competition. Yet today he works the representation side with no less enthusiasm and vigor, and still keeps the friends he had on the other.

Thomas Edson Knode was born Nov. 17, 1915, in Soledad, Calif., the son of Thomas E. and Helen Whitaker Knode. His father was in the Air Service of the U. S. Army during World War I, and after the war operated an air service which took the family to residences in California, Texas and Oklahoma.

When young Tom was five years old his father was killed, and with his mother he gravitated back to Washington, D. C., where her family still resided. There he attended the public schools, then moved on to Augusta Military Academy at Fort Defiance, Va. This was followed by a year of law at Columbus U. (1935) and a year at Temple Business School (1936), both in Washington.

After Temple Business School, he got a job as private secretary to an electrical contractor in Washington, but this was short-term, interim work. He wanted to get into the newspaper business, and, indeed, had started with the United Press as a copyboy in the summer of 1935. After three months with the electrical contractor, he gave up that job and concentrated on his UP duties.

There he served successively as dictation boy, reporter and news editor until January 1938, when he moved into broadcasting as news editor for NBC in Washington. Three years later he was named director of news and special events for NBC in the capital. Then came World War II.

When he was called into Army service in March 1942, his early training at Augusta Military Academy got him a commission as a second lieutenant. But it was his own doing that got him into combat. He was offered a desk job with the radio branch of the Army's Bureau of Public Relations, but turned it down.

Then, with the 32nd Div., he shipped overseas to New Guinea. The second bullet he caught in that push on Buna Village shattered the bones of one foot, and he spent the next 11 months in hospitals before he was retired in November 1943 with the rank of captain.

Returning to NBC, he was given the job of handling publicity for the network's Washington stations. About a year later, in January 1945, he was transferred to New York as assistant manager of the NBC press department.

In October 1947 he was named director from the press unit he transferred, in 1949, to the television side, as administrative assistant to Carleton D. Smith, then director of TV network operations (now vice president and general manager of NBC's WRC-AM-FM-TV Washington). When Mr. Smith was moved into the station relations vice presidency, Mr. Knode also transferred into that department.

There he remained, but rising in office and influence, until he resigned as station relations director to join the Petry organization.

During his tenure in NBC Television operations and station relations, Mr. Knode has been credited with contributing as much as any other one man to the building of the NBC Television Network from its formative days to its present eminence.

Mr. Knode is married to the former Molly Stonestreet of Washington and they live at Wilton, Conn.

He professes no club memberships and few hobbies, and it is a fact that his work—which keeps him on the road approximately 25% of the time and frequently requires late evenings when he is in town—leaves little opportunity for such activities. But he is an expert tennis player and swimmer to which expertise should be added, as many a station man will attest, an uncommon proficiency at the poker table.
Adam Young now represents two of TODD STORZ's great radio stations, KOWH, Omaha and WTIX, New Orleans
For Today...and Tomorrow

The Magnificent New Home
of Detroit's Storer Stations

WJBK RADIO  WJBK-TV

1500 KC
10,000 WATTS DAY, 1,000 WATTS NIGHT

CHANNEL 2
CBS

Detroit's most complete record library serves radio music lovers.

A curving staircase leads from the wood panelled lobby and reception room.

Only half of the huge television Studio A (75 x 52 feet) is needed for the big "Ladies Day" audience.

Traditional furniture is used throughout, as in this office of the radio managing director.

Represented by THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICE, 118 E. 57th, New York 22, Murray Hill 8-6630
WITHIN THESE DOORS, tomorrow’s radio and television equipment at work today to make WJBK Radio and WJBK-TV even more powerful salesmen throughout the great South-eastern Michigan market. We’re open . . . for business . . . in a big new building as handsome as the big new business we can build for you. Now, more than ever, these outstanding Storer stations are your best choice for sales results, with these marvelous facilities to serve our clients, viewers and listeners. Come visit us when you’re in Detroit!

To Be Greeted with a City-Wide Celebration

September 18th’s the day for the formal opening ceremonies! Open House for the public and attendance by local, state and national officials will make the new home of WJBK, Radio and WJBK-TV the center of all eyes.
THEODORE J. GRUNEWALD

on all accounts

THEODORE JOSEPH GRUNEWALD, 31-year-old vice president in charge of radio-tv, Hicks & Greist, New York, although no habitual lawbreaker, believes that certain laws are meant to be broken, particularly if they happen to interfere with his client's desire to gain national attention at very little cost.

Last year, Ted Grunewald and Charles Skoog, Hicks & Greist's account executive on Sandura Co., manufacturers of a vinyl floor-covering, had a joint idea of vividly illustrating Sandran's durability by showing NBC-TV's Tonight viewers what would happen if a stream of taxis and trucks cross-crossing midtown Manhattan were to pass over a strip of the material. With municipal regulation after regulation tying Hicks & Greist into a knot of red tape, Ted Grunewald merely waited until the police were conveniently off somewhere else before proceeding with the live commercial—as planned—that netted Sandura an additional 70 franchised dealers the following week.

Trained in real estate development on the side while going through New York U's School of Commerce (after a three-year stint as an Army Air Corps officer in World War II), Mr. Grunewald became quite experienced in taking well-calculated chances. As a "charter member" of the William Esty agency's tv department—one of the first in the business—which he joined in 1948, Ted Grunewald, as business manager, was smack in the midst of network tv's trial-and-error phase of operations.

In 1952, when he went to Doyle Dane Bernbach as radio-tv director, he became instrumental in launching the Liberace bandwagon which sold Necchi sewing machines by the carloads to "people who said they couldn't stand Liberace." He also told the Henry S. Levy Baking Co., ("Anyway you slice it, it's still Levy's") that anyone they chose to slice it, television would taste mighty good.

At the time he joined Hicks & Greist in 1953, the agency billed $100,000 in broadcast media; today, the figure hovers somewhere between $3 and $4 million. Clients such as the Dixie Cup Co., Taylor-Reed (E-Z Pop), Servel, Lewyt, Walter H. Johnson Candy Co., all have upped their broadcast budgets "very considerably" in the past three years.

Married to the former Dorothy Nedwick, Mr. Grunewald makes his home in Jamaica, Long Island, and what little time is his goes into a "simply lousy game of golf," deep sea fishing for "blue" off Montauk Point, and snapping color photos of his 18-month-old daughter, Carol.
And now for the $128,000 question—What is "Scotch" a brand name for?

You'll win our thanks (if not a jackpot) by respecting our registered trademark when you mention our product on your programs. 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.
Here is a model of WRC and WRC-TV's new $4-million plant—the first ever built from the ground up specifically for Color Television. This is another giant step in NBC's development of complete local facilities for nationwide color-casting. By Fall of 1957, NBC's key stations in the Capital will be serving their advertisers, their audiences and the nation from the most advanced structure of its kind.

For advertisers, it represents the newest, most dynamic approach to a market of consumers with the largest family income in the country.

For Metropolitan Washington, it represents an opportunity to see live, local programming in Color, supplementing NBC's network Color service.

For the nation, it represents the prospect of seeing important events and personalities transmitted from the Capital with the total realism of glowing Color.

This is the building to keep your eye on. It is an integral part of booming Washington. It promises a brighter, more colorful future for your product, your customers... and you.

**WRC and WRC-TV... SOLD BY NBC SPOT SALES**

**NBC LEADERSHIP STATIONS IN WASHINGTON, D.C.**
CROWELL-COLLIER FINANCING IS SET FOR BITNER PURCHASE

- Paul Smith comes up with money at Friday showdown meeting
- Says deal to buy Bitner string will go to FCC at once
- Meanwhile, C-C gets KFWB but loses out on KULA-AM-TV

CROWELL-COLLIER last week found the financing to complete its $16 million-plus purchase of the Bitner stations just as the deal was about to fall through.

Paul Jr., CROWELL-COLLIER president, announced late Friday that the purchase agreement had been set, that applications for approval would be filed with the FCC as soon as lawyers could draw up the papers. He is faced with an Oct. 31 deadline by which, according to the terms of the agreement, FCC approval must be forthcoming and the sale closed.

CROWELL-COLLIER also last week lost one property and acquired another in its more-than-$20 million-plan to build a broadcasting empire.

Its $1 million purchase of KULA-AM-TV Honolulu was cancelled by mutual consent of buyer and seller.

It's $2.47 million purchase of KFWB Los Angeles was approved by the FCC (see story page 36).

Mr. Smith found his money for the Bitner transaction at the eleventh hour. He had scheduled a showdown meeting last Friday with Harry M. Bitner Sr., chairman of the board of Consolidated Television & Radio Broadcasters Inc. Mr. Bitner, under instructions from his board, was prepared to call off the agreement if the money were not available.

It was learned that the Consolidated board had been influenced by the present bull market in station prices and had decided that it would be possible to obtain other buyers at least an equal price if the CROWELL-COLLIER transaction collapsed. Since the original sale agreement was entered last April [B+T; April 30], C-C has been known to have encountered problems in obtaining the money necessary to swing the deal.

Meanwhile there have been several other big-bracket station transactions, including the record $5.3 million sale of WIND Chicago (story, this page) and the $10 million sale of WISH-AM-TV Indianapolis and WANE-WINT (TV) Fort Wayne, Ind. (Aug. 27).

The WISH transaction was of particular interest to Mr. Bitner as two of the Consolidated properties are also in Indianapolis. Consolidated stations (with facilities and network affiliations indicated) are: Indianapolis—WFMB 5 kw 1260 kc ABC-MBS, WFMB-TV ch. 6 NBC; Grand Rapids—WOOD 5 kw 1200 kc NBC, WOOD-TV ch. 8 ABC-NBC; Minneapolis-Paul—WTCA 5 kw D 1.1 kc N 1280 kc ABC, WATC-TV ch. 11 ABC; Flint—WFDF 1 kw 910 kc NBC.

Mr. Bitner Sr., Harry M. Bitner Jr., president of Consolidated, and their families own 52% of Consolidated. The rest of the shares are held by some 1,500 stockholders. One of the biggest minority stockholders is Reynolds Co., New York underwriting firm.

The source of CROWELL-COLLIER's new financing was not immediately learned. It was speculated that CROWELL-COLLIER might intend to spin off one or more of the Consolidated properties as a means of reducing its total purchase.

The Friday conference between Meurs, Smith and Bitner followed by one day the announcement by Mr. Smith of the collapse of CROWELL-COLLIER's deal with KULA-AM-TV Honolulu. One day also elapsed last April between the signings of the purchase agreements with KULA and with Consolidated [B+T, April 30].

Last Thursday Mr. Smith said that KULA owners had not been successful in clearing the stock of the licensee, Television Corp. of America, for sale to CROWELL-COLLIER.

The day before, Jack A. Burnett, general manager and part owner of the Honolulu properties, explained that the arrangement had not been submitted to the FCC "because the mortgage holders had refused to allow the proposed exchange to be submitted." The present owners of KULA bought the stations from Pacific Frontier Broadcasting Co. (Dolph-Pettry group) for $600,825, winning FCC approval last January.

The KULA stations are owned by Mr. Burnett, Albert Zuggsmith, Arthur B. Hogan and Richard C. Simonton.

Meurs, Zuggsmith and Hogan, as chairman and president, respectively, of Albert Zuggsmith Co. acted as brokers for CROWELL-COLLIER deal with the Bitner interests. Mr. Hogan was the broker in the KULA deal.

With the failure of the KULA sale to CROWELL-COLLIER, the KULA owners will now move to acquire additional radio and television properties on the mainland, Mr. Burnett said. The stockholders have varying interests in KKKD Los Angeles, KFOX Long Beach, KITO San Bernardino and KVSM San Mateo, all California.

CROWELL-COLLIER, which publishes Collier's and the Woman's Home Companion and operates a wholly owned subsidiary which publishes the "Collier's Encyclopedia," has been increasing its interests during the past few years. Its stock has been diversifying its interests.

C-C recently announced its intention to discontinue publication of The American magazine.

WIND SOLD FOR RECORD $5.3 MILLION

HIGHEST PRICE ever paid for a radio station was established last week when announcement was made that Westinghouse Broadcasting Co. had bought independent WIND Chicago from Ralph L. Atlas and associates for $5.3 million [B+T, Aug. 27].

The purchase price is in stock of Westinghouse Electric Corp., valued as of Aug. 24, the date of the signing of the purchase agreement.

Highest price for a radio station up to now was the $4 million paid for independent WNEW New York by a group headed by Richard D. Buckley, Jack Weather and John L. Loeb. Mr. Buckley and others had bought WNEW from the William S. Cherry interests in 1954 for $2.1 million.

Also announced last week was the sale of WEWA-WEHT (TV) Evansville, Ind., by Malco Theatres to a Cincinnati syndicate for $820,000 [B+T, Aug. 27]. Principal of the buying group is Henry Hilberg, Cincinnati, who has extensive interests in midwest packing and printing.

Also reported last week was the sale of WINR-AM-TV Binghamton, N. Y., by Donald W. Kramer and associates to Joseph L. Rosenmiller Jr. and Peter Bordes in behalf of a syndicate for $165,000.

The agreement for the sale of WIND contains a cutoff date of Dec. 31. The contract also provides that earnings of WIND from Nov. 1 to closing accrue to the present owners, not to the purchaser. It was estimated that this might amount to $150,000 by the end of 1956. WIND operates on 560 kc with 5 kw directional. It was founded in 1927. The station originally was assigned to Gary, Ind., under the FCC's old zone assignment system. It was sold to the Atlas group in 1938 by Public Service Co. Ch. 11-Y, Westinghouse in 1953 but has not yet been put on the air.

Ralph L. Atlas, president and general manager, is 11.1% owner. Other stockholders are H. Leslie Adams Jr., with Frank and Harriet Jane Adams, 29.7%; Chicago Daily News (John S. Knight), 27.7%; Helen A. Wrigley and family, 26.4%, and John T. Carey, vice president and commercial manager, 5.5%.

Meurs, Atlas and Carey will continue in their respective positions after the transfer is consummated, it was announced.

In a statement announcing the sale, Donald H. McGannon, president of WBC, said the agreement would be submitted to the management of the parent Westinghouse Electric Corp. for approval. Following this application for FCC approval would be filed, he said.

Westinghouse owns WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cincinnati, KFLX (TV) San Francisco, KDKA-AM-FM-TV Pittsburgh, WBLZ-AM-FM Springfield (Mass.), WOWO Fort Wayne and KEX-AM-FM Portland (Ore.). Westinghouse bought ch. 2 WDTV (TV) Pittsburgh late in 1954 from Allen B. DuMont Labs. Inc. for $9.75 million. This is now KPKX-TV. It bought ch. 5 KPIX (TV) San Francisco in 1954 from Wesley L. Dunn and associates for $7 million in cash and Western Electric Corp. stock. This price was originally
$6 million in cash and stock but by the time the transaction was consummated, WE stock had appreciated in value. WBC bought ch. 3 WPIT (TV) Philadelphia in 1953 from Philco Corp. for $8.5 million. Last year, Westinghouse transferred the Philadelphia ch. 3 outlet and its owned KYW Philadelphia to NBC in exchange for the network's ch. 3 WNBN (TV) and WTAG-AM-FM-Cleveland plus $3 million. These stations are now the NBC-owned WRCV AM-TV Philadelphia and WBC-owned KYW-AM-FM-TV Cleveland.

The Philadelphia transaction is the subject of a current grand jury investigation in Philadelphi, with the Department of Justice checking charges that NBC used the threat of cancelling its affiliation contracts with the WBC stations to force WBC to accede to the station changes.

The sale of WEOA-WEHT (TV) Evansville, Ind., by Malco Theatres to WEHT Inc. brings a new group into the broadcast field. Besides Mr. Hilberg, WEHT Inc. comprises James R. Clark Jr., Cincinnati attorney, and his family; Edwin G. Richter, WTVN-TV Columbus, Ohio, sales manager, and Ernest Felix, Miami, Fla., radio-tv management consultant and former west coast broadcaster and ABC network executive. Messrs. Hilberg and Clark will hold equal ownership, Messrs. Richter and Felix minority interests. Mr. Richter will be president-general manager of the WEOA-WEHT properties upon FCC approval of the transfer; Mr. Felix, vice president and treasurer. Both will reside in Evansville to administer the stations.

WEOA operates on 1400 kc with 250 w. WEHT began operating on ch. 50 three years ago at power 200 kw. The television outlet is technically assigned to Henderson, Ky., across the Ohio River from Evansville. Both stations are affiliated with CBS. Malco Theatres' principal is Herbert R. Levy. The Evansville transaction was conducted through R. C. Crister & Co., Cincinnati.

$165,000 Purchase

The $165,000 purchase of WINR-AM-TV Bremerton, N. Y., by Messrs. Rosenmiller and Bordes was announced today. Mr. Rosenmiller is an account executive with H-R Television Reqs. Inc. Mr. Bordes is a New York market analyst whose home is in Fairfield, Conn. Mr. Rosenmiller and Bordes are majority owners of WESO Southbridge, Mass.

WINR operates on 680 kc with 1 kw day, 500 night. It is affiliated with NBC. WINR-TV received its ch. 40 grant in September 1954, but has not yet begun operating.

The buyers said they would try to put the TV station on the air as soon as possible. They also announced there would be no change in WINR station personnel.

Other station sales announced last week, all subject to FCC approval:

* Addition of seven new stockholders in KAKE Wichita, Kan., was disclosed in an application filed with the FCC seeking approval of transfer of control of 60% of that station for $120,404. The existing eight stockholders will be reduced to six, whose interest will total 40%. Seven new stockholders will take up the 60%; they include Tom Palmer and Shirrell Corwin. Principals in both groups constitute ownership of ch. 10 KAKE-TV Wichita.

* WOD Daytona Beach, Fla., was sold by E. J. Sperry and wife to John S. Murphy and James F. McDonough for $125,000. Mr. Murphy is sales manager of WDXI Jackson, Tenn., and Mr. McDonough, manager of WDXN Cleveland. WOD, affiliated with NBC, operates on 1340 kc with 250 w. Sale was negotiated by Paul H. Chapman Co., Atlanta, broker.

### BEER IN DETROIT RADIO AND TV

#### WHOSE COMMERCIALS GET MOST EXPOSURE?

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

**TELEVISION (NETWORK PLUS SPOT)**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product &amp; Agency</th>
<th>Network</th>
<th>Total Stations</th>
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<tr>
<td>1.</td>
<td>Carling's Beer &amp; Ale (Benton &amp; Bowles) (Lang, Fisher &amp; Stashower)</td>
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<td>95</td>
<td>131</td>
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<tr>
<td>2.</td>
<td>Stroh (Zimmer, Keller &amp; Calvert)</td>
<td>5</td>
<td>126</td>
<td>125</td>
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<td>3.</td>
<td>Goebel (Campbell-Ewald)</td>
<td>3</td>
<td>136½</td>
<td>123</td>
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<td>Pfeiffer (Maxon)</td>
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<td>104</td>
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<td>5.</td>
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<td>96</td>
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<td>Miller High Life (Mathisson)</td>
<td>4</td>
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<td>80</td>
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<td>7.</td>
<td>Dreyer's Beer &amp; Ale (MacFarland, Aveyard &amp; Co.)</td>
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<td>79</td>
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<td>8.</td>
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<td>10.</td>
<td>Budweiser (D'Arcy)</td>
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<td>Pabst (Leo Burnett)</td>
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<td>Braumeister (Sid Stone Inc.)</td>
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(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending June 16, 1956.

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

"Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than one second but usually not more than one minute in duration. Your "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

Audience ratings for television, both national and local, are those published by Ameri- can Research Bureau Inc. These for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

**RADIO (NETWORK PLUS SPOT)**

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MEASUREMENT of the effectiveness of newspaper vs. broadcast advertising should take into account the actual audience reached, according to Dr. Sydney Roslow, director of The Pulse Inc., Speaking at the Executives Club of San Diego, Calif., last Monday, Dr. Roslow unveiled results of two years of research into periodical readership, applying to printed media the broadcast ratings technique which reports percent of homes hearing or viewing a given program or quarter-hour. His summary of a half-dozen separate studies follows.

WE HAVE a method for obtaining radio and television ratings. In the past two years we have applied this same method to newspapers and magazines. In the past, others have developed methods for measuring the number of persons who have read or simply seen a printed advertisement. These methods have used as the base, not all persons, but only reader-persons. First a reader of a given issue is found. All non-readers are discarded. Then the reader is taken through the paper or magazine by one method or another. He identifies the "ads" he remembers reading or seeing when he originally looked through the paper. The measurements, of course, can only be projected against the circulation of the paper and not against all persons. The Advertising Research Foundation used to make such measurements. Such ratings have a psychological superiority over the ratings employed in the broadcasting industry. Such ratings are larger than they would be if they were based on all persons instead of on reader-persons. Wouldn't the broadcasters like to have ratings based only on homes which tuned the station during the day?

Pulse accepted a challenge of putting ad measurements on the same basis as broadcasting measurements. The radio and TV ratings are based on the home as the unit of measurement. We obtain the broadcast record of the persons living in the home and then consider the home as having used radio whenever a member of the home has listened to the radio. The same is done for TV. If several persons of one home listen together to the same program, the measurement is still one home as a listener. These measurements are built on all homes as the universe.

Last year we developed the same method for newspapers and magazines. All homes are the universe. Each member of the home is interviewed. If no one has seen the newspaper, the home is still included in the sample. The identification of "ads" seen, scanned, recognized is credited to the home. Thus percents of homes seeing the ad are computed. The meanings of these percents are the same as radio and television ratings in their projectability.

In all, six different studies have been made. Briefly, here are a few major results:

In Salt Lake, which was the first of these studies, the best results were obtained for newspapers. This came about because the Salt Lake newspapers have the best relative circulation of all the papers studied. In Table 1, the ratings of the ads by sections is shown. The average ad rating in the Tribune was 3.4 and in the Deseret News, 3.7. The maximum was achieved by a full page—92%—of a local department store ad. Only 48 ads, or 15.6% of all the ads achieved percentages greater than 9.9%. However, most of the ads (two-thirds) achieved percentages noted of under 2.5.

By comparison, the average quarter hour rating for the six radio stations listed in the Pulse Salt Lake Radio Report is 3.4, and over 90% of the ratings were 2.5 or greater.

The second study was made in Denver. The average percent noting ads by size of ad is shown in Table 2. The range of ratings for ad noting is large. Many ads were not identified or recognized at all. Full pages, on the other hand, did achieve significant ratings as high as 20 to 30%. The maximum rating was achieved by a full page department store ad in the Post—36.4%. It took more than 1/3 of a page to achieve ratings of 3.9 in the Post and 1/4 of a page or more to achieve an average rating of 3.2 in the Rocky Mountain News. The study indicated that it took a large sized ad—half pages or more, generally—to achieve significant ratings.

The average quarter hour ratings for any of the six radio stations listed in the Pulse Radio Report ranged from 1.5 on the lowest station to 7.3 on the highest station. These comparisons show how favorably radio audiences line up in size compared to ad audiences of newspapers.

The third study was made in Seattle. The averages by size of ad are reported in Table 3. An inspection of the results shows again that large amounts of space are needed to achieve ratings of significance. Most of the ad ratings were below 1.0%. Almost all of the ads of 311 lines or under in the Seattle Times Daily Times are of this low magnitude. In the Post Intelligence this is true of almost all the ads 274 lines and under. By comparisons, the Seattle Radio Pulse showed that of the eight stations listed in the report, the lowest average quarter-hour rating for any station is 1.9 for the 6-hour morning period, 1.7 for the 6-hour afternoon period, and 1.8 for the 6-hour night period. Only ads of 1/4 page or more averaged ratings greater than these. It should be recognized at once that circulation counts of newspapers do not indicate that the same count is applicable to the individual ads appearing in the papers.

The results suggest that newspaper advertising has been effective and successful through the years in terms of small numbers noting individual ads. The ratings of individual quarter-hour radio programs carrying advertising compares most favorably with these newspaper ad measurements. In radio, it is obvious that the success of radio advertising depends on the audience reached by the individual program carrying the ad and the above results for newspapers suggest that the same process must operate and not the over-all circulation count of the newspapers.

In July of last year, we had occasion to study Life magazine in Paterson, N. J. The results are highlighted in Table 4. The average ad...
PEPSI CAMPAIGN VARIED FOR COKE IN JOHNSTOWN

WJAC salesman sells modified idea of 'Pepsi, Please' to Coca-Cola bottling company in Pennsylvania community.

A VARIATION on Pepsi-Cola's spectacularly successful "Pepsi, Please" radio campaign [BT, Aug. 20], it was learned last week, is now in progress in Johnstown, Pa.—under sponsorship of Pepsi's arch rival, Coca-Cola.

An enterprising WJAC Johnstown salesman sold the modified Pepsi campaign idea to Coca-Cola Bottling Co. of Johnstown—after being unable to sell it to the local Pepsi-Cola bottler.

Park Claycomb, WJAC sales manager, told BT he had heard about the "Pepsi, Please" test campaign in San Diego, thought it was a west coast local idea that should prove salable in Johnstown, and decided to try it on the local Pepsi dealer. But the bottler was uninterested, or too busy, and eventually he took the idea to the Coca-Cola Bottling Co. and made a sale. Mr. Claycomb asserted.

Since the campaign started, he added, the Pepsi dealer has protested and even threatened suit. For a while, Mr. Claycomb said, he feared he would have to pull the program off the station. But he said he had a checkup made—after discovering that what he had "borrowed" was not a local idea at all, but an idea being tested for a national campaign. He said he understood the idea has not been copyrighted. He plans to go ahead with the show, which he says is going "very well."

The format of the Coke series on WJAC differs somewhat from the "Pepsi, Please" campaign conceived for Pepsi-Cola by Kenyon & Eckhardt Account Executive J. Clarke Mattimore and tested under his supervision first in San Diego and then in Muncie, Ind. The "Pepsi, Please" campaign, which is due to open almost momentarily in Marion, Ind., involves the recording of people's voices saying "Pepsi, Please," and then playing the recordings on the air—10 different voices in each spot announcement—and offering prizes to all who recognize their own sounds on the air.

Mr. Claycomb's Coca-Cola variation records the voices of people saying "I'd like to have a Coca-Cola, please," and presents one voice—called the "mystery voice"—saying these words in each spot. Anyone correctly identifying his own voice as that of "the mystery voice" gets a jackpot, which starts at a dollar and builds up until there is a winner. The "mystery voice" changes with each announcement; if it is not correctly identified at once, it is replayed and the voice is identified on the air. Next time, it's another "mystery voice" saying "I'd like to have a Coca-Cola, please."

In the Pepsi-Cola variation, voices are recorded in person or by telephone. In the Coca-Cola variation, would-be participants must first write to WJAC; then the station calls them and records their voice棵树.

The Johnstown series includes five spots a day—25 a week—plus 10 to 15 radio teasers a day. In San Diego Pepsi-Cola used 36 spots a day; in Muscle, 23.

NBC Radio Sponsors Sign For $4 Million in Billings

ORDERS representing almost $4 million in net revenue were signed during the past week by NBC Radio, Fred Horton, the network's director of sales, reported last week.


Among the renewals, Mr. Horton said, were an expanded and ordered form from Miles Labs for participations in NBC Bandstand, Woman in My House, Iron Horse, and newcasts in Monitor. Mr. Horton pointed out that Miles Labs' orders are in addition to the advertiser's full sponsorship of News of the World (Mon., Fri., 7:45 p.m., EDT).

Other renewal orders listed by Mr. Horton were those from the DeSoto Motor Div. of Chrysler Corp. for You Bet Your Life; the Skelly Oil Co. for Alex Dreier's commentary and farm news programs, and the Allis-Chalmers Mfg. Co. for the National Farm and Home Hour.

Dr. Leo Bogart Elected Head Of Radio-TV Research Council

ELECTION of Dr. Leo Bogart, director of research account services, McCann-Erickson, New York, as president of the Radio-Television Research Council was announced last week. He succeeds Maxwell Ule, vice president of Kenyon & Eckhardt.

Other new officers of the Council, membership of which includes research executives in the broadcasting industry, advertising agencies and the rating services, are Julia Brown, associate media director of Compton Adv., New York, vice president, and Babette Jackson, research project director of Dancer-Fitzgerald-Sample, New York, secretary-treasurer.

'Ranger' Offered to Sponsors

ALTERNATE-THEEAK sponsorship of the Lone Ranger on ABC-TV—for the weeks not sponsored by General Mills—is being offered to advertisers on a regional basis. The program starts fall season Sept. 13 in the Thursday, 7:30-8 p.m. EDT period, and because it is sponsored on a syndicated basis by the Merila Div. of American Bakeries in much of the South, it is not available for sponsorship through ABC's affiliate stations in Florida, Georgia, Louisiana, North Carolina, South Carolina, Virginia and Tennessee (except Memphis).

Page 30 • September 3, 1956
Lewis Named to Head LawRoche Radio, TV

APPOINTMENT of Tom Lewis, formerly writer and producer of NBC-TV's The Loretta Young Show, as vice president in charge of television and radio department of C. J. LawRoche & Co., New York, was announced last week. Mr. Lewis will make his headquarters at LawRoche's Hollywood offices.

Mr. Lewis, who is the husband of actress Loretta Young, has served most recently as an independent television producer. Previously, he was a vice president in charge of television and radio for Young & Rubicam and a producer for Metro-Goldwyn-Mayer.

He will divide his time between the New York and Hollywood offices of the agency, a company spokesman said. The LawRoche agency recently appointed Carroll O'Meara to supervise commercial production in New York and Jay Bottomley as manager of television production [B&T, Aug. 27].

To Renew Opera Broadcasts

THE Texas Co., New York, and its Canadian outlet, the McColl-Frontenac Oil Co. Ltd., will sponsor their joint 17th consecutive season of ABC Radio's broadcasts direct from New York's Metropolitan Opera House, beginning with the Dec. 8 matinee of Donizetti's "Lucia di Lammermoor." Through Kudner Adv., New York, Texaco will sponsor the operas over the full ABC network, while McColl-Frontenac will sponsor the broadcasts via the CBC. Minton Cross once again will narrate the opera, and the programs' features, Opera Quiz and Opera News on the Air, will be retained.

MBS Expands Nielsen Service

MBS has expanded its use of the Nielsen research services by subscribing to the organization's complete services on National Radio Audience Composition and Auto-Plus. It was announced last week by Henry Rahmel, director of the broadcast division of the A. C. Nielsen Co. Mr. Rahmel said that subscription to these additional services "places Mutual in a position to highlight additional specifics of Mutual's audiences and programs and appeal and to take advantage of radio's bonus audience in the growing auto-radio population."

$8 Million for Emerson Adv.

EMERSON Radio and Phonograph Corp., Jersey City, has allotted more than $8 million during the coming year for "the largest and most comprehensive advertising and sales promotion campaign" in the company's history, it was announced last week by Lester Krugman, Emerson vice president in charge of marketing. The campaign will include a cooperative advertising program to include radio-tv announcements, plus advertisements in national magazines, newspapers, trade publications and promotional materials.

National Shoes Inc. Launches Record Advertising Campaign

NATIONAL SHOES Inc., New York, launched the biggest combination broadcast-print advertising drive in its history last week when it opened up 15 new markets on the eastern seaboard via radio spot, tv participation, magazine and newspaper ads. The chain of shoe stores, through its agency, Emil Mogul Co., New York, plans to saturate markets in New York, Connecticut, New Jersey, Massachusetts and Maryland with approximately 500 messages a week via 20 radio stations—five of them in New York City—and one tv station, WRCATV New York, on which it sponsors the Saturday morning Children's Theatre.

According to the Mogul agency, the drive is tentatively set through Christmas, but will "no doubt" continue well into 1957, as new markets and stores are opened. The familiar National jingle, "National Shoes Ring the Bell," will be continued in both radio and tv messages. Though the agency declined to spell out the total budget involved, it did say that radio-tv will get "the bulk of the expenditures."

Mentholatum Buys Serials

MENTHOLATUM CO. (cough medicines), Buffalo, N. Y., last week purchased its first strip of CBS Radio programs by signing for five seven-and-a-half-minute segments a week, beginning Oct. 8. The programs involved have not yet been announced, although all are described as daytime serials. The Mentholatum purchase is said to be one of the largest in the firm's history, representing $150,000 billing for a 26-week period. Agency is J. W. Thompson Co., New York.

Pulse Expands N. Y. Offices

NEW YORK headquarters of the Pulse Inc. will be expanded by more than 50% when the research organization moves into larger offices at 750 Fifth Ave. The firm, which last week signed a lease for 9,000 sq. ft. in the Fifth Ave. building, currently occupies three floors of a smaller building at 15 W. 46th St.

BBDO Named for Cigarette

AMERICAN Tobacco Co., New York, has appointed BBDO, New York, to handle its newest—as yet undesignated as to type and name—cigarette, which will be placed on the market "later this year." BBDO also handles American Tobacco's Lucky Strike cigarettes. Spokesmen declined to comment either on the cigarette or promotional plans.

September 3, 1956 • Page 11
SPOT RADIO CONTINUING CLIMB, SAYS SRA

Association’s monthly report shows July time sales as totaling $10,196,000—an increase of 27% over the same month of the previous year.

SPOT RADIO continued its upward movement in July with time sales totaling $10,196,000, a gain of 27% over the total for the same month a year ago, Station Representatives Assn. discloses in its latest monthly report on spot radio billings, being released today (Monday).

If the gains shown thus far this year continue, SRA projected, the 1956 total will come to $135 million—which, officials pointed out, is not only 17% more than in 1955 but also 3 to 5% better than spot radio’s peak year of 1953.

This year’s was probably the first July ever to go over the $10 million mark in radio time sales, SRA observed. The month’s total pushed sales for the first seven months of 1956 to $75,822,000, an increase of 20.6% over sales recorded in the same period last year. At the end of the first six months of this year, sales were running 19.9% ahead [DWT, Aug. 6].

SRA managing director Larry Webb cautioned that “while these figures are most healthy, they must be discounted a little because July 1955 was the low point in the temporary decline. A month or two later in 1955, spot radio began to look up. Our statistics tell me that a true seasonal figure really shows spot radio up 17.7% in July, and 17% for the first seven months to date. It is obvious, however, that each month’s gain is larger than the previous month’s gain.

“We have one more low seasonal month to go through. August normally shows the lowest monthly time sales. Then business usually picks up in September, leading into the top three months of the year-end, generally the best quarter for national spot time sales.”

Mr. Webb continued:

“Representatives are not all complacent about these large gains. The trade press reflects the new areas of promotion and service rendered by our members to advertisers and agencies. With 2,000 radio stations enjoying a stepped-up representation service, we not only have the first nation-wide national medium that reaches all the people all hours of the waking day, but we are placing it at the service of advertisers and agencies with new techniques of complete market-by-market information. No wonder, then, that we see increasing use of spot radio for the flood of new products, for saturation campaigns in highly competitive industries, and for longer seasonal, wider geographical and record-breaking lists of station campaigns.

“We are confident that, with total advertising expenditures in all media on the rise, spot radio will show a larger percentage gain than the average percent gain of total media.”

The spot sales figures are compiled for SRA by Price-Waterhouse Co., accounting firm, on a continuing monthly basis.

| Month       | National Spot Radio Time Sales | 1956 | 1955 | %
|-------------|--------------------------------|------|------|-----
| January     | $10,196,000                    | 8,556,000 | +19.1 |
| February    | 11,031,000                     | 8,900,000 | +24.1 |
| March       | 11,497,000                     | 10,100,000 | +14.3 |
| April       | 9,704,000                      | 9,311,000 | +4.2 |
| May         | 11,422,000                     | 9,124,000 | +27.3 |
| June        | 11,389,000                     | 8,733,000 | +32.2 |
| July        | 10,196,000                     | 8,029,000 | +27.0 |
| Total       | $75,822,000                    | $62,833,000 | +20.6 |
| Index       | National Spot Radio, July 1956-111.8, using 1954 as the base year. |
|-------------|--------------------------------|------|------|-----
| August      | 9,249,000                      |       |      |     |
| September   | 10,030,000                     |       |      |     |
| October     | 11,587,000                     |       |      |     |
| November    | 10,970,000                     |       |      |     |
| December    | 10,260,000                     |       |      |     |
| Total       | $114,066,000                   |       |      |     |

Japanese TV Invasion

TELEVISION is the strategy being used by Japan Trade Council to swing American travelers into Japan this year. Four Japanese travelogs are being used by the Japan Trade Center, which bought Sunday afternoon quarter-hour periods on CBS-owned KNXT (TV) Los Angeles through Werbel, Skeleman & North agency, New York. CBS Television Spot Sales represented KNXT.

Douglas Meservey Dies

FUNERAL SERVICES were held last Thursday in Beverly Hills for Douglas Meservey, 51, contact executive in the San Francisco office of Young & Rubicam, who plunged to his death Aug. 28 from the 24th floor of the Russ Building in the heart of San Francisco’s financial district.

Mr. Meservey had been with Young & Rubicam for a year and a half and prior to that was with J. Walter Thompson Co., Los Angeles. At one time he was with NBC in New York. In 1940 he joined the Office of Facts and Figures in Washington and later the Office of War Information. He served overseas in the Army during World War II, attaining the rank of colonel, and immediately following the war was military governor of Bremen, Germany.

Mr. Meservey was one of the pioneer producers of tv commercials in Hollywood. He is survived by his wife, Elaine, and a son, Douglas Jr., age eight.

Ben Potts Forms Agency

BEN POTTS, for eight years vice president in charge of the west coast operations of Lenen and Newell, Los Angeles, last week announced the formation of his own agency, Ben Potts & Associates, at 3468 North well Drive, Hollywood. Telephone is Hollywood 5-1845. Mr. Potts earlier had been with Erwin Wasey & Co., Los Angeles; McCann-Erickson, Detroit, and N. W. Ayer, New York.

U. S. Steel Plans Promotion

UNITED STATES STEEL Corp. plans to repeat its Christmas promotion of major appliances, using a drive labeled “Operation Snowflake,” starting the week of Nov. 5. Approximately 2,000 radio spot announcements in 48 markets on 54 stations are planned. The campaign will run two weeks. Commercials on U. S. Steel’s network and TV show, U. S. Steel Hour (CBS-TV, alt. Wednesday, 10-11 p.m.), also will use the snowflake theme. BBDO, New York, is agency for U. S. Steel.

Newspaper Linage Up 6.5%

THE Bureau of Advertising of the American Newspaper Publishers Assn. last week reported national newspaper advertising linage (general and automotive combined) established a new all-time high for the first seven months of 1956, with a gain over the comparable period of last year of approximately 6.5%. General linage was reported up 10.3% and automotive off 1.3% from last year. The decline in automotive advertising was attributed to a 25% drop in automobile production.

Standard Brands Adds Buy

STANDARD BRANDS Inc., New York, which early last month signed a $1.5 million, 52-week contract for 10 segments a week of CBS Radio, last week increased its purchases.

The company, which already sponsors the Monday, 10-45-11 a.m. portion of Arthur Godfrey Time, will buy an additional 15-minute slot Mondays from 10:30 to 10:45 a.m. and the 10:45 to 11 a.m. slot every fourth Friday. Agency for Standard Brands is Ted Bates, New York.

Geyer in New Quarters

GEYER Adv. opened new offices last Monday in greatly expanded quarters at 595 Madison Ave., New York. The 46-year-old agency had been in need of additional space since its absorption of the W. Earl Bothwell Agency in 1952, according to a spokesman. Since that time, Geyer has operated out of two offices, at 745 and 711 Fifth Ave. The new offices cover four full floors in the Fuller Bldg.

Foster Heads Chase Office

THE board of directors of Barnes Chase Co. Thursday announced the appointment of Vice President Norman B. Foster as manager of the San Diego office. He will be assisted there by Vice President Frank H. Watne and Donald Parker.

Mr. Foster has been with the agency since 1945 and was elected to the board in 1954.

ROBERT E. LUSK, Benton and Bowles president, gets a “What’s New” flippot top pin fastened to his jacket by Philip Morris salesmen Donald Jacobs, while Ray Jones, vice president in charge of sales for Philip Morris, looks on. The three are seen at a sales meeting in New York co-incident with introduction of new Parliament cigarettes in that area. The answer to “What’s New”: New Parliament.
WMAR-TV captured highest audience share when all three Baltimore television stations carried the same program.

Democratic Convention
nominating speeches and balloting for Presidential nominee
Thursday, August 16, 10 to 11 P.M.
WMAR-TV share of audience in three-station market*
53.1%

Republican Convention
nominating speeches and balloting for Presidential nominee
Wed., August 22, 8:30 to 9:30 P.M.
WMAR-TV share of audience in three-station market*
52.8%

*Based on Special ARB Report
To sell North Texas:

24 top advertisers have used WFAA
10 years or more!

Twenty-four top American companies have been advertising on radio station WFAA ten years or more. Among them are such names as R. J. Reynolds Tobacco Company, Plough Sales Corporation, Quaker Oats Company, The Mennen Company, Fant Milling Company, and others of similar caliber.

Why have these big names remained consistent advertisers on WFAA?

Because they know when they have a winner.

WFAA leads in North Texas in every category* . . .

. . . in General News Coverage
(More listeners prefer WFAA-820 news than the next 3 stations combined)

. . . in Farm News Coverage
(Murray Cox's farm coverage is among North Texas' Top 10 in popularity)

. . . in Programming
(8 of the Top 10 programs in North Texas are WFAA-produced)

. . . in Listenership
(of 109 stations WFAA leads decisively in both daytime and nighttime audiences)

If you want to buy the biggest audience in the biggest Texas market, talk to your Petry man now!

*When Study, A. C. Nielsen, N.S.I.
BETTER FILM ADS SOUGHT BY LEVER

Project launched last week in New York will analyze techniques and sift opinions in effort to improve quality of firm's television commercials.

INDEPENDENT move was launched Thursday by top TV user—Lever Bros.—to "upgrade" the technical standards, at least of its own, of TV commercial films. A special session was held in an NBC viewing room in New York where sample, one-minute commercial films were submitted by 22 cooperating film production firms. Studies were such technical topics as lighting, set backgrounds, transmission standards and laboratory development control.

Lever Bros. hopes to collect the opinions and judgments of various agency firms and account executives and other people participating as the first step towards pooling efforts in improving the quality of TV commercial films.

As expressed by Richard E. Dubé, assistant to Lever's Program Manager George J. Zachary, and originator of the move, "This company feels that there must be continual striving to improve its commercial messages, and the technical phase of that improvement is the subject of this first meeting."

A Lever spokesman emphasized that national advertisers, including, of course, Lever, spend tremendous amounts of money yearly on TV programs and commercials, and for this reason alone this study was of prime importance.

Lever Bros. in the first six months of 1956 spent a total of $6,872,758 which included $1.734,900 in TV spot and $5,137,858 in network TV, ranking them in TV compilation of the top 200 national advertisers according to gross TV time purchases [BWT, Aug. 20].

Agencies participating in the project are six which handle Lever Bros.: J. Walter Thompson Co., Foote, Cone & Belding; Sullivan, Stauffer, Colwell & Bayles; BBDO; Kenyon & Eckhardt, and Ogilvy, Benson & Mather.

Should the first meeting prove fruitful—Lever's program unit will sift the results as a measurement of the project's effectiveness; others will follow on these aspects of TV film commercials:

Comparative photographic quality of films; means to promote greater use of 35 mm film among stations now using 16 mm equipment; how to improve quality of 16 mm film now in use; probe use of video tape and survey film production firms planning to use it, and how to insure proper transmission of film from networks and stations.

Among those who attended were: Lever Bros., J. Walter Thompson; Co., Foote, Cone & Belding; BBDO; Charles Bellante, supervisor of technical films, and Robert Ballin, vice president in charge of program development, all of SSSC&B; Stuart Minton Jr., broadcast account supervisor at FoC&B; Marshall Rothlin, film supervisor, Victor Sack, producer, and Al Tennyson, vice president and director, all of K&E's commercial production department; Bill Whitehead, radio-tele (live) commercial coordinator, Marie Gordon, the vice-director, and Ruth Rathael, coordinator of TV films, all of JWT; Philip (Les) Tomin, associate director of radio and TV, Richard Simon, production supervisor, and Anthony Rizzo, TV production manager, all of O&BA. Dorothy Crawford, an independent producer from Australia, was a guest observer.

NETWORK NEW BUSINESS

Hamilton-Beach Co. (household appliances), Racine, Wis., using minute participations on Wednesday and Friday Panorama Pacific shows on CBS-Television Pacific Network nine-station hookup, starting Oct. 3 for 12 weeks. Agency: Erwin, Wasey & Co., L. A.

NETWORK RENEWAL

Allis Chalmers Mfg. Co., Milwaukee, has renewed National Farm & Home Hour on NBC (noon-1 p.m. EDT), marking 12th year of sponsorship of program. Agency: Bert S. Gittins Adv., Milwaukee.

Best Foods Inc., Skippy Peanut Butter Div. through Ad & Consultant, San Francisco, has renewed You've Asked for It on ABC-TV (Sun., 7-7:30 p.m. EDT), for the 1956-57 season.

Sylvania Electric Products Co., N. Y., through J. Walter Thompson Co., N. Y., has bought Sapphire Films Ltd.'s The Buccaneers for replacement in the September 7-10 p.m. EDT time period on CBS-TV, beginning Sept. 22. The London-edited series, which replaces Sylvania's sponsorship last season of Beat the Clock, depicts 18th century adventures in the Caribbean area.

AGENCY APPOINTMENTS

Sleep-Eeze Co., Long Beach, Calif., heavy radio advertiser, names Milton Carlsson Co., L. A., as agency effective Sept. 15. Firm had switched its $400,000 account from M. B. Scott Inc. to Van Der Boom, Hunt & McNaughton there some weeks ago.

Federal Enameling & Stamping Co. (enameled housewares), McKees Rocks, Pa., to BBDO, Pittsburgh, effective Sept. 1.

Eagle Pencil Co., N. Y., names BBDO, N. Y.

Pateck Bros. Inc. (paint manufacturer, glass distributor), Milwaukee, names Cormack-Imse Inc., that city.

Hy-Gro Corp. (lawn fertilizers, nutrients), Baltimore, to Applestein, Levinstein & Golnick Adv. Agency, that city.

J. B. Williams Co., Glastonbury, Conn., for its Conti shampoo, appoints Doherty, Clifford, Steers & Shenfield, N. Y.

Armstrong Cork Co., Lancaster, Pa., names Ogilvy, Benson & Mather Inc., N. Y., for building products division. BBDO continues to handle insulation, glass and closure, industrial divisions and resilient flooring and floor division products.

September 3, 1956 • Page 35
Colgate-Palmolive Co., N. Y., names Street & Finney, N. Y., for new, unnamed product.

Fort Howard Paper Co. (Page napkins, towels, tissue toilet), Green Bay, Wis., to Clinton E. Frank Inc., Chicago for retail and industrial products.

Hotpoint Appliance Sales Co., Kansas City, appoints Litman, Stevens & Margolin Inc., that city.

Weston Biscuit Co., Passaic, N. J., names Campbell-Ewald, N. Y. Plans now being made for 1957 radio-TV spots and participations.

C. F. Simonin's Sons, Phila., to Ralph A. Hart Adv., that city, for Yolanda all-purpose oil and other products.

U. S. Industries Inc. (subsidiaries make oil field equipment, aircraft components, metal forming presses, water transmission products), N. Y., names Erwin, Wasey & Co., N. Y., for institutional advertising.

Rek-O-Kut Co. (high-fidelity turntables and studio recording equipment), N. Y., names Wex- ton Co., N. Y.


Royal Crown Bottlers, Clean-Cote Laboratories (household cleaner), Gorman's (department store) and House of Modern (furniture), all Kansas City, name Litman, Stevens & Margolin, Kansas City.

Holzer y Cla., S. A., importer and distributor for Omega, Tisdot and Patek Philippe watches in Mexico, names Kenyon & Eckhardt de Mexico, S. A., Mexico City.

The Health Insurance Institute, newly-formed central source of information for America's health insurance business, appoints Lennell & Newell, N. Y.

A&A PEOPLE

Benjamin B. Banks and Horace Curtis, vice presidents and account supervisors, respectively, with Ruthrauff & Ryan and BBDO, both N. Y., have joined Benton & Bowles, N. Y., in similar capacities. Latter is assigned to Procter & Gamble account.

Mr. Banks

Mr. Curtis

Austin Kiplinger, former NBC Chicago news commentator, elected executive vice president of Kiplinger organization which publishes Kiplinger Washington Letter and Changing Times magazine.


Henry A. Mattoon, president, Reach, Yates & Mattoon, N. Y., to McCann-Erickson, N. Y., as vice president and chairman of the marketing plans board.

Tom E. Chantron, product manager, Kraft Foods Co., Chicago, and Earl Kraft, controller, H. S. Martin & Co., Evanston, Ill., to Earle Ludgin & Co., Chicago, as account executive and controller respectively.


Lloyd L. Fushy, production manager, Benton, Calif., plant of Pacific Coast Borax Div., U. S. Borax & Chemical Corp., to western manager, and Roger W. Hinckman, eastern industrial sales manager, to general sales manager of USBC's industrial and agricultural departments. Mr. Fushy continues in Los Angeles and Mr. Hinckman in New York.

Terben A. Grunth, promoted to account executive on Bethlehem-Rand account at Robert Otto & Co., N. Y.

J. R. Blocki, manager of advertising services, Kraft Foods Co., Chicago, named advertising manager for confections and Kraft oil, succeeding T. E. Chantron, resigned. J. J. Wallner, assistant advertising manager for oil products, named to succeed Mr. Blocki as advertising services manager.


Robert H. Higgins, Young & Rubicam, N. Y., to Ogilvy, Benson & Mather, N. Y., as account executive.

Robert S. Liptak, formerly with ABC, to Boland Assoc., San Francisco, as media and research director. Christina Mulhearn named agency's media buyer.

David E. Fulmer, formerly in creative department of Guild, Bascom & Bonfigli, San Francisco, named program director and head of agency's television staff in Hollywood.


John J. Archibald, Benton & Bowles, N. Y., to J. M. Mathes Inc., that city, as associate market- ing and merchandising director.

Jack Berzon, Filtv Adv., N. Y., to Hoffman- Manning Inc., that city, as head of agency's retail automotive division.

Edith Wieder, former supervisor of timebuying section of Bisw Co., N. Y., to timebuying section of Compton Adv., N. Y.

Dr. Doris Betardette, former associate professor, Western State College of Colorado, appointed director of research, Endorsements Inc., N. Y.

Marian Gable, former head of Ad Assoc., Day- ton, Ohio, to Bridges-Sharp & Assoc., that city, as art director and account executive.

Peter Ripp, formerly associate director of merchandising, Foote, Cone & Belding, N. Y., to merchandising director, Zlowe Co., N. Y., in expanded marketing and sales development services.

THE Hospital Saving Assn. of Chapel Hill, N. C., will sponsor 10 football games of North Carolina colleges this fall on seven state radio stations, with WPTF Raleigh originating the broadcasts. Discussing the games to be carried are (1 to r) Jim Reid, WPTF sports director and play-by-play announcer; J. S. Nagelschmidt, public relations director for the sponsor; Bill Jack- son, WPTF personality who will give color on the broadcasts, and Clyde Mitchell, WPTF sales representative. Other stations to carry the games include WIST Charlotte, WEED Rocky Mount, WCOG Greensboro, WTOP Winston-Salem, WHKY Hickory and WWNW Asheveill.


William N. Tolls, formerly tv art director, Morse International, to Dance-Fitzgerald-Sam- ple, N. Y., in same capacity.

George Gotridge, former copy chief, Al Paul Lefton, N. Y., to Hoffman-Manning Inc. there in same capacity.


Robert R. Larson, former art director, The Buchen Co., Chicago, to Grant Adv., that city, in same capacity.

Michael de Vivo, J. Walter Thompson, N. Y., to Dance-Fitzgerald-Sample, N. Y., as art director.


Kenneth G. Patrick, manager of educational re- lations, General Electric Co., named volunteer coordinator of Advertising Council campaign that will warn public of increased load colleges and universities will have to bear. Advertising materials will be prepared by N. W. Ayer & Son, Council's volunteer agency.


Yrjo A. Koskinen, sales and advertising co- ordinator, Ashland Oil & Refining Co., Ashland, Ky., died Aug. 26 after being in ill health several years.

Page 36 • September 3, 1956
IMPROVED DuMONT ELECTRONICAM SYSTEM UNVEILED FOR TV, 35MM FILM PRODUCTION

Refined mobile operation, shown at special demonstration Thursday in New York, to be put to use within few weeks in Hollywood under contract with Paramount Sunset Corp., subsidiary of Paramount Pictures Corp. that rents studios to tv and film producers.

ALLEN B. DuMONT Labs, which more than a year ago unveiled its Electronicam live-tv film system, last week dollied in on the Hollywood scene with an improved Electronicam system that can be used for tv and theatrical film production.

Revealing the refined system at a special demonstration in New York Thursday, DuMont announced that the system would be put to work within a few weeks in Hollywood under a contract with Paramount Sunset Corp., a subsidiary of Paramount Pictures Corp. The latter holds a substantial minority interest in both Allen B. DuMont Labs and DuMont Broadcasting, Inc. (WNYW TV New York and WTTG TV [TV] Washington).

Paramount Sunset rents its studios and stages to outside tv and film producers. Keeton Arnett, DuMont's vice president, estimated that the one to Paramount Sunset of the Electronicam equipment would be at a rate of $1,500 to $3,000 a week on a lease basis. DuMont at present does not contemplate outright sale of its Electronicam equipment.

Along with the system, at least one "systems engineer" will be assigned by DuMont to accompany any leased equipment.

The original DuMont Electronicam camera system shown in New York more than a year ago was equipped for 16 mm. The newly-refined system can handle 35 mm. It also is in mobile form. The unit shown Thursday had two functional trailers which contain all of the cameras and related equipment necessary to operate the Electronicam cameras. These combined standard Mitchell motion picture cameras with a closed circuit tv system. Mobility permits the system in its entirety to be moved readily from studio to studio, lot to lot and set to set.

According to Mr. Arnett, DuMont expects to make shipment "within the next six months of a series of systems in sufficient quantity to meet the demands of an industry which, according to all indications, will adopt Electronicam as its standard equipment."

One of the trailers in the unit remains outside the sound stage. The 32-foot trailer contains the major part of the electronic gear for cameras, monitors, control panels, audio recorder and a kinescope recorder, as well as cables and three of the special Electronicam cameras.

Each camera is a union of the Mitchell 35 mm with an image orthicon tv camera using a common optical system eliminating parallax and an identical picture going to each unit. The scene is visible to both the cameraman through the electronic viewfinder as well as to the director and his production team through monitors.

An 18-foot trailer can be wheeled onto the stage, functioning as the control and communications center. It is equipped with five 17-inch monitors, one for each of three cameras in multiple-camera shooting, one "take" monitor providing a continuous sequence of scenes, and another for the director to preview results of special effects produced electronically. Still other monitors give various and instantaneous camera-eye views to both the cast and the technical staff.

Mr. Arnett stressed savings in both money and in days needed for film production; rendi-

tion of top quality film—black-and-white or in color; instantaneous monitoring of the action before the camera; precise coordination of the creative team and "complete mobility."

The demonstration Thursday was held in Movietone News' New York studios on W. 34th St. In addition to the showing of the equipment, a film—made via the Electronicam system—was run off that explained the workings of the refined process.

Along with the claimed advantages to feature film production, the film stressed its value to tv commercial production (Electronicam has been used for filming at DuMont's Adelphi Theatre in New York for commercials as well as for the now dropped "The Honeymooners" film series—Jackie Gleason's program seen last season on CBS-TV).

Shown were its uses as a filming vehicle for a monochrome commercial for Camel cigarettes, for Maxwell House coffee—first in black-and-white and then in color, and for cosmetics, also a color sequence. A dramatic sequence was filmed with quality pointed up as comparable with current motion picture production. A limitation in the system, observers pointed out, however, is that color filming can be monitored only in black-and-white.

Mr. Arnett noted that DuMont engineers and various motion picture video experts had spent most of the past year studying film production needs of the motion picture industry. The net result was the improved Electronicam (refinements are noted in optical equipment, electronic resolution and in focus controls).

According to the current timetable, the system should be in use by October with dry runs being held to break in technicians. A week's demonstration for the motion picture industry will be held upon the equipment's arrival in Hollywood.

The Paramount Sunset studios are located at the old Warners movie lot adjacent to KTLA (TV) Hollywood (B&T, Aug. 22, 1955). KTLA is operated by Paramount Pictures subsidiary, Paramount Television Productions Inc.

As seen by some Hollywood observers, the new Electronicam system will not displace film editors and cutters but rather bring them under one roof as assistant directors. Heretofore they were separated in motion picture film production. This new grouping of creative talent is described as a first in Hollywood feature film production.
Disney Tops $2 Million Profit in Nine Months

WALT DISNEY PRODUCTIONS, Burbank, Calif., reported net profit of $2,091,975 for the nine-month period ending June 30, in a company registration statement filed last week with the Securities & Exchange Commission covering a proposed public offering of $7.5 million subordinated debentures due 1976.

The $1,50 profit per share on the $1,305,680 shares of outstanding common stock. Gross revenue for the nine-month period totaled $20,371,831. The company's net income for the entire fiscal year which ended Oct. 1, 1956, was $1,325,763, equal to $1 per share. Gross revenue for that 12-month period was $24,638,652. The prospectus showed that the company's stock is held 54% by Walter E. Disney and Roy O. Disney as voting trustees with Walter E. and Lillian B. Disney listed as beneficial owners of 24%, and Atlas Corp. as holder of 17%.

Assets of Walt Disney Productions as of June 30 totaled $28,167,000. The report showed that in the nine-month period ending June 30 the company's gross income from tv totaled $4,747,000. Gross from theatrical pictures totaled $11,340,000. Other income, including merchandising and Disneyland, exceeded $4 million. Disney Productions reported that Disneyland Inc. showed a net profit of $187,891 in the 53-week period ending July 29.

Yates Refuses to Sell Control in Republic Pictures

BEVERLY HILLS, Calif., investment firm of Cantor, Fitzsimmons & Co. Thursday announced that Herbert J. Yates, Jr., studio owner-president and producer of Republic Pictures Inc. and Republic City TV Productions Inc. The firm offer was for $10.50 per share on Mr. Yates' 600,000 shares in Republic. The banking firm's option expired Friday.

Although expressing disappointment that the negotiation did not go through, B. Gerald Cantor, president of the investment company, said that in the course of the talks he and Mr. Yates had established a favorable relationship and that Mr. Cantor and his associates would retain their present interest in Republic involving more than $1 million in 4% debentures due June 30, 1965.

Mr. Cantor was optimistic about the acquisition possibilities of television and theatrical securities and said he would seek other investment opportunities in the entertainment field. Meanwhile reports were current in Hollywood last week that Mr. Yates also had turned down a $10 per share offer of another local syndicate but would consider an offer of $12 per share.

Roach Reports Script Fees Rise 25% Above Last Year

HAL ROACH Studios, Culver City, Calif., spent $299,850 for half-hour television scripts during the first half of 1956 in contrast to a total output of $164,250 for the like period in 1955, it was disclosed last week by Hal Roach Jr., studio owner-president and executive producer.

"Currently, established script writers are commanding figures for their properties that are five and six times greater than five years ago," Mr. Roach noted. The producer further ob-

served that this year scripting costs are running approximately 25% over 1955 and qualified the trend as consistent with the rise in overall "above-the-line" costs of some 25% with each succeeding year since the start of half-hour television film series.

Last year, according to Mr. Roach, his studios contracted for a total of 247 properties representing a $329,500 script investment. This year's half-way mark of 141 half-hour scripts already has accounted for a near-comparable figure.

Mr. Roach pioneered in negotiations with television writers and literary agents and recolled that in 1948, one year after the Roach studios converted to televfim production, the average Hollywood asking price for that half-hour teleplays was $500. Today, the producer declared, a creditable script averages closer to $2,500.

NBC's Calif. Subsidiary Appoints Ginsburg, Jacobi

APPPOINTMENTS of Norman S. Ginsburg as manager of advertising and promotion of California National Productions Inc. and of Frederick Jacobi as manager of publicity for the organization were announced last week by Robert D. Levitt, general manager of the new NBC subsidiary.

Mr. Ginsburg joined NBC-TV Films in May of this year and previously had been manager of advertising and promotion for the former DuMont Television Network from 1950-54 and for Studio Films, New York, from 1954-56. Mr. Jacobi served most recently as manager of publicity for NBC-TV Films. He joined NBC's network press department in 1950 and earlier had been with the editorial staffs of The New Yorker magazine and Random House (publishing company).

Hollywood TV Announces New 'Frontier Doctor' Sales

ADDITIONAL national sales by Hollywood Television Service Inc., in midwestern, eastern and southern markets for its new syndicated tv series, Frontier Doctor, were announced Thursday by Earl Collins, president. The program of 39 half hours has been sold to Wiedemann Brewing Co., Cincinnati, for Columbus, Dayton and Cincinnati in Ohio, and Indianapolis and Bloomington, Ind. Agency is Tatham-Laird Inc., Chicago.

National Brewing Co. has bought the streets for Washington, D.C., with Thiele Sausage Co. signing for Milwaukee, White Provision Co. will sponsor in Atlanta, and CA-Television will sponsor in Nashville, KTTV (TV) Los Angeles has purchased the series in that market. Frontier Doctor is currently in production with 18 programs completed and another 21 in various stages. Hollywood Television is a subsidiary of Republic Pictures.

Niles Animation Facilities Move to RKO Pathe Studio

COMPLETE cartoon and commercial animation facilities of Fred Niles Films will move into the RKO Pathe Studio in Culver City, Calif., it has been announced by Fred Ahern, RKO supervisor of television operations at the Culver City plant (CLOSED CIRCUIT, Aug. 27).

The Niles Hollywood unit, headed by Chris Peterson, has been housed on the General Service lot since opening its business last year. The move to the RKO Pathe lot was described by Mr. Ahern as accomplishing a two-fold purpose by providing much-needed room for expansion of the Niles unit and making available to the O/O, on a priority basis, several of the facilities of an animation group for commercial and industrial productions. Live action production for the Niles unit will be accomplished by the RKO organization.

Foreign Sales Announced By ABC Film Syndication

COUPLED with a prediction that 30% of the total revenue of ABC Film syndication "within three to five years" will come from foreign sales, George T. Schupert, ABC Film president, last week announced a series of sales in Great Britain, Italy, Australia and Puerto Rico.

Mr. Schupert reported that three foreign deals involved the Spanish versions of Passport to Danger and Racket Squad. Kraft Foods Co., through J. Walter Thompson, has bought Passport to Danger for WORA-TV Mayaguez and WFAQ TV San Juan, both P. R., and WAPA-TV San Juan has purchased Racket Squad. Other foreign sales, Mr. Schupert said, were of 26 half-hours of The Life and Legend of Wyatt Earp to Negroponte Television Corporation London's The Playhouse to R. A. I., Italy and Assoc. Redifusion Ltd., London; Racket Squad to R. A. I., and five programs, consisting of 135 hours of film, to Australian Consolidated Press.

Official Films to Distribute 'Camera Inside Russia' Film

OFFICIAL FILMS, New York, announced last week the acquisition of distribution rights to a "substitute documentary" titled Camera Inside Russia," which is described as "a completely uncensored film report on Russia."

Rights to the documentary film were obtained through The Bulletin (The Long An-
geles), which financed the program, initially for showing in Los Angeles. According to Herman Rush, Official vice president in charge of sales, the film "takes audiences inside the Kremlin walls, into Russian homes, schools, markets ... and for glimpses of such events as a circus and ballet. "..." The film, shown on KTTV (TV) and in 10 other markets, will be made available by Official in other cities.

Krantz Moves to Screen Gems

APPOINTMENT of Steve Krantz as home office director of Screen Gems, New York, was announced last week by Ralph M. Cohen, vice president and general manager of the television subsidiary of Columbia Pictures Corp. Mr. Krantz resigned as program manager of DuMont's NBC-5 station to accept the post and has been succeeded at the station by George Heinemann (BT, Aug. 27). Mr. Krantz, who assumes his new duties tomorrow (Tuesday), will be responsible at Screen Gems for the development of program material, new sales patterns and the production of individual series.

Page 38 • September 3, 1956
"It doesn't take gigantic budgets to use Spot-TV successfully,"
says Harry G. Schierholz,
Chicago Food Broker,
reporting results produced by Station WBKB

Sounds like you're sold on spot, Mr. Schierholz.
I AM—because it sells merchandise, in amazing volume.

Can you cite specific cases?
Gladly. On WBKB, for example, spot schedules helped us show record increases on several items, including Mott's Apple Sauce and Sunsweet Prune Juice.

Mott's Apple Sauce was already an established leader, with substantial volume, wasn't it?
That's right. I even thought we'd just about hit ceiling for this market. But when TV took hold, our sales went up another 16 percent.

You think TV started a lot of new users?
I KNOW it did. What's more, it helped us get more cooperation from stores, improved shelf position, better display—things that pay off in sales.

What about Sunsweet Prune Juice?
Increased sales on every size. On quarts, we're up over 20 percent, a gain I consider quite significant.

Significant—how?
Because it proves you don't need the gigantic budgets of soap or cigarettes to get substantial gains with the right use of TV.

What does "right use" involve?
Many factors. First, sound judgment by agency and advertiser in picking the vehicle and time. Then WBKB worked closely with us on merchandising and other sales-promotion activities. And personally, I'm pretty proud of my sales force.

The men like television?
Especially a spot schedule where we have some voice on details. When my men feel sure the advertising is right, they hit just that much harder.
LAWSY EYEING CHANGES IN CANON 35

Dallas convention last week gave increasing evidence that American Bar Assn. will relax its ban on broadcast coverage of actions in the courts.

The pre-electronic ban of American Bar Assn. against radio-tv coverage of court trials appears on the way out, judging by developments at last week's ABA convention in Dallas.

New signs appeared that ABA will revise its Canon 35 prohibition against microphone and camera reporting of court trials appeared, together with evidence of favorable action from Richard P. Tinkham, chairman of ABA's public relations committee. The canons serve as a code of professional ethics.

In an interview late Thursday, Mr. Tinkham said the association may overhaul Canon 35 next year. A special committee studying the problem, he said, is expected to recommend deletion of language stating that broadcasts and photography in courtrooms tend to "disturb the witnesses and defendants and the court . . . and should not be permitted."

Reporting to ABA's house of delegates, Mr. Tinkham asked media and attorneys to be patient. "Hasty or ill-considered action in dealing with the subject could lead to a public revolution in the area of radio-tv court trials," he said. "Some members of the media believe they are being deprived of their moral and constitutional rights in jurisdictions where Canon 35 is observed." He said in his interview that relaxation of Canon 35 would not automatically throw courtrooms open to radio-tv or still camera coverage but merely ease the ban.

Three broadcasters represented NARTB and the industry at the convention -- Judge Justin M. Wyard, NARTB advisor and longtime advocate of modernized court coverage; Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NARTB freedom of information committee; and Tom McDonald, NBC treasurer.

Addressing a dinner session, Mr. McDonald said he believed that for long television "will be generally accepted as the normal counterpart of, and improvement upon, today's good newspaper and good magazine coverage of important proceedings."

Since the 1955 ABA convention in Philadelphia, when Judge Miller directed a dramatic demonstration of the inconspicuous way court trials can be covered by radio-tv [BT, Aug. 29, 1955], important progress has been recorded on behalf of electronic media. Principal development was the Colorado Supreme Court removal of Canon 35 bans [BT, Feb. 6, 1956] plus local relaxation of rules by the courts.

Coverage of court trials by radio-tv and still cameras is the most effective deterrent to crime and aid to law enforcement, the ABA's criminal law section was told Wednesday.

Judge Dwight L. McCormack, of the Texas district criminal court, permits broadcasts from his courtroom, he told the convention. He was taking part in a discussion of the effect of appellate court decisions have on police activity and law enforcement.

Police are hampered most by the public, Judge McCormack said, with children taught to be afraid of the man in uniform. "Publicity showing the results of a trial is the most effective deterrent," he said. "Who objects to publicity of an objection from defense, prosecution or jury? The only one who could object is the judge. Why should the judge object unless it is to cover up inefficiencies and deficiencies on his part? The judge must know the law and is brave enough to enforce it."

David F. Maxwell, incoming ABA president, said "considerable pressure" has been placed on the association for revision of Canon 35. He added, during an interview, that lawyers and courts are charged with making certain every person gets a fair trial.

In commenting on a survey of the canons being made by the special ABA committee directed by Judge Philbrick McCoy, of Los Angeles, Mr. Maxwell said Canon 35 will be reviewed "in the light of scientific improvements" that would allow courtroom coverage and still maintain the dignity of the courts.

Victor R. Hansen, U. S. Assistant Attorney General, told ABA's section on judicial administration the recent antitrust proceeding against RCA strikes down that company's "limitations on patent licensing" and added the action "may do much to encourage research in that area of electronic endeavor so vital to our national welfare and defense."

NARTB President Names Two Standing Committees

Two standing committees were named last week by NARTB President Harold E. Fellows. They follow:


Christian Named President of Georgia Broadcasters

L. H. CRISTIAN, WRCF Athens, Ga., was elected president of Georgia Assn. of Broadcasters at the Aug. 26-28 meeting held at King & Prince Hotel, St. Simons Island. He succeeds Glenn C. Jackson, WAGA-TV Atlanta.

Other new officers are W. Newton Morris, WMLT Dublin, first vice president, and John W. Jacobs Jr., WDUN Gainesville, second vice president. Board members are Mr. Jackson; Frank Gaither, WSB Atlanta; Miles Ferguson, WDAK Columbus, and Ralph N. Edwards, WWGS Tipton. Over 125 were registered at the meeting.

Arthur Schofield, newly elected advertising sales promotion vice president of Storer Broadcasting Co., urged GAB members to step up their professional standards. Speaking on the topic, "Two-thirds of Promotion is Motion," he listed five "poisons" in the promotional field. These are: Belief a lot of money must be spent; promotion money is out-of-pocket expense; danger of getting in a rut; pernicious inertia, and the belief that "my station is different."

Mr. Schofield said the basic factors motivating sales haven't changed. He urged broadcasters not to confuse showmanship with "show-offsmanship" and suggested doing simple things in an attractive and compelling way. Adapt rather than copy ideas, he advised.

Jerome Feniger, vice president of Cunningham & Walsh, called on broadcasters to provide more basic data on their areas, including "who listens and when" and cost-per-1,000. The quantity story of broadcasting is known, he said, but the quality story needs stressing.

Calling for community identity of stations, he added that stations should not become so over-commercial that the copy doesn't impress listeners. He suggested contacting brokers and manufacturers representatives as a means of influencing sponsors. Other tips -- keep facts
Somewhere there’s a Buying Button

WKY-TV SETS IT OFF for you!

After you’ve looked at the ratings, (which, as always, show us first in our 30-county primary area) give a thought to cash register response to your commercial message.

We’ve been pressing the “buying buttons” of Oklahomans for over thirty years. WKY was Oklahoma’s first radio station in 1920 – WKY-TV Oklahoma’s first TV outlet in 1949.

This leadership . . . community service . . . becoming a part of family circles . . . results in our influence on decision. Decision to buy!

You don’t have to ring doorbells when you advertise with us. Folks gave us their house keys years ago!
“NEW FACES ON THE
“The National Broadcasting Company will not soon forget the conventions; within the trade at least it emerged as the major winner. The factor of novelty helped NBC; in its two anchor men, Chet Huntley and David Brinkley, it had comparatively new faces on the national scene. As personalities they clicked . . .

“First with Mr. Brinkley and then with Mr. Huntley the NBC network injected the much-needed note of humor in commentary. Pompousness in commentary on TV has been a problem for a very long time; NBC moved away from it and reaped the benefits.”

JACK GOULD,
New York Times—Sunday, August 26, 1956

“. . . NBC has equalled and sometimes surpassed the punch and footwork of the better-knowns. This is chiefly thanks to the triumvirate of Chet Huntley, David Brinkley, and Bill Henry, whom NBC has kept locked in the smokehouse long enough. Any one of them could handle a daily network news program. Brinkley, the least experienced, is the ‘discovery’ of the convention . . .”

CHARLES MERCER,
Associated Press—Friday, August 17, 1956

“NBC’s able Chet Huntley and young (36) deadpan David Brinkley . . . this year teamed up for the first time to add zest and drollery – a rare convention commodity – to the otherwise dull goings-on.”

TIME—August 27, 1956

“A few bright spots of the TV coverage: . . . NBC reporter David Brinkley’s wry and terse comments . . .”

NEWSWEEK
—August 27, 1956

“. . . this year NBC’s Chet Huntley and especially David Brinkley, with his dry wit, figure to emerge with new prestige.”

VARIETY—August 22, 1956

“. . . NBC-TV’s coverage of the convention immeasurably superior, so far, to that of the other two networks . . .”

BURTON RASCOE,
Syndicated Columnist—Thursday, August 23, 1956

David Brinkley, Chet Huntley, and the entire NBC team of top newsmen will be together again in November when the cameras focus on the national election.
Hughes joins Fellows in criticism of policy statement of Churches of Christ on broadcasters' obligations regarding religious programming.

An ADVISORY policy statement on religious broadcasting, issued by the National Council of the Churches of Christ in the U. S. A., brought a strong reaction from a broadcaster, Jerry S. Hughes, program director of KMLW Marlin, Tex.

President Harold E. Fellows of NARTB had voiced objection to the policy, drawn up by the council's Broadcasting & Film Commission, in a letter to the Rev. S. Franklin Mack, the council's executive director [BT, Aug. 27].

The policy statement told broadcasters they have "an obligation to provide adequate time and facilities for the broadcasting of religious programs as a public service," referring to FCC license provisions, and added it was sending its statement to FCC and Congressional committees. Broadcasters were told it is their responsibility "to make a substantial provision of facilities and desirable broadcast time free as a public service" for church programs.

NARTB's TV Code language was cited in the statement. (The code describes religious programs as part of a well-balanced program schedule and says a charge for religious time "is not recommended.") The policy statement of the religious council opposes sale or purchase of time for religious broadcasts, urging its membership "to exercise their influence in support of this position by discouraging the practice." It calls on stations and networks "to give due consideration to the strength and representative character of the councils of churches, local and national." It holds paid-for religious programs in all or a major part of the time allotted for religious broadcasts "cannot be considered an adequate discharge of the public service obligation to religion by a network or a station."

The statement said scheduling of sustaining religious programs "only in marginal or unsalable time is not in the best public interest."

The Hughes Letter

Mr. Hughes' letter to the Rev. Mack follows in part:

"This will acknowledge receipt of your letter of Aug. 10, and of the accompanying resolution adopted by the council. . . . In all fairness, I simply believe that you, the members of the Broadcasting & Film Commission, made a colossal blunder by adopting a resolution the very nature of which proves you don't know what you're talking about. . . ."

"I must point to a portion of your letter that I find almost offensive. The statement approved by the council is described as a 'very restrained' one, in that it does not 'condemn,' 'oppose,' or brand as 'wrong' commercial broadcasting or the sale of time for religious broadcasts. In the first place, the resolution is not restrained. It goes just as far as any advisory group could possibly go without openly demanding free broadcast time. Secondly, I resent that the council disclaims any intention to 'condemn,' 'oppose,' or 'brand as wrong' the sale of time for religious broadcasts. True, the words do not do any of these things. Their meaning does. Rather than incur the unshackled wrath of the entire broadcast industry, the council has phrased a left-handed indictment in terms of flowery politeness and delivered it with a smile of benevolent patronage."

"Now to the resolution itself . . . It is a wholesale indictment of present broadcasting practices, rather than a wise and constructive effort toward better religious broadcasting. Every conscientious broadcaster, and there are many, will readily admit that there are numerous cases of poor taste and even some mishandling of religious broadcasts. There are some stations which refuse to make any free time available; there are others which will not even sell time for religious purposes, and still others that permit unethical and even unscrupulous practices of paid programs. The council ignored these practices, in which the majority of broad-
77,440 READERS every week!

that's why B•T is the Best Advertising Value in the radio and television field . . .

(ARB Study, April 1956)
This is the NEW Universal Zoomar at the Democratic and

SPEED: F:3/9
ZOOM RANGE: 2½ to 16 INCHES.
WEIGHT: TEN POUNDS.
LENGTH: FOURTEEN INCHES.
COLOR BALANCED AND CORRECTED FOR
MONOCROME AND COLOR.
WILL CONVERT TO ALL AMERICAN ORTHICON CAMERAS.
THIS LENS DOES NOT TIE UP A CAMERA...CAN BE
PUT ON OR TAKEN OFF IN LESS THAN A MINUTE.

THIS LENS IS THE ANSWER TO
MOST OF YOUR PRODUCTION
PROBLEMS—STUDIO AND REMOTE

ALREADY IN USE BY:

| NBC Network |
| WLW-A, Atlanta, Georgia, Harvey J. Aderhold, Chief Engineer |
| WCPO, Cincinnati, Ohio, Paul Adams, Chief Engineer |
| WISN, Milwaukee, Wisconsin, Lionel Wittenberg, Chief Engineer |
| WLW-T, Cincinnati, Ohio, Howard Lapple, Chief Engineer |
| WITN, Washington, North Carolina, Hal Wilson, Operations Director |
| KUTV, Salt Lake City, Utah, Herbert Holthaeuser, Chief Engineer |
| Radio and Television, Department of Education, Hato Rey, Puerto Rico, |
| Don Rafael Delgado Marquez, Manager. |
Lenses that STOLE THE SHOW
Republican Conventions

THE NEW Universal ZOOMAR

We are now accepting orders for UNIVERSAL ZOOMARS and can make delivery soon. The UNIVERSAL ZOOMAR is similar in appearance to the STUDIO ZOOMAR. This lens is a great contribution to the color camera. Imagine a ZOOMAR LENS with a speed of F:3/9 and zoom range of 2½ to 16 inches!

You have seen its studio use on leading network participation shows where they pan and zoom from stage to audience. It has speed and range for any show where only one camera is used, such as church services, boxing, wrestling, bullfights, bowling, etc.

HARVEY J. ADERHOLD, CHIEF ENGINEER, WLW-A, ATLANTA, writes:
"As for night baseball, it's just wonderful. We are able to cover over two-thirds of the action on the camera that is equipped with the UNIVERSAL ZOOMAR LENS. It is easy to handle and gets wonderful pictures under various light conditions.

LIONEL WITTEMER, CHIEF ENGINEER OF WISN-TV, MILWAUKEE, writes:
"We have used it for both night and day baseball games with good success. It is the first lens of its type that has been satisfactory for night games in the Braves ball park. We have used the lens for wrestling and bowling remotes where we were working with extremely low light levels. Up to the present we have been able to produce good pictures with our ZOOMAR LENS in any installation where they were obtainable with standard lenses."

HAL WILSON, DIRECTOR OF OPERATIONS, WITN, WASHINGTON, NORTH CAROLINA:
"We find its effectiveness equal for both indoor and outdoor work. Personally, I sometimes wonder how we got along without it in the past."

HOWARD LEPPLE, CHIEF ENGINEER, WLW-T, CINCINNATI:
"It's the finest lens we have."

STUDIO ZOOMAR

More than 130 STUDIO ZOOMARS are now used by television stations in the United States, all Italian Government television stations, all Canadian Broadcasting Company stations, all stations in Japan, also stations in the Philippines, Mexico, Cuba, Venezuela, and Puerto Rico.

STUDIO ZOOMAR zooms from 2½ to 7 inches.
Speed of F:2/8.
Twelve inches long.
Weight six pounds.
Color balanced and corrected.
Suitable for both monochrome and color.
Can be removed from camera to camera in less than a minute.
No camera need be tied up with the STUDIO ZOOMAR LENS.
THIS IS THE ACCEPTED LENS FOR COLOR.

Stations with color everywhere acclaim the STUDIO ZOOMAR because of its light weight, speed, and flexibility. Stations with the STUDIO ZOOMAR say it pays for itself many times over each year.

You may purchase these lenses from your RCA, GE, or DuMont representative
For demonstration and further information, contact
JACK A. PEGLER, President
TELEVISION ZOOMAR CORPORATION
500 Fifth Avenue, New York 36, New York • BR 9-5935
RAB Extends Income Of $800,000 by Nov. 1

RADIO Advertising Bureau expects its income to rise to $800,000 a year on or about Nov. 1, the organization reported last week. RAB also noted that during the first nine months it had signed an additional 29 members.

The $800,000 figure will be reached ahead of schedule, RAB President Kevin B. Sweeney said, adding that "our rising income will permit us to undertake projects this year and early next year that we had only hoped to be able to do in late 1957."

At the time of RAB's initial founding in March 1951 (then called Broadcast Advertising Bureau), its yearly income was $100,000. Since that time—RAB became RAB in January 1955—income and membership have increased steadily.

AAAAA Planning Committee Named for Research Workshop

NAMES of the planning committee for the research workshop of the 1956 eastern annual conference of the American Assn. of Advertising Agencies, to be held in New York Nov. 27-28, were announced last week by Adolph J. Toigo of Lennen & Newell, New York, Chairman of the AAAA's eastern region.


RAB Nominators to Meet

FIRST meeting of Radio Advertising Bureau's nominating committee to choose a slate of officers for 1957 will be held Sept. 18 at New York's Waldorf-Astoria Hotel. William D. Ingram, general manager of Don Lee Broadcasting System and chairman of the committee, announced last week. Current RAB officers are Joseph E. Baudino of Westinghouse Broadcasting Co., now in charge of station sales, and Kevin R. Sweeney, president (who is under contract extending to 1961); William B. McGrath, WHDH Boston, secretary; Donald W. Thorburn, WCAU Philadelphia, treasurer; John F. Hardesty, vice president and general manager, and William L. Morrison, assistant secretary-treasurer.

Hosts at NARTB Meetings

HOST directors for the eight NARTB regional conferences starting Sept. 17 are as follows (typographical error in Aug. 27 B&T erroneously listed the Indianapolis and Birmingham meetings):


SCAA enlarges to embrace agencies of Western States

ENLARGEMENT of Southern California Advertising Agencies Assn. to Western States Advertising Agencies Assn. and plans to form chapters throughout the 11 western states were announced last week by James Christpher, president of the AAAA's eastern annual conference of the American Assn. of Advertising Agencies, to be held in New York Nov. 27-28, were announced last week by Adolph J. Toigo of Lennen & Newell, New York, Chairman of the AAAA's eastern region.


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SMPTE Fellows Approved

APPROVAL of 16 members of the Society of Motion Picture and Television Engineers as SMPTE fellows has been announced by John G. Frayne, president. Award certificates will be presented Oct. 9 during the society's 80th convention at Los Angeles' Ambassador Hotel. New-named fellows are those of the General Precision Labs; Jasper S. Chandler, Eastman Kodak research engineer; John W. DuVall, E. I. Du Pont de Nemours; Edward Furer, RCA Victor service manager; and P. F. Genock, Eastman Kodak television programming manager; Herman M. Gurin, NBC engineer; Wilton R. Holm, E. I. Du Pont technical associate; Robert G. Hufford, Eastman Kodak physicist; Fred Hyers, Todd-AO director of sound; Warren R. Ison, RCA Victor development engineer; Walter I. Kiener, Eastman Kodak's motion picture film department; Francis T. Marx, ABC's vice president of engineering; John B. McCullough, Motion Picture Assn. of America; Richard O. Painter, General Motors; Michael Rettinger, RCA acoustic engineer, and John G. Streiffert, Eastman Kodak research labs physicist.

GAC Convention Oct. 18-20

THE biennial national convention of Gamma Alpha Chi, national professional advertising fraternity for women, will be held Oct. 18-20 at the University of Illinois, Urbana. Claire Drew Forbes, national president, and head of her own advertising agency in Santa Barbara, Calif., will preside. "Future in Advertising" will be the theme of the meetings.
WOODLAND-TV is BIG territory!

A mighty big spoonful... you bet! It's the 410-million dollar helping of food this husky, fast-growing market is currently putting on its tables. So come over and try the fare. We'll spoon up a generous share for your product. Western Michigan... now the country's 18th television market... is YOURS when you buy WOOD-TV, Grand Rapids' only television station. Ask to see our menu.

WOOD-TV WOODLAND CENTER
GRAND RAPIDS, MICHIGAN
As a matter of fact, you have got some time on the Milwaukee business. I doubt if that multiple ownership stuff will go through for a couple of months . . .

(Corn. Lee said Friday there was "nothing improper" in his 1954 telephone conversation with Dr. Stanton. He said the statement taken from CBS files was not a literal transcript, but represented something written out by Dr. Stanton—apparently as an office memorandum.)

Dr. Stanton called him, Corn. Lee said, to ask if he thought CBS' planned purchase of WOKY-TV Milwaukee [ch. 19] would prejudice the CBS contest with Zenith Radio Corp. in Chicago. Stanton said he told Dr. Stanton that in his opinion he did not believe the question of duopoly or overlap would arise if CBS went ahead in Milwaukee. CBS bought WOKY-TV, as planned before Oct. 25, 1954, after forwarding change letters to the present WIXX-TV.)

In Chicago, CBS had bought the facilities of the then WBKB [TV] [then ch. 4] from ABC in 1953. FCC moved the facility to ch. 2, for which Zenith had a pending application. Zenith later withdrew from the contest for ch. 2 [now WBBM-TV] after an agreement wherein CBS bought Zenith's ch. 2 facilities and other equipment plus other considerations and Zenith bought certain time on CBS-TV as a participant on Omnibus under a special arrangement [BT, Oct. 25, 1954].

2. Nov. 29, 1955: Alleged report by CBS Washington Vice President Ralph Hardy to Dr. Stanton on conferences by "WSM" [presumably CBS Board Chairman William S. Paley] with four FCC members and planned talks with Dr. Stanton. Missouri Secretary of State Mr. Cowperthwait letter and accompanying statement taken by Mr. Cowperthwait letter and accompanying statement taken was entered into announcers' hearing record in the FCC's Office of Opinions & Review.)

Last week a CBS spokesman, who declined to be identified, denounced the subcommittee's procedure in publishing the documents as "outrageous, inexcusable and novel." In that it takes eight documents out of a total of 8,000-12,000 published and it is in the guise of a "hearing" when in fact there has been no hearing on them. The spokesman added that CBS was not notified that the documents were being published and they have no opportunity to present evidence in its own behalf.

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Subpoenaing of the CBS and RCA-NBC documents and quizzing of the FCC were carried out as part of the Evans Subcommittee's probe of alleged network and other industry influence on FCC decisions. Industry witnesses appeared before the subcommittee in its two-day session in March. The FCC had understood it was in "open" testimony, but no additional hearings were held. The House group plans to issue a report later on its findings.

Others Heard From

Besides the subpoenaed material and the FCC answers, the hearing record last week also included letters or statements critical of the tv networks or the FCC from Melville Terwilliger, Hollywood, Calif., who describes himself as a "research scientist"; Zenith Radio Corp.; J. W. Martin, head of J. W. Martin Inc. advertising agency, Milwaukee; Jack S. Younits, president, Daytime Broadcasters Assn.; Community Broadcasters Assn., and UHF Industry Coordinating Committee. The House group also incorporated references to the report, "The Network Monopoly," by Sen. John W. Bricker (R-Ohio) [BT, April 30], and to several parts of testimony offered at hearings during the 84th Congress by the Senate Commerce Committee and the House Antitrust Subcommittee.

The CBS documents range in dates from March 13, 1953, to Nov. 29, 1955, and are summarized as follows:

1. Aug. 13, 1954: Record of telephone conversation between FCC Comr. Robert E. Lee and CBS President Frank Stanton in which Comr. Lee reportedly told Dr. Stanton that the network's "Chicago deal" is "pretty solid," and "you have nothing to worry about." On Miller-Wright negotiations, Comr. Lee had told Mr. Gammons he had "little faith in the new NTSC-RCA system and didn't believe it would prove out," but that the FCC, because of "pressures," would be forced to hold hearings in the event of a petition by RCA or anybody else.

2. Aug. 31, 1954: Letter from Bert Gammons, chief of FCC's Rules & Standards Division, to Stuart V. Willson, president of Northern States Power Co., Eau Claire, Wis., thanking Mr. Willson for his help (not described) in "making a strong showing," which Mr. Cowperthwait felt ultimately had led to his new FCC position, and noting that "We handle all changes in the methods of broadcasting or telecasting as, for example, color television . . ."

3. Sept. 7, 1954: Letter from Mr. Willson to Dorsey Richardson, The Lehman Corp., New York (Mr. Willson at that time was a member of the CBS Inc. board), forwarding the Cowperthwait letter and asking if CBS could use his (Mr. Willson's) association with Mr. Cowperthwait and intimating that he also was a friend of Comr. John C. Doerfer. (Mr. Willson had an in-law relationship to Mr. Richardson through marriage of his son and daughter, respectively.)

4. Oct. 2, 1954: Letter from Dr. Stanton to Mr. Richardson expressing his "great interest" in the Cowperthwait and Willson letters and saying he had put off answering because he had expected "the announcement which came last weekend regarding the appointment of a chairman for the FCC." The latter letter was some talk about the appointment of John Doerfer, and adding: "I do not know what effect George McConnaughey's appointment as chairman will have. It is rumored that he is committed to a number of important changes in the FCC staff. This will bear close watching because, with one exception, the key staff members are all carryovers from the Roosevelt Administration. Period." Mr. Richardson added: "I may discuss it with you as the time approaches for critical decisions involving cases we have pending before the Commission."

The FCC, in replying to the congressional questionnaire, answered 14 of the 20 questions and parts of a 15th, leaving unanswered four and five of a part. One question (No. 11, on FCC travel expenses) was not mentioned, possibly through oversight.

The FCC answered question No. 5, dealing with the history of comparative tv cases since July 1953, in part, refusing to disclose information on work done by the personal staffs of individual commissioners and the FCC's Office of Opinions & Review, both of which by "conceptual design" are permitted to participate in "a manner other than on the public record," the FCC said.

By Order of Congress

The Commission noted that "Congress itself specifically required that a separate group of people be set up as a separate group of people to assist the Commission in writing its decisions, subject only to the control of the Commission . . ." Therefore, FCC said, "we do not know whether Congress would declare it the usefulness of these persons in assisting the Commission in its decisional process by requiring the internal working papers and information concerning the cases to be made available to persons who were not involved in the Commission . . ."

"FCC said members would discuss "in general" the decisional process at the then-expected hearing (which never materialized)."

The FCC declined to answer questions No. 7 and 8 which sought "all staff reports or analyses on the problem of television allocations," including revised allocation plans, de-intermixure, the 5-mile rule, power limits and antenna rights, and any FCC action taken on the basis of such reports.

Noting the extensive scope of the question, the Commission said supplying an answer would "take an extraordinary amount of staff time. Also, the Commission believes that in order to have an independent staff free to make such recommendations as they feel justified, the recommendations of the staff and internal memorandums relating thereto should not be a general matter be made available to persons outside the Commission."

The FCC declined to answer question No. 12, on gifts, honorariums, expenses paid to FCC members, other top FCC officials and bureau heads from persons employed by companies who have a direct or indirect interest in matters pending.

Broadcasting • Telecasting
NEW, EXCITING AND INTRIGUING . . . FAMILY APPEAL

The FIRST Television Show Of Its Kind

**THE TRACER**

. . . True Dramas of Missing Persons

A REFRESHING NEW IDEA IN PROGRAMMING
. . . distinctively different . . . more than a crime show . . . more than a dramatic series . . . more than a situation comedy . . . a rare combination of intriguing suspense and warm human drama the whole family will enjoy. All episodes are true cases from the confidential files of The Tracers Company of America.

A UNIQUE NEW CONCEPT OF PROMOTION
. . . weekly lists of local missing heirs and persons will be furnished (at no extra cost) to be telecast with each episode. Actual missing persons will be found and millions of dollars claimed through program's public service.* Promotion possibilities are unlimited.

*Missing heir to $1,000.00 found by the Tracer's first telecast on KARK-TV, Little Rock (The Tracer's first market)

A new star for Television, James Chandler as The Tracer

WEEKLY VARIETY

TRUE DRAMAS

FORTUNES TO BE CLAIMED

Filmed against the background of 30 of America's most exciting cities! "The Tracer" offers outstanding entertainment and a public service. Sponsor's sales and community prestige will soar. Phone or wire now for an audition.

MPA-TV PRODUCTIONS

1032 CARONDELET ST., NEW ORLEANS, LA.
before the Commission. FCC's comment on the question: "In accordance with our discussions, the Commission will not submit affidavits with respect to gratuities, expenses and honorariums as covered in question 12, but instead will be available to answer questions with respect to this subject when called to appear at a hearing before your committee..."

The Commission felt it was impossible to answer question No. 20, which asked for "any information or statements concerning or relating to any rulemaking proceedings which have been communicated outside the record to any commissioner or any member of the Commission by any person, persons, or party made a member of the Commission," identifying the person and circumstances under which made.

Noting that in adopting rules the FCC takes account not only comments filed, but also the material in its files and the knowledge and experience of its members and staff, the Commission said:

"Thus, in general the commissioners have added to the knowledge which they ultimately exercise... from a great many sources. The very number of rules considered and the number of persons who may have in some way made a statement related to the one or more rules creates such a task that only an extremely small fraction of the persons necessarily covered would be recalled. The most reasonable description of the commissioners' attitude... is that, within the limits of their available time and the need for professional staff, they will not refuse to see and listen to anyone..."

The FCC supplied information on network revenues, as called for by question No. 13, but urged that "the confidentiality of the data... or statements concerning or relating to any rulemaking proceedings which have been communicated outside the record to any commissioner or any member of the Commission by any person, persons, or party made a member of the Commission" identified the person and circumstances under which made.

The Zenith letter, signed by President E. F. McDonald Jr., criticized network "control of tv through their control of advertising," describing CBS and NBC as the "ringmasters." He said the networks also control NARTB and that RCA Board Chairman David Sarnoff and CBS Board Chairman William S. Paley "through their monopoly—exercise such far-reaching influence over national public opinion as has never heretofore existed."

Mr. Martin's letter also criticized "the monopoly enjoyed by the national television networks" and proposed that Congress "prohibit the nation networks from selling any adversi-

Page 52 • September 3, 1956

Good Neighbor Policy

THE DAY after Triangle Publications Inc. (radio and tv division) took over ownership of WNHC-AM-FM-TV New Haven, Conn., pursuant to an FCC grant June 20, it filed pleadings with the Commission withdrawing WNHC objections to the CBS purchase of WGTW-TV Hartford, Conn., and the NBC purchase of WKNB-TV New Britain, Conn. CBS $650,000 purchase of the ch. 18 Hartford outlet had been approved early this year, but when WNHC protested, the grant for a 19 day withdrawal of the WNHC protest presumably means that the Commission will reinstate its approval.

The NBC $600,000 purchase of WKNB-AM-TV was set for hearing by the FCC on its own motion on issues involving overlap and concentration. Consummation of Triangle's $5.4 million purchase of the New Haven ch. 8 outlet and its am and fm adjuncts was delayed because of protest by ch. 43 WICC-TV Bridgeport, Conn. This protest was withdrawn early in August.

Mr. Younts' statement took the FCC to task for refusing "consideration of longstanding proposals for the removal or relaxation of the restrictions and limitations that it has imposed upon the operation of daytime [radio] stations and the authorization of new and improved facilities, in order that multiple stations could operate through the length and breadth of the nation on a fair, efficient and equitable basis."

Mr. Younts said that under present FCC rules and policies "many hundreds of daytime stations in small and large communities... must operate on a schedule which constrains their programming hours to a very small portion of the day and they must remain silent during the remainder of the day, in order that a handful of distant high-power stations may enjoy exclusive control of the channels."

Mr. Younts pointed to some small and large communities and said: "In the 84th Congress, this year, but when WNHC protested, the grant for a 19 day withdrawal of the WNHC protest presumably means that the Commission will reinstate its approval."
WTAC is a member of the Founders' Group—KPOA, Honolulu; WFBL, Syracuse, New York; KTVR-TV, Denver, Colorado. WTAC is represented nationally by George P. Hollingbery; Station Manager, David Mendelsohn; National Sales Manager, Tom Warner.
FCC GETS UP STEAM FAST ON RETURN; DEINTERMIXTURE COMMENTS POSTPONED

After five-week hiatus, Commission takes big swipe at pending actions, grants two tvs, 12 amos, approves 18 sales and grants 51 renewals of which 21 are for educational outlets. Also an agenda: first discussion on revising multiple ownership rules.

IN its first meeting after a five-week summer recess, the FCC last Wednesday and Thursday hit some high spots touching policy questions as well as taking action on a number of pending cases.

In addition to making two tv grants, 12 new am grants, approving 18 station sales, granting 51 station renewals (of which 21 were for educational fm outlets), the full Commission—

• Postponed the deadline for comments on the deintermixture proposals from Sept. 10 to Nov. 15 (see story, this page).

• Discussed for the first time a revision of its multiple ownership rules.

• Decided to stay the hearing, the petitions of WWBZ Vineland, N. J., for reconsideration of its revocation order due to horse race broadcasts.

• Decided to permit Gordon McLendon to continue operating KTSA San Antonio, Tex., pending a protest hearing scheduled to start Sept. 10.

• Discussed the request of WSTV Inc. (WSTV-AM-TV Steubenville, Ohio) to enlarge the area in the station's pending in the Pittsburgh market to include the question of economics, but came to no conclusions.

Quiescent since the Supreme Court handed down its ruling, last May, upholding the FCC's right to regulate station ownership, the subject came to life in the closing weeks of the 84th Congress with a number of bills introduced by various congressmen (led by Sen. John W. Bricker [R-Ohio]), to permit unlimited station ownership provided coverage of stations under single ownership does not encompass more than 25% of the population of the U. S.

It was understood Comr. John C. Doerfer broached the subject, suggesting that the Commission amend its rules to incorporate this policy, rather than have it forced upon the Commission through legislation. Chairman George C. McConnaughey ventured agreement, reliable sources indicated. It was decided to discuss the subject further at subsequent meetings.

WWBZ had been ordered off the air last December—but has been given extensions since then—for purported "overemphasis" on horse-racing programs. Various pleadings filed by the station asked for reconsideration, charged that the FCC had communications from the Department of Justice about which it was not told, and suggested that the Commission hold a full-scale inquiry regarding whether and to what extent the broadcasting of horse racing results might be in the public interest.

The decision on the WWBZ matter was understood to have been related to the Commission's action in July in approving the purchase of WQAM Miami by Todd Storz Mid-Continent Broadcasting Co. In that case some commissioners voted a hearing to investigate the promotional activity of Storz stations.

The McLendon purchase of KTSA San Antonio was approved by the FCC last May. This approval was stayed when KTTV San Antonio appealed. The Commission ordered that KTTV be retransferred to its original owner, O. R. Mitchell Motor Co., and set the sale for hearing beginning Sept. 10. Last week's decision, not yet issued, is to permit the transfer approval to stand pending the outcome of the protest hearing. This obviates the necessity of returning the station to the Mitchell company.

In the Pittsburgh ch. 11 situation, WSTV had been granted permission to intervene in the hearing on the grant of that vhf channel to WWWSW Inc. (WJIC [TV]). The hearing already had been held, with WENS [TV] Pittsburgh the objector, and the examiner issued an initial decision recommending reaffirmation of the grant. With WSTV's entry the hearing has been ordered reopened Sept. 17, when the Steubenville outlet will have the opportunity to enter its objections to WWWSW Inc.'s proposal to increase power and antenna height. WSTV has asked that the issues be enlarged to take into account the economic effects of greater power and antenna height by WWWSW Inc. on the Steubenville-Wheeling market. The Steubenville market was discernible at last week's FCC meeting, it was understood.

DEINTERMIXTURE COMMENTS POSTPONED UNTIL NOV. 15

THE FCC last week postponed to Nov. 15 the deadline for comments on its 13 deintermixture proposals.

These involve either moving existing, single vhf allocations from present cities or moving the educational reservation from uhf channels to the single vhf channel there.

The previous deadline was Sept. 10.

Last week's action does not affect the Oct. 1 deadline for comments regarding the Commission's discussion of the possibility of changing all or part of television to the uhf band and its request for ideas on how to undertake a "crash" program to upgrade uhf transmitting and receiving equipment.

The extension of the Sept. 10 deadline was due, it was understood, to the discovery that some of the comments were set forth by the Commission in determining uhf reservation coverage were based on new data.

It has been charged that the Commission changed the ground rules on coverage formulas without consulting engineers. Instead of using formulas derived from curves already in the rules, it was understood FCC engineers established new curves and then used these as the basis for computations. Since the present rules contain the old curves, it is believed by many engineers and attorneys that the Commission could be legally attacked if it made any decisions on the comments based on the new, suggested formulas.

Similarly, Grade B coverage equations were revised on the assumption that the noise level of receivers had been improved since 1952 when the present rules were promulgated.

Comr. A. M. Craven, newly-appointed engineering member, the Commission, has been given the task of compromising these difficulties, it is understood. He has already held one informal meeting with leading consulting engineers. This took place two Fridays ago. It is believed that an official informal engineering conference will be scheduled for sometime in the near future to go over these problems.

Some of the differences were officially brought to the attention of the FCC last month by the Assn. of Federal Communications Engineers.

Deintermixture proposals involved in last week's action are:

Elmira, N. Y.—All uhf by deleting ch. 9 and adding ch. 30. This would give Elmira chs. 18, 24 and 30. Commrs. McConnaughey, Doerfer and Mack dissented. Ch. 9 had been allocated to Elmira Nov. 30, 1935.

Evanstville, Ind.—All commercial uhf by switching the educational reservation from ch. 56 to ch. 7. This would give Evanstville chs. *7, 50, 56, 62. Commrs. Doerfer and Mack dissented.

Fresno-Santa Barbara, Calif.—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, and Santa Barbara chs. 3, 12, 20 and 26. Commrs. Doerfer and Mack dissented.

Hartford, Conn.-Providence, R. I.—Make Hartford all uhf by deleting ch. 3 and moving it to Providence, transferring ch. 61 from Easthampton, Mass., to Hartford, and deleting ch. 65 at Middletown, Conn. This would give Hartford chs. *18, *24 and 26. Commrs. Doerfer and Mack dissented. Comm. Doerfer suggested that if ch. 3 is taken away from Hartford, ch. 13 from New York City.

Madison, Wis.—All commercial uhf by switching the educational reservation from ch. 21 to ch. 3. This would give Madison chs. *3, 21, 27 and 33. Commrs. McConnaughey, Doerfer and Mack dissented.

Mobile, Ala.-New Orleans, La.—Make Mobile all commercial vhf by moving ch. 4 from New Orleans, moving ch. 42 (now educational in Mobile) to New Orleans (where it would be commercial). This would give Mobile chs. 4, 6, 10 and *48. New Orleans chs. *5, 10, 12 and *36. Commrs. McConnaughey, Doerfer and Mack dissented. Comm. Doerfer suggested that if ch. 6 is taken away from Mobile, ch. 13 from New York City.

Peoria-Rock Island, Ill.—Make Peoria all uhf by deleting ch. 8 and adding ch. 25. Ch. 8 would be assigned to Rock Island. This would necessitate assigning ch. 77 in lieu of ch. 40 at Galena, III. This would give Peoria chs. 19, 25, *37 and 47, and Rock Island chs. 4, 6, 8, *30, 36 and 42. Commrs. Doerfer and Mack dissented. Commrs. Webster and Bartley concurred, but would also propose the deletion of ch. 6 from New Orleans.

Peoria-Rock Island, Ill.—Make Peoria all uhf by deleting ch. 8 and moving it to St. Louis, and adding ch. 39 to Springfield. This would necessitate substituting ch. 49 for ch. 53 at Lincoln, Ill. This would give Springfield chs. 20, 39 and *66, and St. Louis chs. 2, 4, 5, *9, 11, 30, 36 and 42. Commrs. Doerfer and Mack dissented.

Springfield, Ill., St. Louis, Mo.—Make Springfield all uhf by deleting ch. 2 and moving it to St. Louis, and adding ch. 39 to Springfield. This would necessitate substituting ch. 49 for ch. 53 at Lincoln, Ill. This would give Springfield chs. 20, 39 and *66, and St. Louis chs. 2, 4, 5, *9, 11, 30, 36 and 42. Commrs. Doerfer and Mack dissented.

Albany-Schenectady-Troy, N. Y.—Make area predominantly uhf by deleting ch. 10 from Waii-Mills, N. Y. (Albany area), and adding ch. 47. This would give Albany chs. *24, 25, *37 and 47. (WRGB [TV] Schenectady), *21, 23, 35, 41 and 47. Commrs. McConnaughey, Doerfer and Mack dissented. Commrs. Webster and Lee concurred but would also propose the deletion of ch. 6 from this area. Ch. 10 had been assigned to Waii-Mills Nov. 10, 1955.

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

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

Miami, Fla.—Make area predominantly vhf
WBKB IS CHICAGO

Channel 7  WBKB Chicago, WABC-TV New York
WXYZ-TV Detroit, KABC-TV Los Angeles, KGO-TV San Francisco
Owned and operated by the AMERICAN BROADCASTING COMPANY

"DAWN IN CHICAGO"

A glossy reprint of this photograph can be obtained by writing to Public Relations Dept., Station WBKB, Chicago. Photography: Hedrich-Blessing.
by adding ch. 6. This would give Miami chs. 2, 4, 6, 7, 10, 23 and 33. Comrs. Webster and Mack disssed.

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

Meanwhile, ch. 3 WISC-TV Madison, Wis., was the first objector to go to court. Last week the disssed CBs of Madison, Wis., in a petition filed asked the U. S. Court of Appeals in Washington to review the FCC's June 26 order. It claimed that the Commission, without the required rule-making procedures, had (1) adopted a practice of deintermixing CBs' operations on vhf through a process (to which it has arbitrarily determined to institute further rule making proceedings looking toward reallocations of television channels in a limited number of communities, including Madison, Wis.; (2) enacted new technical rules and standards for television coverage and service to be used in the further reallocations proceedings, and (3) arbitrarily required that the data to be furnished in such further proceedings be based upon unrealistic 'assumptions' of non-existent operations that unfairly discriminate against pertinent showings of actual station operations by petitioners."

"At the same time, ch. 7 WTVW (TV) Evansville, Ind., petitioned the FCC to withdraw its June 26 order proposing to change the Evansville area outlook.

Also filed last week were several new proposals involving channel allocations:

WNYO, New Orleans, La.—WWL New Orleans (holding a grant for ch. 4 there, but prohibited from beginning construction pending the outcome of the New Orleans deintermix proposal) asked the FCC to add to the pending proposal the deletion of ch. 6 (now held by WDSU-TV) so that New Orleans would become completely deintermixed. WWL has a number of petitions on file with the FCC objecting to the condition placed on its grant.

Flint-Saginaw, Mich.—WKNX-TV Saginaw, ch. 57, requested that the Commission assign ch. 12 Flint to Flint-Saginaw and throw open the channel to all who wish to apply. Flint's ch. 12 is now held by WJRT (TV) that city, whose grant is the subject of a hearing by unsuccessful applicants WDFD Flint and W. S. Butterfield Theatres Inc. WKNX began operating on ch. 57 in May 1953. The station was built at a cost of $409,521, the outfit said.

In a second WAFM-TV Lafayette, ch. 59, asked that ch. 18 be moved from Lafayette, Ind., to Lafayette and that ch. 59 be moved from Lafayette to Lebanon. It also asked that WAFM-TV be ordered to change to ch. 12.

Sacramento, Calif.—KOMS-TV that city, ch. 46, 50, 52 and 58, asked that the station be moved to Sacramento from Chico, Calif.; that ch. 11 be allocated to Chico, and that ch. 8 be assigned to Yreka, Calif.

Clearfield, Pa. — Phillipburg-Clearfield TV asked that ch. 3 be assigned to Clearfield. This can be done under the new transmitter-to-transmitter spacing, it said. Phillipburg-Clearfield, being incorporated to apply for tv, comprises Adam J. Young Jr., station representative; Samuel H. Cuff, tv consultant; E. A. Hugener, and William Hubler.

Springfield, Ill.—WICS (TV) Springfield, ch. 20, asked that the proposed Springfield deintermix plan be amended to also propose that ch. 2 be assigned to Terre Haute, Ind. This can be accomplished, WICS said, if the ch. 2 in St. Louis (used by the FCC) is properly located so that the new transmitter-to-transmitter spacing rule can be utilized.

Madison, Wis.—WTVO (TV) Rockford, III., ch. 39, asked that Madison proposal be amended to also propose that ch. 3 be moved to Rockford.

COMMISSION AUTHORIZES 12 NEW AM OUTLETS

TWELVE new am grants were issued by the FCC last week. Following is a list, by city and state, of those awarded construction permits and the facilities granted:

Case Gruenlind and Service Corp., 1260 kc, 1 kw daytime. Principals are equal partners E. Glenn Abercrombie, owner of WEGA Newton, Miss., and 13% stockholder in KML, Cleburne, Tex.; Milton F. Brown Jr., 51% stockholder in KML, and N. L. Caperton, who owns 10% of KML.

El Centro, Calif.—Ray Lapica, 1430 kc, 1 kw daytime. Mr. Lapica is administrative and sales consultant, KPOI Los Angeles.

Titusville, Fla.—Titusville Broadcasting Co.—1300 kc, 1 kw daytime. Principals are equal partners Edwin V. Spencer and Medford W. Stacy, who each own 25% of WBOB Pensacola, Fla.

Buford, Ga.—Gwinnett Country Broadcasting Co., 1460 kc, 1 kw daytime. Principals are equal partners David E. and Madeleine O. Flagler.

Huntington, Ind.—Huntington Valley Broadcasters, 1300 kc, 500 w daytime. Principals are equal partners David S. Gifford and T. M. Nelson, who own WILO Fort Wayne, Ind., and WOHL Bellevfonte, Ohio.

Climax Mining Co. and Valley Broadcasting Co.—1390 kc, 1 kw daytime. Principals are equal partners Kenneth W. Evans, H. Richard Pettersen and Wharton L. Murray, who are equal partners, director-operating officers of KHAT-AM Hastings, Neb.

Hazard, Ky.—Perry County Broadcasting Co., 1390 kc, 5 kw daytime. Principals are Frank L. Jones and Claude P. Stephens. Mr. Jones is salesmen for WTCW Whitesburg, Ky.

Mount Vernon, Ind.—KVNR, 500 w day time. Principals are John Lair, editor of Renvr Valley Eagle, and Thomas Grady Hargis, account executive for the Gene Autry Show.

Dillon, Mont.—Vigilante Broadcasting Corp.—800 kc, 1 kw daytime. Allen H. Smith, president, is station manager of KANA Anaconda, Mont.; Burt H. Oliphant, vice president, is an employee of KWSC Pullman Wash., and Claude Moore, treasurer, is KANA commercial manager.

Fallon, Nev.—Lahontan Broadcasting Co.—1250 kc, 1 kw daytime. Lester W. and Katharine E. Pearce, equal owners, also own 1/7th interest in KWWA Winnemucca, Nev.

Arecibo, P. R.—Abacoa Radio Corp., 1070 kc, 500 w unlimited. Principals are Jose D. Casona, Gloria Ramos de Donate, Manuel Pirallo-Koch, and Carlos Pirallo-Lopez. Messrs. Lopez together own 46% of WISO Ponce, P. R.

Wentatchee, Wash.—Queen Broadcasting Co., 1410 kc, 1 kw daytime. Principals are Dale R. Woods, production manager of KPQ Wenatchee, and William A. Moeller, KPQ an- noucer-engineer.

ALPINE, ABERDEEN TV GRANTS AWARDED; THREE BIDS FILED

TWO new vhf tv grants, for Alpine, Tex., and Aberdeen, S. D., were awarded by the FCC last week, while three applications were filed with the Commission seeking vhf channels in Wilmingtbn, N. C., San Angelo, Tex., and Alliance, Neb.

O. L. Nelms, Dallas, Tex., realtor, received his third tv construction permit, for ch. 12 Alpine, Tex. He previously has been awarded grants for San Angelo, III., 19 Brown- wood, Tex. [BTW, June 11], and has an application pending for ch. 19 Victoria, Tex. Mr. Nelms' Alpine application was uncontested. In its second tv grant—also uncontested—the FCC awarded ch. 9 Aberdeen, S. D., to Aberdeen TV Co. Aberdeen principals are Joseph E., William D. and F. F. McNaughton, whose broadcast interests include WRMN Elgin, III., WSMF Dallas, Ill., and KXGO Fort Madi- son, Iowa.

Carolina Broadcasting System Inc. (WNCT [TV] Greenville, N. C.), filed an application for ch. 3 at Wilmington. Carolina plans 31.8 kw vhf power on channel 3 above average terrain. Principals in WNCT also hold interests in WCKB Dunn, WCEF-WFMA (FM) Rocky Mount and WGTM Greenville, all N. C. A previous application for the Wilmington channel was filed by United Broadcasting Co. (Richard Eaton interests.)

San Angelo TV Co., filing for ch. 3 San An- gelo, said its proposed station would use 1.48 kw visual power with antenna height 223 ft. above average terrain. Principals are equal partners David C. and J. E. Schubert, with David C. asleton Smith and Joe N. Weatherby formerly held minority interests, respectively, in KTXL and KTVX-San Angelo.

Application for ch. 13 Alliance, Neb., was filed by Frontier Broadcasting, which owns KAM- TV Cheyenne, Wyo., and KSTF [TV] Scottsbluff, Neb., which initially plans to operate the proposed station, like ch. 10 KSTF, as a satel- lite of ch. 5 KFBCT-TV via off-the-air pickup. The proposed Alliance operation will use 25.89 kw visual effective radiated power with antenna of 355 ft. above average terrain. Frontier is 26% owned by Cheyenne Newspapers Inc. (Wyoming Stockton-Farmer), which also has interests in KVRV Rock Springs and KRAL Rawlings, both Wyo. William C. Grove, 9.6% Frontier stockholder, besides interests in KVRV and KRAL, is licensee of KSIX Sidney, Neb.
CROWELL-COLLIER $130,717 for retention of KFWB-FM.

Independent KFWB, operating round the clock, operates on 980 kc with 5 kw. It is represented nationally by The Branham Co., and on the West Coast by McGavren-Quinn Co. It was originally owned by Warner Bros., having been established in 1925.

(For other Crowell-Collier purchase activities, see page 27.)

Also approved last week was the purchase of KFOX-AM-FM Long Beach, Calif., by Hogan Broadcasting Corp. (Arthur B. Hogan) for $536,000, and the purchase of KVSM San Mateo, Calif., to Intercontinental Broadcasting Corp. for $400,000.

KFOX was sold by W. T. McDonald and associates. Non-affiliated, it was founded in 1924 and operates on 1280 kc with 1 kw. Daytimer KVSM, also independent, was sold by Les Malloy and associates; it was founded in 1946 and operates on 1050 kc with 1 kw.

The KFOX sale approval was conditioned on Mr. Hogan's disposing of his interest in KRKD Los Angeles. This is owned by Messrs. Albert Zugsmith, Frank Oxarart and Richard C. Simonton in addition to Mr. Hogan.

Messrs. Zugsmith, Hogan, Oxarart and John D. Feldman are the buyers of KVSM.

These interests have varying holdings also in KITO San Bernardino and in KULA-AM-TV Honolulu. The sale of KULA stations to Crowell-Collier was cancelled last week when KULA owners could not persuade the mortgage note holders to agree (see Crowell-Collier story, page 27).

Among other sales approvals by the Commission last week:

• KBOX Sacramento, Calif., to McClatchy Broadcasting Co. for $75,000. An initial decision was made final.

• KRAM Las Vegas, Nev., to Drake Motel Corp. (David H. and Annabelle W. Margolis) for $120,000.

• KDB Santa Barbara, Calif., to James Harford, Lucie Miltenberg and Rube Goldwater, for $125,000.

• WROL Knoxville, Tenn., to Greater East Tennessee Tv Inc. (WATE TV) for $275,000.

USIA Reports Extensive Activity on Vt Fronts

THE U. S. Information Agency in the first six months of 1956 supplied more than 460 tv programs for telecast by 150 stations in non-communist countries, Theodore C. Streibert, USIA Radio, is to announce tomorrow (Tuesday) in his sixth semiannual "Report to Congress."

Mr. Streibert said the USIA tv programs were distributed to reach an audience estimated at 40 million and included news and special events, adaptations of 65 broadcasts and 34 original productions.

One monthly tv series, Report From America, documenting everyday life in the United States, "has been a solid hit on the British Broadcasting Corp. tv system since its first showing in February," Mr. Streibert said, adding that with the sixth episode the series proved so successful BBC moved it from 10 p.m. to the prime viewing hour of 7:30 p.m. The program shortly will expand its audience with productions in French, Italian, Spanish and Portuguese, Mr. Streibert said.

Other USIA tv activity included revision of its weekly newsmag into a current events documentary bearing on U. S. aims for showing abroad as a supplement to commercially dis-

tributed newsmag. USIA also held discussions with several foreign governments to plan use of closed circuit tv for educational purposes.

Meanwhile, USIA's broadcasting arm, the Voice of America, upped its broadcasts in foreign tongues to 43 languages with the addition of broadcasts in Uzbek (Central Asian area of Russia), Gujarati, Telugu and Malayalam (various parts of India), he said.

VOA's daily two-hour program of jazz and other American popular music, Music—USA, hereetofore broadcast to Europe only, began worldwide transmission during evening listening times and now averages 1,000 fan letters a month. Mr. Streibert said. He said VOA gave the people of Russia, Red China and the satellites their first news of the Krushchev speech denouncing Josef Stalin and President Eisen-

hower's answer to Bulganin's proposal of a 25-year peace pact, reported in 40 languages within 24 hours.

Robert Hall Clothes Inc. Facing False Adv. Charge

SUIT has been filed by the Dept. of Justice against Robert Hall Clothes Inc., New York, alleging 12 violations of a 1953 Federal Trade Commission cease and desist order. The FTC order prohibited the clothing chain from mis-representing the regular price of its mer-

chandise.

The government charged that, on 12 days in January and February 1955, Robert Hall ad-

vertised on a Hartford, Conn., radio station a special group of suits "usually $50—now only $34.95." The Justice Dept. claimed that the suits were not selling for $50 at the time and that the regular price was $34.95. Each violation of an FTC order may be penalized by a $5,000 fine. Each of the 12 days this advertisement was aired is charged to be a violation. The suit was brought in New York federal court.

Nothing Else Like It In Louisville!

"DIAL 970"

WAVE'S MONITOR FORMAT!

ROAD SHOW
(3:30—6:30 p.m.)

Road Show is DIAL 970's late-

afternoon program, aimed especially at the thousands of commuters and workers driving home. Bill Gladden is at the wheel— breezy, relaxed, informal.

Road Show features five news-
casts, two sports roundups and a stock-market summary. Interpersed through it all is popular music that's especially selected for high fidelity so that it may be heard clearly, even in heavy traffic.

Road Show also reports on weather, time, traffic conditions, etc., thus helping motorists get home relaxed and informed.

Other Coordinated DIAL 970 Programs Complementing MONITOR

WAKE UP WITH WAVE Brings

Louisvillians all they need to know to start the day. News every half hour. Time, weather, traffic, farm and school news.

CAROUSEL Fun and facts for busy

Louisville homemakers. Club news, interviews, book reviews and music.

NIGHT BEAT The pulse of Louisville after dark. Direct local news. Direct local sports round-up. Music and world news. Human interest features.
ATTORNEY HARRINGTON JOINS COMMISSION BROADCAST BUREAU

JOHN C. HARRINGTON, Dept. of Justice Lands Div. attorney, has been named general attorney in the office of the Chief of the Broadcast Bureau, it was announced last week. Mr. Harrington served previously with the FCC from 1946 to 1948 in the old Law Dept. post-war am processing activity.

Born in Fall River, Mass., in 1911, Mr. Harrington received his A.B. from Holy Cross, Worcester, Mass., in 1936, and his L.L.B., from Georgetown U., Washington, D. C., in 1940. He worked for the Dept. of Justice from 1943 to 1946, leaving there to join the FCC.

Meanwhile, appointment of Leonidas P. B. Emerson as attorney-adviser in the Rules & Standards Div., Broadcast Bureau, also was announced. Mr. Emerson had been with the Broadcast Bureau's Renewals & Transfers Div. until 1952 when he resigned to join the Washington law firm of McKenna & Wilkinson. He returned to the FCC in July.

COURT APPEALS QUESTION POST-GRANT MODIFICATIONS

QUESTION of whether successful applicants for tv channels can ask for and receive modifications after grants are made but while appeals are pending has been raised in two appeals to the U. S. Court of Appeals in Washington.

Tennessee Television Inc., one of the two unsuccessful applicants for ch. 10 Knoxville, Tenn., has appealed the FCC's May 14 grant for WBIR-TV Knoxville to change transmitter and studio location. WBIR received the ch. 10 grant on Jan. 13. Denied were the applications of Scripps-Howard Radio Inc. (WNOX Knoxville) and Tennessee Television. Scripps-Howard asked the FCC for reconsideration of the grant, while Tennessee Television filed a notice of appeal in the appellate court. Tennessee Television claimed that the FCC Broadcast Bureau's authorization for WBIR-TV to modify its grant was made while these two appeals were still pending. Tennessee Television also averred that WBIR-TV had commenced construction before the modification was issued.

Tri-Cities Television Corp., the unsuccessful applicant for ch. 5 in Bristol, Va., asked the appeals court to reverse the FCC's June 5 grant permitting WCYB-TV Bristol to change transmitter location, increase power, etc. This, Tri-Cities said, took place while its petition for reconsideration from the FCC's April 13 grant of ch. 5 to WCYB was still pending.

LEROUX SUIT BEFORE COURT

PLAGIARISM suit for $3.5 million by Arch Leroux against Peter Potter's Jake Box Jury on KRCA (TV) Los Angeles and CBS Radio went to trial last week in superior court before Judge A. Curtis Smith. The tv program is being syndicated by film in 18 other western markets.

Mr. Leroux charges that the format was taken from his own program, The Arch Leroux Review, aired on KBNH (TV) Los Angeles (now KRCA [TV]) and KRON-TV San Francisco in 1950-51. Mr. Potter denies using any ideas or material of Mr. Leroux. The jury trial is expected to take two weeks.

NBC DEVELOPS NEW METHOD FOR MONITORING TV SIGNALS

NEW method of instantaneously monitoring various technical factors of a television signal has been developed by NBC—which last week asked the FCC for permission, if required, to use it.

The development is that of a "reference" signal which can be broadcast throughout the broadcast day without interference to or degradation of the viewed picture. This calibrating signal will, NBC said, permit the accurate, continuous and determinate of the following factors: target, color difference, gain, white and sync levels, for monochrome, and the same plus chrominance and burst levels for color. The monitoring, continuous and accurate, can be done at the studio, at the transmitter, by the network or by the station. The reference signals are pedestals, with a superimposed frequency of 3.58 mc. They will be introduced during the blanking periods and will appear at the top of the picture tube, normally concealed by the picture mask.

NBC conducted experiments over ch. 4 WRC-TV New York, it was disclosed, during the week of July 30 before sign-on. There were 35 observers checking the transmissions, it was explained, at Princeton, N. J., and in the New York area. They used 11 color receivers and 32 black-and-white receivers.

NBC will propose that this method be used by the entire industry, A. L. Hammerschmidt, NBC chief engineer, said.

ROCHESTER FAVORED FOR AM

FCC Hearing Examiner Herbert Sharfman last week recommended that the FCC grant the application of Rochester Broadcasting Co. for a new am station in Rochester, Minn. Mr. Sharfman, in an initial decision, found that the proposed daytime outlet (1270 kc. 500 w) would provide a gain of primary service to 121,268 people and a second local station for Rochester, although some interference would be caused in the normally protected contours of KCUE Red Wing (1,279 persons) and WTCN Minneapolis (1,219 persons), both Minn. Mr. Sharfman concluded that the need for the new service outweighed the loss of existing services.

FCC QUESTIONS SATELLITE NEED

THE NEED for a satellite tv station in a community already serviced by a local tv outlet was questioned by the FCC last week. The Commission informed Western Montana Assoc., Missoula, Mont., that a hearing may be necessary on its application for a new satellite tv station on ch. 21 Missoula. The proposed outlet would rebroadcast the programs of ch. 4 KXLF-TV Butte, Mont., 8.8% owned by the applicant. The FCC noted that ch. 13 KGVO-TV Missoula (on the air since 1954) carries locally originated programs to the community and questioned whether the extension of KXLF-TV service would be in the public interest.

FTC CHARGES RADIO-TV SCHOOL

RADIO Television Training Assn., New York City correspondence school in radio and television technology, last week was charged by the Federal Trade Commission with misrepresenting the value of its course to prospective students. The FTC complaint charges the school with exaggerating the quality of the instruction, the technical assistance given during the course, and the job and salary possibilities.
SINDLINGER, TRENDEX SCORES AT ODDS ON HOW CONVENTION COVERAGE RATED

The first says radio and movies picked up customers driven from television sets by dull political fare. The other claims that viewing audiences were greater than for regular programs at that time of year. They even differ on which convention fared best—or was hurt the least, depending on how you look at it.

AS if the industry didn't have enough trouble with irretrievable costs, the audience factor splintered overnight into a national issue: how many people watched the conventions, or better still, were the conventions worth TV's time and effort?

No precise answers were forthcoming to the first question. First audience measurement results only served to hasten pencil biting by network and station executives and, unfortunately, deepened public confusion.

Trends and another measurement firm, Sindingler & Co., Philadelphia, looked statistical horns. Sindingler indicated that the convention telecasts failed to equal regular entertainment shows in popularity. Trendex said they exceeded the regulars.

MOVIE ATTENDANCE HIGHEST SINCE 1946—SINDLINGER

TELEVISION VIEWING, which dropped below normal during the week of the Democratic national convention in Chicago, declined still further the following week, when the Republicans held their convention in San Francisco, according to viewing statistics collected and compiled by Sindingler & Co.

Concurrently, radio listening was up for the two weeks and movie attendance hit its highest peak since Thanksgiving week of 1946, Sindingler data show.

The average TV audience for an evening session of the Democratic convention totaled 33.1 million adult viewers, compared to 31.2 million for an average GOP evening session. Sindingler calls it a Sindlinger fabrication.

Asked by B&T to explain this conclusion, in view of other published figures which gave a higher rating to the Republicans, A. L. Sindingler, president of the research firm, pointed out that his figures cover evening sessions only, whereas the other data cover both afternoon and evening sessions.

"This gives the Republicans, whose sessions were held almost entirely during the evening hours when the largest audiences are available for TV, an unfair advantage over the Democrats, who met both afternoon and evening," Mr. Sindingler said. "Of course the Republicans would have been helped if their evening audiences were matched against a meaningless day-and-night average for the Democrats. But on a straight evening-versus-evening comparison, the Democrats got the biggest crowds of TV watchers."

Total TV attendance at the conventions, individuals who watched any of either convention on TV, was 97.5 million for the Democratic convention, 94.5 million for the Republican meeting. President Eisenhower in his acceptance speech, however, drew a bigger video crowd than his Democratic opponent, getting 47,242,000 viewers to Adlai Stevenson's 45,151,000.

Comparing convention weeks to the more normal summer week before the conventions, Sindingler statistics show that for the pre-convention week ending Aug. 11, TV had an average daily audience of 64,680,000 adults, 53.3% of the country's population of 12 years or older (who must pay full theatre admission prices).

The week ending Aug. 18, when the Democrats were in session, average daily TV viewers totaled 62,808,000, 51.5%. The week ending Aug. 25, when the Republicans met, the average daily TV audience was 57,219,000, 47.1%. Hours spent watching TV an average of per persons of 12 or over in the nation dropped from 1,186.5 million hours in the pre-convention week ending Aug. 11, 1,172 million hours for the Democracy's week and 1,148.3 million hours for the GOP week.

As the national volume of TV viewing declined, that of radio listening rose. During the week ending Aug. 25, when the Republicans met, the average daily radio audience was 65,540,000, 57.3%, and their combined listening time was 1,124.3 million hours. For the Republican week, radio's daily average audience totaled 71,325,000 people, 56.8%, who listened for a total of 1,189.9 million hours.

Paid movie attendance for the week ending Aug. 11 totaled 62,958,300. The following week, that of the Democratic convention, that total rose to 66,754,500. The next week, when the Republican convention was in session, 69,070,000 people paid their way into the movies.

Clinching the inevitable conclusion that when most TV time on most channels is devoted to programming the audience finds boring people will find some other way of spending their time, Sindingler data reveals that the number of people riding in automobiles was 82,044,000 for the week ending Aug. 11; 82,768,000 for the week ending Aug. 18, and 84,623,000 for the week ending Aug. 25.

Preliminary data for the first days of last week, ending Sept. 1, show that with the conventions over people are rapidly resuming their normal viewing habits.

EVERY HALF-HOUR WAS UP—TRENDEX

"IN TERMS of actual audience size, the convention ratings during every half-hour period between 9 and 11 p.m. NYT were higher than the top rated program in the July Trendex TV program popularity report."

According to Trendex, TV sets used during the Democratic and Republican conventions averaged about 45% of the more than 37 million (CBS estimate) TV homes, compared to a 43.5% average for the week preceding the conventions and 39.6% average for the first week in July of this year.

CBS Television Research, which released Trendex figures for TV network coverage of both conventions, asserted the audience for this year's political party pow-wows to have been about the same in percentages as in 1952, but that since one of TV's houses has self-doubt, "the actual audiences watching the 1956 conventions is estimated at twice as much as the audience for their predecessors." The Trendex report, as released by CBS-TV, follows:

<table>
<thead>
<tr>
<th>Democratic National Convention</th>
<th>Total 3 Net</th>
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<tbody>
<tr>
<td>Monday afternoon</td>
<td>4.6</td>
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<tr>
<td>Monday evening</td>
<td>5.1</td>
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<td>Tuesday afternoon</td>
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<td>Wednesday afternoon</td>
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<td>Thursday afternoon</td>
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<td>Friday afternoon</td>
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<td>Saturday afternoon</td>
<td>7.2</td>
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<tr>
<td>Average—All Sessions</td>
<td>7.3</td>
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<tr>
<th>Republican National Convention</th>
<th>Total 3 Net</th>
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<tr>
<td>Monday afternoon</td>
<td>5.4</td>
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<tr>
<td>Monday evening</td>
<td>6.4</td>
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<td>Tuesday afternoon</td>
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<td>Wednesday afternoon</td>
<td>8.3</td>
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<tr>
<td>Thursday</td>
<td>8.5</td>
</tr>
<tr>
<td>Average—All Sessions</td>
<td>8.3</td>
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</tbody>
</table>

NETWORK LOSSES STILL UNDETERMINED

However, they stick to earlier estimates of from $4.1 million to $5.1 million total—including pre-emption charges and production costs not made up by sponsorship of coverage.

WITH banners and placards tucked away and the Cow Palace and International Amphitheatre clean of conventioneer, the TV industry a week after its grueling coverage resembled a delegate nursing a lingering hangover.

Still to be counted, for example, were actual losses accruing to the three TV and the four radio networks. As of last week, officials stuck to their estimates of from $4.1 million to $5.1 million total for all networks. These figures include pre-emption charges and production costs not made up by revenue obtained from sponsorship of radio-TV coverage (about $14.5 million in all).

Individual Estimates

NBC estimates its total loss in the vicinity of $1.5 million to $2 million. CBS, while not disclosing a figure, expects its losses to be near the NBC estimate. ABC officials also declined comment, but the network is understood to have expected a loss of about $1 million. Mutual's (radio only) losses will run about $100,000.

Best available figures indicate that TV network pre-emptions of regularly scheduled commercial programming during the two conventions came out almost exactly as estimated just before the conventions opened—up a three-network total of approximately 109 hours, as against 108 hours projected by network authorities before the conventions got under way, however [B&T, Aug. 6].

In coverage of the sessions of the two conventions—without counting numerous special programs—the three TV networks put in a combined total of 169 hours 51 minutes, a slight downward adjustment of the predicted total of 173 hours 46 minutes. For both conventions, NBC-TV was the top network in audience coverage at 56 hours 15 minutes; ABC-TV placed third at 56 hours 43 minutes, and CBS-TV reported 56 hours 33 minutes. The Democrats got the most time—a total of about 35 hours per network—because their convention ran a day longer.

Commercial pre-emptions went approximately this way. ABC-TV: 7 hours 30 minutes during Dem...
Investigate

"KASHBOX"

the hottest food merchandising radio deal in Cincinnati

– exclusive with

W C K Y

21,468

"Proof of Purchase" pieces of mail in 17 weeks, for "KASHBOX" advertisers

More than $4000

in cash awards to "KASHBOX" winners, and grocers, in 17 weeks.
For food sales and distribution in the greater Cincinnati market, use WCKY's "KASHBOX"

- No guesswork about "KASHBOX" Results. "Proof of Purchase" TELLS you.

- Huge cash awards for listeners! Bonus cash awards for grocers! Proven sales results for advertisers!

For increased sales and distribution results in the greater Cincinnati area use WCKY's "KASHBOX"

- 50,000 WATTS OF SALES POWER

BUY WCKY... INVESTIGATE TODAY
Commitment Passed

CBS authorities reported last week that Westinghouse Electric Corp., which sponsored its radio and TV coverage of the conventions, got a total of 128 commercials during the Democratic and Republican sessions. This is eight more than the minimum guaranteed in the CBS-Westinghouse sponsorship contract. Of the 128, Betty Furness handled 90—46 during the Democratic convention, 44 during the GOP.

Deft, Daft & Different!

"Lloyd's Unlimited"

3:30 to 6 P.M. • Mondays thru Fridays

The D. J. All Rochester is Talking About

BOB E. LLOYD

You never know what Bob E. Lloyd is going to say or do—but you do know that it will be original and amusing. Rochesterians like him because he makes 'em laugh. Sponsors like him because he makes 'em money. Contact us for details about rates and availabilities.

BUY WHERE THEY'RE LISTENING... ROCHESTER'S TOP-RATED STATION

WHEC 5,000 WATTS

Representatives: EVERETT MCKINNEY, inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

Page 62 • September 3, 1956

POLITICAL PARTIES SET RADIO-TV TIME

Democrats and Republicans announce plans for use of broadcast media during coming presidential campaign

Both parties intend to use all major networks.

The two national political committees by last week lined up most of the radio and television network time they will use in the 1956 presidential election campaign.

The Democrats open with a simulcast on all national radio-TV networks from 9:30—10 p.m. Sept. 13, when Gov. Adlai Stevenson, the Democratic nominee, addresses a $100-a-plate fund-raising dinner sponsored by the Pennsylvania State Democratic Committee at Harrisburg.

Other "saturation" (all radio-TV networks) presentations are planned by the Democratic National Committee for half-hours on Oct. 23 and Nov. 3 in prime evening times. In addition the committee has blocked out half-hours on single unannounced radio and TV networks for Sept. 28, Oct. 8, Oct. 29 and Nov. 5 (the Nov. 5 program immediately following the GOP network Election Eve presentation). The committee did not announce which of the programs, except for Sept. 13, would feature Gov. Stevenson, Sen. Estes Kefauver, the Democratic vice presidential candidate, and others.

The Democratic committee also plans to use 89 five-minute spots, the bulk on TV networks and the rest on radio, a spokesman said. The spots will run adjacent to regular half-hour network programs cut to 25 minutes with 44 to be evening spots and 45 daytime.

A majority of the taped and filmed spots will feature candidates Stevenson and Kefauver, but some will include other Democratic leaders and candidates, including such figures as Sen. Wayne Morse (D-Ore.), himself a candidate for re-election, and Gov. Averell Harriman of New York, a pre-convention contender for the Democratic presidential nomination.

15 Half-Hours for GOP

GOP committee plans call for the use of 15 half-hour one-individual TV networks, according to a schedule which A. T. Goulding, a public relations spokesman, said is subject to revision, but probably is "95% correct." The Republican schedule also lists 32 TV spots for the campaign and a full hour on all three TV networks Nov. 5 (Election Eve). Up to late last week, no dates had been announced for President Dwight Eisenhower's appearance on any of the programs, nor speeches of Vice President Richard Nixon or other GOP spokesmen.

The Republican television schedule, which starts Sept. 19, was listed as follows:


EST (p.m.)—Oct. 29—NBC, 10:25—30; CBS, 8:55—9; 30—CBS, 9:25—30, 10:30—11, NBC,

BROADCASTING • TELECASTING
"I read Ad Age practically from cover to cover"

says FAIRFAX M. CONE
President
Foote, Cone & Belding

"The fact is, I read Advertising Age practically from cover to cover. Certainly, I scan every column. This is where I get my news of the advertising business, and I am constantly reminded how amazingly accurate it is."

FAIRFAX M. CONE

Mr. Cone graduated from the University of California in 1926 and entered the advertising business through the promotion department of the San Francisco Examiner. From copywriter and account executive for Lord & Thomas advertising agency, he was promoted to vice president and placed in charge of the San Francisco office. Successive promotions moved him to New York where he was in charge of creative work, and then to Chicago where he became executive vice president of the agency. With Emerson Foote and Don Belding, Mr. Cone established Foote, Cone and Belding in 1943.

Among the racing, turbulent timetables of important executives handling important advertising accounts, there are few spots available for the sales stories of salesmen, direct mail or other sales media. That's why Advertising Age's unique brand of readership among people who are important to you offers you such an unusually effective sales tool. For column by column—often cover to cover—the news and advertising messages in Ad Age get read not only by those who activate, but those who influence important market and media decisions as well.

At Foote, Cone & Belding, for example, selecting and planning important broadcast schedules is a major program involving many executives on many important accounts. In 1955, FCB ranked 14th among all agencies handling broadcast, with a combined radio-tv billing of $20.5 million. Among its accounts were General Foods, Lever Brothers, Safeway Stores, Armour & Co., and other important spot advertisers.

Every week, 165 paid-subscription copies of Ad Age get regular readership among Foote, Cone & Belding executives. Further, 83 paid-subscription copies of AA reach sales, advertising and other management executives among the advertisers mentioned.

Add to this AA’s 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation of over 9,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000—and you’ll recognize in Advertising Age, a most influential medium for swinging broadcast decisions your way in 1956.

* Broadcasting-Telecasting 1955 Report
Station's Straw Vote Steals Fair Spotlight

A POLITICAL straw vote conducted by WCCO Minneapolis-St. Paul for the 1956 presidential and state gubernatorial races was a highlight of the Minnesota State Fair, which began Aug. 25 and ends today (Monday).

The station had two voting machines set up in its headquarters in the fair's agriculture-horticulture building, and eligible voters attending the fair were invited to cast ballots for their favorite candidates throughout the 10 days of the exposition.

Returns for the first five days: In the presidential race, Eisenhower, 5,675, and Stevenson, 3,147; in the state gubernatorial race, Ancher Nelson, Republican, 5,140 and Gov. Orville Freeman, Democratic incumbent, 3,143.

Voting machines used by WCCO were the same type that is to be adopted by the city of Minneapolis during the coming year and gave citizens a chance to acquaint themselves with the machines that will be used in future elections.

Throughout the balloting, members of the League of Women Voters and Min-
neapolit Voters Registration Bureau were on hand to instruct voters on the machines' operation.

Live Convention Conference Won't Set Pattern—Ike

LIVE radio-tv pickups of Presidential news conferences will not replace delayed coverage, President Eisenhower told newsmen Friday. He said the live broadcast from the San Francisco convention, when President announced that the "dump Nixon" drive had been abandoned, was a one-shot affair based on his desire to make information available quickly to newsmen covering the convention.

The President said he definitely will not conduct a barnstorming or whistle-stopping campaign, adding this policy will not keep him from making specific trips to key spots. As to his radio-tv plans for the campaign, he said the whole subject is still in the discussion stage.

Brightman Duties Increased

SAMUEL C. BRIGHTMAN, publicity director for the Democratic National Committee, last week was given additional duties as director of public affairs for the Democrats. He takes over duties formerly handled by DNC Deputy Chairman Clayton W. Fritchev, who has been named news secretary to Democratic presidential nom-
inee Adlai Stevenson.

Three Broadcasters Active For Democratic Candidates

THREE broadcast executives are aligned ac-
tively with the Volunteers for StevensonKefauver, it was revealed last week following a meeting of leaders of an organization com-
mittee in Washington.

Named as vice chairmen of the organizing group were Nathan Strauss, president of WMCA New York, who is chairman of the Mayor's Advisory Council, and Murray D. Lincoln, president of Peoples Broadcasting Corp. (WRFD Worthington, Ohio, WTTM Trenton, N. J., WMMN Fairmont, W. Va., WGAR-AMFM Cleveland, Ohio), who also is national president of CARE Inc. and president of the Cooperative League of the U.S.

Co-chairman of Volunteers for StevensonKefauver is Barry Bingham, president of WHAS-AM-TV Louisville and the CourierJournal and Times there.

The volunteers announced plans to round up independent voters to vote the Democratic ticket and announced a door-to-door drive for small contributions to finance the campaign.
New Execs at Triangle, WNHC Control Switched

THE Radio and Tv Div. of Triangle Publications Inc. last week took over control of WNHC-AM-FM-TV New Haven, Conn., and also announced the promotion of one executive within the parent organization and the addition of another.

David J. Bennett, formerly general manager of WTPA (TV) Harrisburg, Pa., has been named executive assistant to General Manager Roger Clipp of Triangle's radio-tv division.

Mr. Bennett is a past president of the Pennsylvania Assn. of Broadcasters.

Edward M. Scala, program director of Triangle's WFBS-AM-TV Altoona, Pa., was advanced to general manager of the station. He has served in various executive capacities with another Triangle property, WNBF-AM-TV Binghamton, N. Y., for 16 years.

Triangle's (Walter H. Annenberg and family) $5.4 million purchase of the New Haven stations from Aldo DeDominicis, Patrick Goode and associates (Elm City Broadcasting Co.) received FCC approval June 20 (BT, June 25).

Mr. Clipp announced that Mr. DeDominicis will continue as general manager and that Messrs. Patrick and Michael Goode will be retained as consultants.

Mr. Clipp also said that the WNHC stations shortly will discuss with public, private and parochial school officials of New Haven plans for a series of in-school programs to supplement local curricula.

WNHC went on the air in 1944, the fm operation started in 1948. WNHC-TV also began telecasting in 1948 on ch. 13, is a primary ABC-TV affiliate and also carries CBS programs. Other Triangle properties, in addition to the New Haven, Binghamton and Altoona stations, are WJIL-AM-FM-TV Philadelphia, 50% of WHGB Harrisburg, Pa., and the firm holds an FCC grant to purchase WLBR-TV Lebanon, Pa., subject of a protest hearing. An FCC hearing examiner Aug. 24 recommended that the November 1955 purchase approval be affirmed. In addition, Triangle publishes the Philadelphia Inquirer, Tv Guide, Seventeen and other publications.

McDowell to Long Beach Post

LARRY McDOWELL, general manager of KCSB San Bernardino, Calif., has resigned to become director of the newly established Marine Dept. of the City of Long Beach, Calif. Mr. McDowell has been in the industry since he helped build KFOX Long Beach in 1924.

He stayed with that station until "retiring" in 1954 for a short time, before accepting the KCSB post.

Schofield, Promotion Chief, Named Storer Vice President

ARTHUR C. SCHOFIELD, advertising and sales promotion director of Storer Broadcasting Co., has been promoted to a vice presidency, according to Lee B. Wailes, executive vice president. The action was taken at a board meeting held in New York.

Mr. Schofield will continue in charge of advertising and sales promotion having assumed the duties in 1952. He is the winner of 13 national advertising and promotion awards and is widely known as a public speaker. Last week he addressed the Georgia Assn. of Broadcasters (story page 40) and was a speaker at the NARTB convention in April.

A feature writer-artist on the Philadelphia Inquirer in the early '30s, Mr. Schofield moved to Crowell-Collier Publishing Co. and in 1932 began radio network roles as writer and performer. He turned to the business side of broadcasting in 1941 with RCA-Victor Receiver Div., joining WFLI Philadelphia after World War II and then moving to KYW that city as advertising-sales promotion manager.

With the advent of tv, he wrote and produced several weekly programs, becoming DuMont Telecasting's advertising-promotion director. In 1950 he joined Paul H. Raymer Co., station representatives, as promotion-research director.

And WSPD-TV spells sales for you in the Billion Dollar Northern Ohio Market! Only WSPD-TV can give you coverage of this wealthy 23 county area for a total of 406,000 TV homes!

Investigate this market—call Katz!
WSVA-AM-FM-TV Announces Changes; P, G, W Appointed

PERSONNEL changes at WSVA-AM-FM-TV Harrisonburg, Va., were announced last week by General Manager Hamilton Shea.

Howard (Bud) Evans, who has been with the stations two years, has been named general manager for both radio and tv, and Lee Dechert, WSVA sales representative and air personality for the past 12 years, becomes local sales manager.

Richard Johnson, with WSVA since 1941 and previously program director, takes over the newly-created post of manager of sales promotion. Andy McCaskey will manage audience promotion and station publicity.

Wip Robinson has been named news editor; Homer Quann has become manager of the farm department; Alvin Mullinax takes over program director duties in radio, and Robert E. Lee continues as manager of the television program department.

Mrs. Virginia C. Lindamood is director of women’s activities for radio and tv, R. D. Coleman, traffic; Harold Wright, business manager, and Warren L. Braun is in complete charge of radio and tv engineering with a staff of 12 engineers and production specialists.

Appointment of Peters, Griffin, Woodward Inc., as WSVA-AM-TV representatives, also was announced last week by Mr. Shea. The appointment was effective Sept. 1. The Harrisonburg stations are jointly owned and operated by Shenandoah Valley Broadcasting Inc. and Transcontinental Corp. WSVA operates on 5 kw at 550 kc and WSVA-AM-T on ch. 3.

Rios to KITO Managership, Schofield Moves to KRKD

RAY RIos, commercial manager of KRKD Los Angeles, has been appointed general manager of KITO San Bernardino, Calif. KRKD, it was announced last week by Frank Oxart, vice president and general manager of Continental Telecasting Corp., parent company of Cosmopolitan Broadcasting Co., KITO licensee. Mr. Rios has been in Los Angeles radio since 1929, much of that time with KRKD.

Dick Schofield, commercial manager of KXLA Pasadena, Calif., has been named to succeed Mr. Rios at KRKD, Mr. Oxart said. Effective today (Monday), KRKD changes program format to all country and western music, he added, with three new disc jockeys appointed to the KRKD staff. They are Tom Brennan and Joe Nixon from KXLA and Joe Allison from WSIX Nashville, Tenn. KRKD assistant general manager is Keith Kirby.

New Power for KSBW-TV

QUARTER-MILLION dollar full-power installation of KSBW-TV Salinas-Monterey, Calif., on top 3,528-ft. Fremont Peak will go into operation Sept. 17, President John C. Cohan has announced. The new transmitter will bring all available CBS-TV and NBC-TV color shows into the area this fall. Claimed service area is extended to include four new counties including the markets of San Jose, Merced and Modesto. KSBW-TV is assigned 240 kw on ch. 8.

“funny thing happened on my way to the studio . . .”

LOOKING altogether unconcerned as they stride off to their day’s work, the two above are about to write a new page in broadcast precedents. They are Jim Kirk (l.), manager, and Vern Arnette, commercial manager, of WMOP (“wet mop”) Ocala, Fla., about to do a full day’s broadcasting 15-ft. below surface in Florida’s famous Silver Springs.

As the pictures below testify, they did. Why is debatable, but the fact is that tv, newspapers and newssheets were on hand to cover the event, and a below-surface telephone rang all day with requests from listeners.

Messrs. Kirk and Arnette set up shop from 6 a.m. to 7:15 p.m. last Thursday in a 3’x8’x8’ air lock where, among other things, they interviewed visitors who stopped by. News bulletins and meals were brought down in air tight containers by other divers.

After the broadcast, Mr. Kirk said, “This is more than a stunt. It further proves the extreme versatility of radio.” And who’s to deny it?

AQUATIC broadcasters Arnette (l) and Kirk at work underwater.

MANAGER Kirk on the way down to the air lock 15-ft. below.
Transcontinent Sells WHAM To Riggs & Greene Bcstg.

WHAM Rochester, N. Y., was sold by Transcontinent Television Corp. to Riggs & Greene Broadcasting Corp. last Wednesday, two days after it was purchased, along with WHAM-TV, by Transcontinent from the Stromberg-Carlson Corp. (At Deadline, Aug. 27).

John S. Riggs, Elmira, N. Y., attorney, and F. Robert Greene, Buffalo advertising executive are president and vice president, respectively, of Riggs & Greene.

Mr. Greene will be general manager of WHAM. He was associated with WGR Buffalo as commercial representative from 1934 to 1946 and as assistant general manager from 1946 to 1953. Since then, he has been head of Finley H. Greene Advertising Agency, Buffalo.

Arthur Kelly, longtime sales manager of WHAM, will continue in that position. WHAM’s program manager is Lockwood (Dick) Doty, former NBC news commentator and, for the past three years, WHAM disc jockey. Raymond Lucia, supervisor of radio engineers under the combined WHAM Radio and WHAM-TV operation, will be chief engineer of WHAM.

O’Connor Buys Florida Am

WPFA Pensacola, Fla., was sold Aug. 24 to J. W. (Bill) O’Connor, veteran Chicago radio-tv announcer, for $77,500, subject to FCC approval. Broker was Blackburn-Hamilton Co. Mr. O’Connor is co-owner of Lucas-O’Connor Films, Evanston, Ill. Selling firm is Lamar Outdoor Adv. Co., headed by Charles W. Lamar Jr., WPFA president, and Kevin P. Reilly, general manager. Station operates on 790 kc 1 kw daytime. WPFA-TV, ch. 15 outlet, is dark.

KGGM-TV Network Color Set

KGGM-TV Albuquerque, N. M., has purchased necessary equipment and plans to begin colorcasting CBS-TV network color programs Oct. 6, President A. R. Henbrett has announced. At the same time, the ch. 13 outlet will boost its power to 89.1 kw, using a new General Electric transmitter.

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Documents transferring WHAM-AM-FM-TV Rochester, N. Y., from Stromberg-Carlson Corp., a division of General Dynamics Corp., to Transcontinent Television Corp. are signed by officials. L to r (seated) are David C. Moore, president of Transcontinent, and Lambert J. Gross, vice president of finance, General Dynamics, and (standing) Arthur E. Heimbach, president, General Railway Signal Co., Rochester, and John P. McGuire Jr. assistant counsel, General Dynamics. Two days after the purchase was completed, Transcontinent sold WHAM Radio to Riggs & Greene Broadcasting Corp.

O’Connor Buys Florida AM

WPFA Pensacola, Fla., was sold Aug. 24 to J. W. (Bill) O’Connor, veteran Chicago radio-tv announcer, for $77,500, subject to FCC approval. Broker was Blackburn-Hamilton Co. Mr. O’Connor is co-owner of Lucas-O’Connor Films, Evanston, Ill. Selling firm is Lamar Outdoor Adv. Co., headed by Charles W. Lamar Jr., WPFA president, and Kevin P. Reilly, general manager. Station operates on 790 kc 1 kw daytime. WPFA-TV, ch. 15 outlet, is dark.

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THE HOME THAT RADIO BUILT

HAMMER, nails and sweat helped build a $30,000 model house, but radio made it a home.

The house in question—a 1957 split-level structure designed for "young and gracious living"—was put up late this past spring by an enterprising Watertown, N. Y., builder named E. L. Alexander in conjunction with the sales staff of WWNY Watertown, which felt that such a home might provide the perfect showcase for locally advertised goods and services.

Last March, WWNY set out to find a local building contractor who would construct a model home "on spec," that is, strictly for whatever promotional benefits could come his way. In Mr. Alexander, somewhat new to the community, WWNY found not only its man, but one willing to purchase his building material from local suppliers who, in turn, would buy time on the station to promote the completed structure. Minimum requirement was one spot a day for five weeks, for which the supplier not only received his due airtime, but free display space during the actual "house warming." The station also required that the commercial copy contain at least one mention of the WWNY-Alexander tie-in as well as exhibition dates during which the public could inspect the finished house.

On May 13—more than a month before the June 17 opening—over 50 daily spot announcements began hitting the air. The following day, the lot on which the home was to be built was swarming with a host of sidewalk superintendents.

Since WWNY is owned and operated by the Watertown Daily Times (which also owns ch. 7 WCNY-TV Carthage, adjacent to Watertown), the station's "house-and-home" project got more than its share of county-wide promotion via tied-in radio, tv and newspaper announcements. Paid radio commercials alone came to 1,800!

By the time June 17 rolled around, more than 25 local merchants and industries (including branches of such national advertisers as Bell Telephone, Ford Motor Co. and Sears, Roebuck) had signed up as "underwriters." To give their sales messages more impact, WWNY installed a radio in each room of the house, then sold participations in ten 15-minute "remote" broadcasts direct from the house, so that while local Water-towners—9,000 of them—were actually circulating about the premises, they were hearing programs originating from the very next room.

Says WWNY sales manager Patrick E. Rheaume: "Advertiser acceptance was unprecedented in our station's history. Products and services were sold on the spot [sponsors included interior decorators, auto dealers, sports equipment stores, radio-tv shops, insurance agents, painters, etc.] and several advertisers netted prospect lists to keep them busy for several months!"

It was SRO all the way, added Mr. Rheaume. One dry cleaner regretted his failure to participate in the project. "How nice it'd have been," he was heard to muse later, "to have had my dry cleaning in the open closets."

ROGER BOWER has resigned as program director of WROW Albany, N. Y., to become general manager of WKIX Raleigh, N. C. It was announced last week.

A veteran of both radio and television, Mr. Bower went to WROW a year ago when the Hudson Valley Broadcasting Co. began a campaign to increase the station's audience, which is said to have doubled since that time.

Mr. Bower began his career in New York, where he eventually became senior radio and television director of WOR and MBS. He also directed and produced shows for NBC and CBS.

Bower Named to WKIX Post
Reorganization Pays Off for WINN Louisville

WHEN the present owners of WINN Louisville received FCC approval for the station's purchase last November, they embarked on a complete reorganization with three main objectives: (1) to set up intelligent and informative programming that would be entertaining and instructive; (2) to employ personalities that were competent entertainers, and (3) to build a sales promotion department that would sell radio advertising, not by attacking its competitors but by having a superior product.

And, according to Vice President Robert Wasdon, in three short months WINN has climbed in prominence in Louisville and is maintaining its high standing through the use of four outstanding personalities, local news and public service features, extensive promotions "not of the 'giveaway' type" and by conducting a smooth, businesslike operation.

"This growth has not been at the expense of other local stations, for actually WINN has taken all of radio in Louisville a new recognition, a greater acceptance and a new awareness of radio's influence ..." Mr. Wasdon maintains.

WINN, an independent, is Louisville's only 24-hour outlet. The station increased its monthly revenue 100% within a four-month period. It also raised its rates twice within those four months.

The station uses, repeats, publicizes, promotes and establishes the names of its four personalities—Johnny Martin, Bill Gerson, Joe Cox and Pat O'Nan. Mr. Martin's afternoon show has the top Nielsen rating in Louisville. WINN's music programs are not interrupted for more than five minutes at a time, except for religious programming, during the entire 24 hour schedule. WINN plays no rock and roll, no rhythm and blues, no western or country music. "This appeal to fractional audiences is being covered by other local stations," Mr. Wasdon says.

Heavy emphasis is placed on local news. Bopper telephones are used so that news events can be covered as they happen. Special programs are produced for churches, civic clubs and community organizations with the same care put into productions for paying clients, according to the vice president.

After the station's programming had been placed in order, the next phase of the operation was to begin audience and sales promotion to publicize WINN and its programming. WINN's management—including General Manager Glenn Harmon and Technical Director Jack Siegel, besides Mr. Wasdon—all formerly were associated with WLOW Norfolk, Va., where they received seven major awards for effective promotions.

Mr. Harmon arranged trade agreements with the transit company for bus placards and with eight local theaters for trailers publicizing WINN. The station has a weekly mailing of jumbo post cards to 500 Louisville area advertisers and agencies. Memo pads, pocket lighters and similar promotion items are distributed as promotional aids. The station also provides special merchandising for clients on a cost basis.

"We believe that WINN's climb to quick acceptance in Louisville can be duplicated anywhere in the nation, by any station which believes in radio and in itself," Mr. Wasdon said. "Perhaps our experiences will encourage radio stations to originate, to create, to excel, particularly those that have hesitated to change."

New Managers for KSAN

In Series of Staff Changes

ELEVATION of Norwood J. Patterson from general manager of KSAN-TV San Francisco to executive supervisor of the combined radio, tv and real estate holdings of owner Sherwood H. Patterson was announced last week. Richard P. Bott, manager of KSAN Radio, has been appointed general manager of KSAN-TV and is succeeded in the radio post by Len T. Cinnamond, former commercial manager of KNTV (TV) San Jose.

Sherwood Patterson said the movement of the younger Patterson and Mr. Bott, as well as the addition of Mr. Cinnamond, is part of the KSAN "stabilizing plan" and ties in with creation of the KSAN radio and tv center at 1111 Market St., San Francisco. KSAN-TV operates on uhf ch. 32 while KSAN is assigned 250 w fulltime on 1450 kc and has been in operation since 1922.

REPRESENTATIVE PEOPLE


John Sweeney, formerly with Young & Rubicam, N. Y., to Venard, Rintoul & McConnell, N. Y., as salesman.


Doug Carruth sales staff, KOOL-TV Phoenix, Ariz., to Edward Petry & Co., San Francisco office.

Howard McFadden, vice president in charge of radio sales, The Walker Representation Co., N. Y., to NBC Spot Sales radio Department.

John de Was, account executive with WBWB Chicago, appointed account executive in Chicago with CBS Radio Spot Sales. He succeeds Ray H. Kremer, who has been named sales development manager [B+T, Aug. 27].

LATEST RATING REPORT

WCBM leads in Baltimore!

1st or 2nd in 146 out of 212 1/2 hour rating periods!

1st—104 times!

2nd—42 times!

Here is up-to-the minute proof of WCBM's audience domination in the nation's 6th largest market . . . in competition with 9 stations! This outstanding record is just further proof of what we've been saying all along . . . WCBM definitely offers the lowest cost per thousand in the big Baltimore area! Want more facts? Just call or write us direct or ask our representative.

*Hooper, June 1956
A TENTH CITY has been added by the Atlantic Refining Co. to its schedule of tv weather programs: Savannah, Ga., where WSAV-TV is carrying the five-night-a-week show. Making arrangements for the programs are (1 to r) Harben Daniel, president of WSAV-TV; Lou Madden, Jacksonville district manager of Atlantic Refining; T. J. Donohue, N. W. Ayer & Son representative; Bill Shadburn, Atlantic weatherman; Sergeant Lee Jr., Atlantic's assistant advertising manager, and Sam Zurich, Ayer tv production supervisor.

REPRESENTATIVE APPOINTMENTS

WEUA Evansville, Ind., and WEHT (TV) Henderson, Ky.-Evansville name Adam Young WEOA Evansville, Ind., and WEHT name Adam Young Inc. (TV) Mid-Continent Broadcasting Co.) station to go with Young.

SOUTHWEST VIRGINIA'S Pioneer RADIO STATION

THE ONE THEY 
LISTEN TO 
MOST...

...IS THE 
ONE TO BUY!

In Roanoke and Western Virginia—that's WDBJ! your Peters, Griffin, Woodward "Colonel" has the whole wonderful story

WDBJ radio

AM 960 KC
FM 94.9 MC

Owned and Operated by TIMES-WORLD CORPORATION
PETERS, GRIFFIN, WOODWARD, INC., National Representatives

STATION SHORTS

WWTV (TV) Cadillac, Mich., ch. 13, going on maximum power with installation of equipment increasing power to 316 kw. Station is also completing new enlarged main studio and modernizing studio control facilities.

WSTV-TV Steubenville, Ohio, to begin transmitting network color this fall.

WTCN-AM-TV Minneapolis-St. Paul employees have formed credit union for savings and loans. Credit Union National Assn., Madison, Wis., reports radio-tv employs now operate about 20 credit unions.

KUAM-TV Agana, Guam opening day, Aug. 5 [BT, Aug. 6] was proclaimed Television Day on island by acting governor of Guam.

WQXR New York will illustrate impact of high-fidelity sound reproduction on broadcast- Sept. 27-30 when WQXR goes on air direct from floor of N.Y. High Fidelity Show in Manhattan. Show, with 79 firms represented, is sponsored by Institute of High Fidelity Manufacturers, Mineola, N. Y.

WAYE Dundalk, Md., has opened Baltimore sales office at 32 W. 25th St.

WJBK-AM-FM-TV Detroit moved to 7441 Second Blvd. Telephone Trinity 3-7400.

WOL-FM Washington has placed new transmitter in operation at West Falls Church, Va., increasing power of its present fm in Silver Spring, Md., from 10 to 20 kw.

WAYE Louisville, Ky., has published Rate Card No. 13. New rates include minute and 20-second announcements in 7-9 a.m. period, priced at $18 and $12 respectively for one time with frequency discounts.

STATION PEOPLE

Lincoln W. Miller, previously assistant to president, KIRO Seattle, appointed vice president. Prior to his four years with KIRO, he had been vice president and general manager of KKA Seattle.

Alex Marchand, station director, KALK Alexandria, La., promoted to assistant manager. Bill DeTournillon, KALK sales department, named sales manager.

William R. Nutt, promotion and merchandising director, KLOR (TV) Portland, Ore., named to additional duties of regional sales manager.


Ron Bishop, travel agency manager, Traverse City, Mich., to WWTV (TV) Cadillac, Mich., as promotion and merchandising manager.

Bob Edell appointed promotion and publicity director of WGBS-TV Miami, Fla. Jack Barry to production manager.

Page 70 • September 3, 1956
Frank Stelterkamp, sales staff, WWJ-TV Detroit, appointed sales development manager.

Bill Stewart, former program director of WNOE New Orleans and since March with Storz station KOWH Omaha, named KOWH program director. Eddie Clarke, morning personality, WHB Kansas City, also Storz outlet, transferred to firm's WTIX New Orleans as program director and "Morning Mayor." He succeeds Dave Grossinger, now program director of new Storz acquisition, WQAM Miami, Fla.

Byron Dowty, program director, KDKA-TV Pittsburgh, to KFMB-TV San Diego, Calif., as program manager, effective Sept. 12.

Clyde W. Johnson, program director, KLOH Pipestone, Minn., named program director, WPIN Findlay, Ohio.

Duane Hill, production manager, KUTV (TV) Salt Lake City, named operations director. L. A. Mar Smith, executive producer, WOLT-TV Ames, Iowa, to KUTV as production manager.

Bob Shaw, staff announcer, WHAI Greenfield, Mass., to chief announcer, WGYU Bangor, Me.

Dean Anderson, Good-All Electric, Ogallala, Neb., to KOLH-TV Kearney, Neb., as account executive. Lloyd Lee Graff, news director, KHAS Hastings, Neb., to KHOL-TV as announcer-production assistant.

Lew Morse, formerly in sales department of Smith-Gandy Ford Agency, Seattle, to KTVW (TV) Seattle-Tacoma as account executive. Betty Shewald, formerly sales secretary for S&K Sales, San Francisco, succeeds Gloria Towey as secretary at KTVW. Mrs. Towey resigned following recent marriage.

Tom Storey, film department, WLWT (TV) Cincinnati, appointed film director succeeding Grace Payne, retired. Joe Florini named assistant to film director.

Tom Watkins, formerly with KUTV (TV) and KSLA-TV, both Salt Lake City, named daytime supervisor of production operations for WHEN-TV Syracuse, N.Y.

Joe Wolff, sportscaster, WWDC Washington, signed by WXIX (TV) New York for play-by-play of 1956-57 Madison Square Garden events. He continues daily show on WWDC.

John Admey, WCAO Baltimore, to WAYE that city for afternoon show.

Dick Carlson, WOW-TV Omaha, promoted to fulltime staff director; Bob Osborn to chief production assistant and parttime director and Dick Higgs to parttime director.

Nat Wright, morning personality, WPIK Alexandria, Va., to WWDC Washington for 1-6 a.m. show.


Mike Woloson, WNR Norfolk, Va., personality, to New York.

Mike Levine, Pittsburgh newspaperman, to news staff of KDKA Pittsburgh. Jane Schultz, writer, WWSW Pittsburgh, to KDKA continuity staff.

Elaine Sahley, recent tv school graduate, to WTAP-TV Parkersburg, W. Va., as traffic director. Herb Fine, recent graduate of Michigan State College, to WTAP-TV production staff.

**now's the time for all good men to come to the aid of the party...**

comes the campaign, polish up those party planks with brisk, bright, winning band music

The Sesac Library's "B" Section, now available separately, will get your station votes every time

send for prepaid audition discs

| THE SESAC TRANSCRIBED LIBRARY |
| (now available in sections) |
| THE COLISEUM TOWER ■ NEW YORK 19 |

Karl King Band
Roy W. Baker's National Symphonic Band
Robert A. Williams' All-American Band

324 selections from $7-$9 a month

September 3, 1956 • Page 71
There's no secret to Larry Bentson's "pull" in Minneapolis-St. Paul. It's B.S.—his Big 5 disc jockeys who pull a tremendous listening audience.

These boys really sell!
They're the reason WLLO leads all independents and three network stations in share of audience . . . why WLLO leads all stations in out-of-home listeners.
They're the reason more advertisers sell more products on WLOL than on any other independent station in the Twin Cities orbit . . . why you get more homes per dollar on WLOL.
So let Larry put YOU in the Twin Cities—in solid with 1,500,000 B-5 fans.

### STATIONS

**LARRY PUTS YOU IN THE TWIN CITIES**

**WLOL**

MINNEAPOLIS ST. PAUL
1330 on your dial 5000 watts

LARRY BENTSON, President

Wayne "Red" Williams, Mgr., Joe Floyd, V.P.

Represented by AM Radio Sales

### PROGRAM SERVICES

**Western Union Buys 14% of TelePrompter**

PURCHASE by Western Union of a minority interest—approximately 14% of issued shares—in TelePrompter Corp. was announced last week by WU President Walter P. Marshall.

Subject to approval by TelePrompter stockholders, Western Union bought 20,000 shares of authorized but unissued shares at $25 a share, a total of $500,000. In addition, Western Union agreed to purchase subordinated convertible debentures totaling $250,000, making it a $750,000 transaction.

TelePrompter President Irving B. Kahn, who signed the agreement with Mr. Marshall, said the transaction had no connection with the current movement, led by TelePrompter, for the formation of a nationwide, privately owned broadcasting industry wire communications network (AM, July 1)—although, he added, the latter project is making good progress. In planning thus far, it has been anticipated that Western Union will supply the equipment and wire facilities for the proposed network.

Political Conventions 'Sold' WU

Western Union was reported unofficially to have been substantially "sold" on the stock purchase when its authorities saw TelePrompter's handling of staging arrangements for the Democratic and Republican National Conventions last month.

The tie-up also provides Western Union with a merchandising organization for its own laboratory developments.

TelePrompter Corp. has grown in its five years from a company with a single device—the TelePrompter itself—to a service organization in which the prompting device is only one factor. A major part of its operation now is in staging group meetings for industry and for civic, religious, educational and political organizations. In all, officials say, it has logged more than a million hours in staging meetings for various companies.

Spokesmen said the WU-TelePrompter transaction is expected to be consummated within two weeks.

### Upper New York Development Plans Underground TV System

WITH the erection of a 100-ft. master antenna tower at the 4,000-home Whittier Estate project at Kingston, N. Y., the home-building industry reportedly is taking another look at the possibility of developing tracts more than 60

CALL letters of WREX-TV Rockford, III., were dedicated recently to the memory of Lt. Rex Caster, son of L. E. Caster, WREX-TV president, who was killed in action in France during World War II. Taking part in dedication program were (L to R) Mr. and Mrs. Caster and Sen. Everett Dirksen (R-ll), guest speaker, as the memorial tablet was erected and unveiled.

**LIBEL**

**SLANDER**

**PIRACY**

**PRIVACY**

**COPYRIGHT**

Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE KANSAS CITY, MISSOURI

BROADCASTING • TELECASTING

Page 72 • September 3, 1956
Muzak Sues Rival On Pirating Charge

MUZAK Corp., New York, last week filed suit against a rival background music service, Tel-a-Tune Music Systems, Elizabeth, N. J., charging unfair competition in selling special radio receivers designed to pick up the Muzak program service broadcast by WBFX-FM New York. The action was filed in U. S. District Court for the District of New Jersey.

The suit charges that these receivers, by electronically eliminating unwanted advertising and vocal material from the broadcasts, in effect give Tel-a-Tune customers the Muzak service. It further claims that Tel-a-Tune is providing the service "without consent, license or authorization from Muzak and unlicensedly appropriating the financial benefits of Muzak's 20 years of research, experimentation and expenditures . . . in the development, promotion, advertising, merchandising, distribution and sale of plaintiff's background music service." The suit asks that Tel-a-Tune "be restrained from using Muzak music."

The complaint also names Quality Market, operating under the name of National Super Market, Westfield, N. J. The suit contends that the market gave "public performances for profit" on its premises of tunes owned and copyrighted by Muzak, without payment of royalties. Three tunes and their copyrighted numbers are specified in the action, and Muzak requests that the court restrain and enjoin from using the selections, pay damages of $250 per tune, plus costs, and be decreed from performing them. A Muzak spokesman told BT that Quality Market was a client of Tel-a-Tune.

Harry Wichansky, Tel-a-Tune president, told BT last Thursday that his company had not been served with papers up to that time, and labeled Muzak's action "publicity-inspired." He denied that his organization "ever has sold receivers and has no such intentions."

A spokesman for Tel-a-Tune said the organization was formed in 1945, primarily as a background music service company in the Elizabeth area, but now has "mushroomed" with wire service networks throughout New York and New Jersey. Last spring, he said, Tel-a-Tune signed a contract with WAAT Newark for two multiplex channels on that station's fm transmitter.

Top Sales Year in History Reported by Capitol Records

CAPITOL RECORDS Inc., Hollywood, had the best year in the firm's 14-year history during the fiscal year ended June 30, according to President Glenn E. Wallachs. Capitol reported sales of $25,647,468 and a net income of $3,209,869 before taxes, compared to $21,308,633 and $920,022 for a comparable period last year.

After $1,610,502 paid in Federal and Canadian income taxes, the recording company's net income was $1,599,367. This amounted to a dividend of $3.35 per share on 476,230 shares of outstanding common stock. Net sales represented an increase of 20% over the year ended Dec. 31, 1954, and an increase of 51% over calendar year 1954.

In reporting on Capitol's new music library service for radio and tv stations (At Deadline, Aug. 27), BT erroneously reported that Capitol is offering its basic popular record out to stations, with a price of $1.60 quoted. Capitol is offering its album output (guarantee of 70 albums annually) plus cue sheets, background notes, etc., for $15 per quarter. Basic package of 70 best-selling albums is available for a flat $60.

Song Ads, Others Face Suit On Burgermeister Commercials

COMPOSER-PUBLISHER Don Robertson filed suit in federal district court at Los Angeles last week to restrain radio-tv use of a new musical commercial for Burgermeister beer produced by Song Ads Film-Radio Productions, Hollywood, charging copyright infringement on his popular song "The Happy Whistler." Exemplary damages of $50,000 each are being sought from Song Ads, San Francisco Brewing Co. (Burgermeister), KNX, KMPC and KLAC, all Los Angeles, plus other "Doe" stations.

Hearing is scheduled Sept. 10 on the preliminary injunction. Don Estey of Song Ads said the commercial is based on "Clementine," public domain material, and that the firm is fully insured by Lloyds of London.

PROGRAM SERVICE SHORT

Harmonia Pub. Co., N. Y., member of BMI, has recorded songs of Erich J. Wolff in Bavaria and Vienna. Singers are Frederick Guthrie and Patricia Brinton, American opera singers appearing abroad. Pre-release discs are being made available to broadcasters prior to fall commercial release.

PROGRAM SERVICE PEOPLE

J. Spencer Re named southern manager, Cramer & Lydecker Productions, L. A. radio syndicator. He headquarters in Dallas, Tex., at 202 W. Pembroke Ave.

"He admires KRLZ Phoenix because they never try to ape others!"
3M ACQUIRES CROSSBY

Undisclosed sum involved in transaction whereby Minnesota Mining takes over firm's research programs, including video tape recorder.

BING CROSSBY enterprises and Minnesota Mining & Manufacturing Co. last week completed a deal whereby the latter will take over certain research programs previously conducted by the electronics division of the Crosby organization—including work on a video tape recorder.

For a down payment of $75,000 toward an undisclosed sum, 3M acquired equipment and inventories of the Crosby electronics division. Included in this equipment is the video tape recorder developed by the Crosby research group.

Under terms of the agreement, a group of Crosby researchers will become 3M employees, according to Herbert P. Buettow, president of Minnesota Mining & Manufacturing Co. This group is headed by John Mullins and Wayne Johnson, who for several years have been engaged in a number of projects involving a video tape recorder.

Mr. Buettow said that a number of Crosby patents acquired by 3M will be paid for from future sales of the product. He added, however, that at the present time his company had no definite plan to manufacture the video tape recorder commercially.

"Our interest in it is that since we are tape manufacturers, we like to keep on top of the tape business. Whether we manufacture it or three or four other companies manufacture it, is not too important," Mr. Buettow declared.

In answer to a question as to whether 3M would continue to sell recording devices to the government, as has the Crosby Enterprises, Mr. Buettow said that, too, is indefinite.

Rosen Elects Elliott Executive Vice President

JOSEPH B. ELLIOTT, former executive vice president of consumer products, RCA, has been elected executive vice president of Raymond Rosen & Co., Philadelphia, Thomas F. Joyce, Rosen president, announced last week. Mr. Elliott took over his new duties Sept. 1.

The Rosen company is a distributor for RCA, RCA-Whirlpool and other appliances and products. Mr. Elliott represented RCA on the Radio-Electronics-Manufacturers Assn. board of directors. He has 30 years experience in the industry, including 21 years with RCA.

WAGM-TV Gear Shipped

SHIPMENT of a 5-kw transmitter and associated equipment to WAGM-TV Presque Isle, Me. (ch. 8), was reported by Allen B. DuMont Labs last week. The new on-air date for WAGM-TV is Sept. 15.

SUPER is the word for Sound Effects

Over 1000 effects—Send for your FREE catalog and a copy of CUBETEASERS, a collection of spots cued to sound effects as attention getters.

Also distributed in Canada: S. W. Caldwell, Ltd., 447 Jarvis St., Toronto
New York: Charles Michelson, Inc., 400 West 44th St.

CBS Gives First Order For ORRadio Videotape

ORRADIO INDUSTRIES Inc., Opelika, Ala., Aug. 27, received from CBS-TV its first commercial order for Videotape, according to John H. Orr, president of the firm which manufactures Irish Brand magnetic recording tape. Videotape is the new magnetic tape which will record both picture and sound simultaneously on the same strip and was designed for use in Ampex's new recorder. "It (the order) is the culmination of months of research and experiment in which ORRadio worked jointly with the Ampex Corp.," Mr. Orr said.

Ampex's recorder, makes it possible to record and reproduce programs on a single reel of two-inch magnetic tape, operating at a speed of 15 in. per second. A 14-in. reel, carrying approximately 5,000 ft. of tape will record a 65-minute program and play it back without processing of any kind.

ORRadio has promised delivery to CBS-TV within a month.

DeLong Promoted by GE

ADVANCEMENT of Henry F. DeLong from manager of manufacturing in General Electric's incandescent lamp operations, Cleveland, to general manager of GE's cathode ray tube department in Syracuse, N. Y., was announced last week by L. Berkeley Davis, general manager of GE's new electronic components division.

Mr. DeLong, who will assume his new post Oct. 1, has been with the company since 1934 and has served in various engineering and production executive capacities.

Fm Tape System Announced

AUTOMATIC tape reproducing and music programming system especially designed for fm multiplex licensees, wired music services and on-premise background music installations has been announced jointly by Audiomation Labs, Upper Darby, Pa., and Magne-Tronics, New York. The system updates the music content of any eight-hour tape by automatically inserting current tunes and selections and permits variety in programming by inserting, also automatically, intermixing of musical content of any two tapes. A national organization now is being set up to market services as a package.

MANUFACTURING SHORTS

RCA, Camden, N. J., has reported shipments of 3-vicolor color film cameras to WNEM-TV Bay City, Mich. (ch. 5), and WITV-TV Indianapolis (ch. 8); two live color studio cameras to NBC in Hollywood, two to KGW-TV Portland, Ore. (ch. 8), and two to WRCV-TV Philadelphia (ch. 3), and 24-section superturntable antenna to WHYY (TV) Philadelphia (ch. 35-educational).

Syvania Electric Products Inc., Warren, Pa., Parts Div. has bought Titusville, Pa., plant of...
Ruel H. Smith Enterprise for expansion into plastic field. Marion E. Petegrew is vice president and general manager of division.

Westinghouse Electric Corp. Radio-Tv Div. has unveiled new line of three 14-inch portable tv sets featuring firm's new printed circuit, 15-tube horizontal chassis and a 90° aluminized picture tube. Two-tone colored models, each weighing 27 lbs., will retail at $129.95.

R. L. Sliger Co., Glen Rock, N. J., appointed sales representative for southern New York State and northern New Jersey by Photo-Video Labs, Little Falls, N. J., manufacturer of tv and other broadcast communication equipment.

Midland Distributing Co., Billings, Mont., appointed distributor for radio-tv division of Sylvania Electric Products Inc., N. Y.

Allied Radio Corp., Chicago distributor of electronic parts and equipment, has released 1957 general catalog comprising 356 pages and more than 27,000 items.

Eitel-McCallough Inc., San Bruno, Calif., manufacturer of Elemac electron power tubes, has announced new 300-w anode dissipation ceramic power transmitting tetrode. Designated 4CX300A, tube is 2½ x 2½ in. in diameter and was developed for severe environments.

J-V-M Engineering Co., Lyons, Ill., offering custom line of microwave and uhf components which includes standard and job-engineered complex units. Line includes cavities, mixers, duplexers, multipliers, rotary joints, twists, bends and others.

Northeastern Engineering Inc., Manchester, N. H., has appointed Frazier & Hansen Ltd., San Francisco and N. Y., as export representative for electronic product sales.

Amplifier Corp. of America, N. Y., announces all repairs on Twin-Trax recorders being handled by firm's authorized service station: Electronic Maintenance, 172-24 Jamaica Ave., Jamaica 3, N. Y.

Alden Products Co., Brockton, Mass., has published Quick Index Guide of Alden basic components for plug-in unit construction. Illustrated leaflet contains series of hardware components necessary to mount, house, fasten, connect and monitor electronic or electrical circuitry and gives prices and specifications.

MANUFACTURING PEOPLE


Henry F. Callahan, general manufacturing manager, Salem, Mass., fighting division of Sylvania Electric Products Inc., N. Y., appointed division general manager.

PERSONNEL RELATIONS

IATSE President Reports Growth in Television Field

INTERNATIONAL Alliance of Theatrical Stage Employees (AFL-CIO) is continuing to improve its position in the television field, particularly in films and closed-circuit, according to a progress report submitted by Richard F. Walsh, president, during the union's biennial convention in Kansas City Aug. 20-24. Mr. Walsh told delegates:

"The most significant tv development of the past two years has been a big increase in the percentage of programs produced on film. To-day we have agreements with more than 300 television film producers in Hollywood, plus approximately a hundred in New York."

The growth of closed-circuit television and other special tv services (such as those provided by TelePrompTer Corp. and Cellofonic Corp.) has provided IATSE with other opportunities. Mr. Walsh said. He reported that contracts of this type have been signed with TelePrompTer, Cellofonic, Theatre Network Television, East-West tv Business Conferences of Toledo and Sheraton Closed-Circuit Television Inc.

AFM Opens West Coast Office

AMERICAN Federation of Musicians has leased offices in the new Crowell-Collier Building in Beverly Hills, for its new west coast headquarters, to serve more than 100 AFM locals in that region. Herman D. Kenin, member of the AFM International Executive Board, will be in charge. He has resigned as president of AFM Local 99, Portland, Ore., to assume the new post.

PROFESSIONAL SERVICES

American Bar Assn. Elects Charles S. Rhyne

CHARLES S. RHYNE, Washington attorney who numbers radio and tv broadcasters among his clients, was elected chairman of the American Bar Assn.'s House of Delegates at the ABA convention in Dallas, Tex., last week. Mr. Rhyne, senior member of the law firm of Rhyme, Mullin, Connor & Rhyme, is immediate past president of the District of Columbia Bar Assn., and has been active in the affairs of the Federal Communications Bar Assn.

Willing Offers New Service

A NEW division of the Jules Z. Willing personnel agency in New York will deal solely with placing communications personnel and will apply the "confidential intermediary" principal to job placements. Richard S. Bacharach, former radio-television packager, will head the new service.

PROFESSIONAL SERVICE PEOPLE

Sylvia D. Kessler has moved Washington law offices to 1411 Pennsylvania Ave., N. W.

Edward de Grazia, Washington office of Kirkland, Fleming, Green, Martin & Ellis, on leave of absence from law firm to take position with UNESCO as legal advisor at Paris.

Richard S. Smith, Chicago office of Harsh-Rotman Inc., public relations, promoted to assistant group supervisor.

Anyone for peanuts?

In Eastern North Carolina, it's nearly everyone for peanuts when you use WNCT!

With a Class D 20-second "10 Plan," the cost per thousand is only 30c!

If that's too much to shell out, then try a Class D ID "10 Plan" for a cost per thousand of 15c.

Whether your budget is peanut-size or elephant-size, your best buy is WNCT . . . first in every minute of every hour of every day . . . . day and night, according to the Jan. '56 Telepeul of 19 countries Eastern Carolina's No. 1 TV Station.
Radio-Tv Awards Presented At State Fair in California

GOV. Goodwin J. Knight of California was to present annual awards of the California State Fair and Exposition to state radio-television stations last Saturday (Sept. 1) at the Sacramento fairgrounds. "Top Story" award in TV was to go to KRON-TV San Francisco for its half-hour program on residents of Yuba City returning home following winter floods. Top radio award was to go to KCBS San Francisco for its reporting of the Marcus kidnapping case.

Other awards to be made by the governor at the radio-television banquet: a special award to KNXT (TV) Los Angeles for a report on juvenile delinquency and an honorable mention to KFLX (TV) San Francisco for coverage of the Griffith Bryan kidnap-murder case. Four citations "for outstanding and heroic work" during the floods were to be made to KMYC, KUBA and KAGR, all Yuba City-Marysville, and KHUB Watsonville. KSCO Santa Cruz was to receive honorable mention for its summarization of scandal in the district attorney's office.

IRE Names Award Winners

TOP Institute of Radio Engineers' award for 1947, a medal of honor, will go to Dr. Julius A. Stratton, chancellor of Massachusetts Institute of Technology, and Dr. Raymond A. Heising, radio pioneer and consulting engineer now retired, named recipient of founders award. Presentation of both awards will be made March 20, 1957, at IRE's banquet at the Waldorf-Astoria, New York. Dr. Stratton is being honored for leadership and contributions in development of radio engineering as a teacher, physicist, engineer, author and administrator. Dr. Heising retired three years ago after long association with Western Electric Co. and Bell Telephone labs.

AWARD SHORTS

Alan Scott, program host, Let Scott Do It, WRCV-TV Philadelphia, given Junior Chamber of Commerce award for show's daily roving camera feature, cited for civic and educational value.

KJOL-TV Kearney, Neb., was awarded certificate of appreciation by U. S. Navy for furthering Navy-community relations. Station home maker Maurine Eckloff named honorary Navy recruiter for service to recruiting effort. KJOL-TV also received gold-inscribed Bible from American Bible Society for promotion of Bible reading.

SHakespeare'd Be Happy

Oscar Hammerstein, writing for the Associated Press:

Many who are predicting the demise of the theatre are excluding from their considerations the electronic media of radio, television and the movies. If you accept this limited conception, then most certainly the theatre, if not dying, is certainly shrinking. . . .

... But in my own conception of the theatre, these electronic media must be included. I believe that wherever there is an audience and a stage or a screen, or any frame within which actors are reading lines written by playwrights, or singing songs written by composers, there is theatre. . . .

As for audience interest, the legitimate theatre in its heyday could never have played to as many people in one season as TV now plays to in one night . . .

Many assume that it is a bad influence on the theory that as you broaden the base of an audience, you must write down to them. I do not agree. William Shakespeare was aiming to please as large an audience as he could possibly reach . . . If Shakespeare could have reached an audience of 60 million people on one day, he would have been delighted.

OPPORTUNITY KNOCKS

Robert F. Bradford, former Republican governor of Massachusetts, analyzing the political impact of TV for the Harvard Business Review:

FINALLY, when one pauses to look back over the amazing years since TV first broke upon the consciousness of the average politician, what stands out are not the limitations, the expense, the complexities, but, rather, the unparalleled opportunities. Here for the first time is a mechanism by which the entire nation can be reached politically at once with something like unifying force. Here is a tremendous stimulus for political education for voter and nonvoter alike. Here is a means of bringing to bear a tremendous weapon against divisiveness.

EXTRA! EXTRA!

R. W. White, advertising manager of the Montreal (Canada) Gazette:

BY ADVERTISING in our own pages a newspaper can do little more than reduce the mortality of existing readership. It cannot attract new readers. So we use radio. It is the nearest thing to the newsboy of former years shouting Extra! Extra!

WHAT'S TV DONE TO US?

Dr. Dallas W. Smythe, professor of economics and communications at the U. of Illinois, in a lecture at the U. of Southern California:

THE most obvious thing TV has "done" to America is to get us to pay attention to it. In a very real sense, the measure of the effects of TV can be said to be the total of cultural values which drop out of circulation as a consequence of it.

From this standpoint, it is the things which are not in TV programs which should concern us, as well as merely those things which are in them.

COMPETE, NOT CANCEL

Edmund Hartmann, president of Writers Guild of America, West:

TV: Threaten the flood of major studio features to TV and anything less than alarm would be foolish and a disservice to the guild. However, let us not think for one moment that a large proportion of present TV production will be curtailed . . .

Granted, these [M-G-M] pictures of yesterday are blockbusters capable of competing with any spectacular or expensive show, but the key word is "compete." "Easter Parade," "Mutiny on the Bounty," "Tale of Two Cities" and the others will provide top competition for the TV audience, but they are not going to cancel more than a small fraction of the 18 hours a day, every day, multi-channel TV programming . . .

TV AND ST. PAUL

Rev. Walter L. Flinerty, director of the Boston Archdiocesan Television Centre, in RCA's Broadcast News:

In 1955, we've been told, some $3.5 billion was spent on television advertising in order to sell beer, soap, cigarettes, automobiles, etc. Commercial companies do not spend money foolishly. They know that this kind of advertising sells their products. Should we not spend a little money and expend a great deal of work in order to sell Christ to the world which most certainly needs Him?

Archbishop Cushing has said frequently, that if St. Paul were alive today, he would be the first to avail himself of this television medium to spread Christ's truth.
NBC RADIO INSTITUTES 'LOCAL' TOUCH

Three executives, McDaniel, Danzig and Graham, with local station experience promoted to top posts on network's management team.

Move made to redesign network to coincide with interests of individual stations.

ADVANCEMENT of three executives to top echelon posts at NBC Radio was announced last week by Matthew J. Culligan, newly-appointed vice president in charge of the radio network (At Deadline, Aug. 27), in a move designed to bring personnel with extensive local station experience to the network management team.

In a closed-circuit report to the NBC Radio affiliates, Mr. Culligan reported the appointments of Jerry Danzig, director of programming and development of NBC owned stations and NBC Spot Sales, as head of an expanded radio network programming department; William K. McDaniel, general manager of the network-owned KNBC San Francisco, as head of sales; and George Graham, administrator of NBC TV sales, as director of sales service. Mr. Culligan told affiliates:

"These men bring to network radio many varied talents. But they all have emerged from local radio station operations. They know the station's problems. They are the best-equipped men in NBC to relate local station problems to the radio network activities. And, herein may lie the eventual solution of the radio network problem—to do whatever is necessary and practical to redesign the radio network to coincide with your interests, while maintaining the logical interest of NBC."

Mr. Danzig, who has been with NBC since May, 1955, entered the broadcasting field in 1935 with WOR New York, where he served for seven years in special events as commercial program manager and director of publicity. Subsequently, he was a director of WINS New York, and for six years with CBS-TV as associate director of network programs, a member of the programs plans board and supervisor of color programs.

Mr. McDaniel was named general manager of KNBC in May, 1955, following two years as sales manager of the station. Previously, he had been western division manager of NBC Radio Spot Sales in Hollywood. Mr. McDaniel also has served in sales executive capacities with the Scripps-Howard Radio Corp., in the Midwest, KMPC Hollywood and the former KECA-TV Los Angeles.

Mr. Graham joined NBC in July 1953 as a salesman for NBC-TV's Today and later was named sales supervisor of NBC-TV's childrens programs and administrator of NBC-TV sales. Earlier, he had been with the Arizona Broad-
NBC COLOR SCHEDULE TO INCREASE 500%

Expenditure of $12 million on additional facilities in New York, Hollywood and Chicago makes expansion this fall possible, says Robert Sarnoff, network president.

COLOR-CONSCIOUS NBC intends to increase its evening schedule of color tv programs by more than 500% this fall.

In announcing the network's heavy emphasis on color programming last week, Robert Sarnoff, NBC president, stressed that enthusiasm for color television on the part of clients and advertising agencies is most encouraging to us and is an essential element in our color planning." He disclosed that major advertisers "are approaching us to arrange for the conversion to color of their programs."

This expansion in NBC's color schedule has been made possible by an expenditure of $12 million in additional color facilities in New York, Hollywood and Chicago, according to Mr. Sarnoff.

NBC's plans call for at least one major color program every night of the week in addition to spectaculars, Mr. Sarnoff said. He pointed out that on some nights, there will be as many as three straight hours of color programming on NBC-TV. He noted that in the fourth quarter of 1956, nighttime color programming will total between 120 and 130 hours, as against 22.5 hours for the fourth quarter of 1955.

NBC-TV's nighttime color schedule (New York Time) for the 1956-57 season was outlined by Mr. Sarnoff as follows:

Sunday—The 9-10 p.m. period will rotate among four series—The Chevy Show, The Alcoa Hour, The Goodyear Playhouse, and the Hollywood Hall of Fame.

Monday—Robert Montgomery Presents (9:30-10:30 p.m.); The Adventures of Sir Lancelot (8:30-9:30 p.m.), starting in January; Producers Showcase (8:30-9:30 p.m.), one week in four.

Tuesday—The Big Surprise (8:30-9:30 p.m.) and Noah's Ark (8:30-9:30 p.m.).

Wednesday—Kraft Television Theatre (9-10 p.m.).

Thursday—The Dinah Shore Show (7:30-7:45 p.m.) and Lux Video Theatre (10-11 p.m.).

Friday—The Walter Winchell Show (8:30-9 p.m.) and The Chevy Show (9-10 p.m.), one week in four.

Saturday—The Perry Como Show (8-9 p.m.), several Your Hit Parade programs (9:30-11 p.m.) and the Saturday night Oldsmobile spectacular, one week in four.

The daytime color schedule for the season, Mr. Sarnoff said, will be highlighted by the new Ray Bolger series, Washington Square, which will be carried every other Sunday (4-5 p.m.), and NBC Maines Theatre (Mon.-Fri., 3:4 p.m.).

For west coast viewers, Mr. Sarnoff said, NBC will place into service this fall its lenticular film process for recording color tv programs, enabling the audience to see color programs at the same time in the evening as they are seen in the East.

LATEST EDITION • LATEST FACILITIES • LATEST LOCATIONS

42 X 29 WALL MAP OF TELECASTING

UNITED STATES • POSSESSIONS • CANADA

Showing tv network routes (coaxial cable)... color and monochrome available to cities on these routes... routes equipped for monochrome only... planned routes... cities with telecasting facilities... one station... two stations... three stations... four or more stations.

Handsome lithographed on stock suitable for framing as an office decoration... as a useful working tool... graphically brings all this information up to date... listing tv stations on the air as of July 2, 1956.

SINGLE MAP

$1

Mailed anywhere in U. S. postage pre-paid

5—$4.50 25—$20.00

10—$8.50 50—$37.50

100—$70.00

SEND:............ TV MAPS TO:

...BROADCASTING • TELECASTING

1735 DeSales Street, N. W., Washington 6, D. C.

Please bill

Page 78 • September 3, 1956
MBS CHIEF MAKES APPEAL TO AFFILIATES

President John Poor calls for 'whole-hearted cooperation and support' so system may keep its 'firm intention' of staying in network business.

MUTUAL President John B. Poor called upon all MBS affiliates last week to give 'whole-hearted cooperation and support' in order that Mutual may make good on its "firm intention" of staying in the network business.

He went on a closed-circuit hookup Wednesday to emphasize to the 540 Mutual affiliates the importance of their signing the new MBS affiliation contracts, clearing time for network orders, and generally cooperating with the network in business-like fashion. Copies of his talk also were being mailed to all affiliates.

Mr. Poor said Mutual has "streamlined" its operations and "without a doubt has the lowest and most efficient operating base of all the networks." But, he reminded, "the monies required to run on a break-even basis are substantial." He said Mutual has always plowed profits, where ever they occurred, back into programming.

As a station-owner, he continued, Mutual knows the importance of a network affiliation and therefore has absorbed any losses incurred in networking. Then he added:

"At some point, however, this network must dollar-wise relate these intangible values our own station operation to the increasing operating losses sustained by the network. We have every firm intention of staying in the network business, but in order to maintain this position we must receive the whole-hearted cooperation and support of the affiliate group. We have to take the position that each station must give a minimum amount of local time to the network for national sale, in order to justify the financial existence of the network..."

Reduces Network Option Time

The new affiliation contract, slated to become effective Nov. 1, substantially reduces the amount of network option time, but calls for stations to "pre-clear" certain hours for network sale. It also provides for affiliates to be paid in the form of programs as well as in cash.

Mr. Poor did not disclose how many affiliates already had signed the new forms, except that "many" signed contracts have been received and "a great many more oral acceptances" have been given. Nor would other MBS officials venture an estimate, pointing out that station relations people were then in the field, contacting stations, and that a count must await their return. Mr. Poor said he realized that many have not executed and mailed the new contracts "due to the pressure of other business." However, he emphasized:

"Commitments must be made by us now, not 30 days from now. Program options must be exercised now. Sales campaigns must be started without further delay and all necessary action must be taken immediately to augment and set the entire plan in motion in order to assure its success."

Katz Named VP, Head Of CBS Day Schedule

CBS-TV is to announce today (Monday) the appointment of Oscar Katz, for the last five years the network's director of research, as vice president in charge of daytime programs. In his new post, Mr. Katz, with CBS research since 1938, will report to Hubbell Robinson Jr., executive vice president in charge of programs.

Rising importance of daytime tv for the networks was stressed by Mr. Robinson as an "increasing challenge" in programming, which, he said, "calls for creative planning and new techniques." Mr. Katz is fitted for this aspect because of his years "of intensive study and familiarity with viewing habits and audience preferences," according to Mr. Robinson.

Mr. Katz advanced to assistant director of the network's research in November 1942, moved up to associate director, and later became head of the research department.
AFFILIATES TO GET CBS RADIO PREVIEW

More than 100 stations expected to attend third annual meeting next Monday in N. Y.

THIRD annual meeting of the CBS Radio Affiliates Assn. will be held at the Hotel Pierre in New York next Monday and Tuesday with executives of more than 100 stations expected to attend. Topping the agenda will be a preview and discussion of CBS Radio's plans for the coming season.

Arrangements for the meeting currently are being completed by members of the CBS Radio Affiliates convention committee and network executives. The committee is headed by F. C. Sowell of WLAC Nashville and includes Kenyon Brown, KWFT Wichita Falls, Tex.; Charles Carey, WMFD Peoria, Ill.; Maxim Ryder, WBRY Waterbury, Conn.; Worth Kramer, WJR Detroit; Arnold Schoen, WPRO Providence; John M. Rivers, WSCS, Charleston, S. C., and Donald W. Thornborough, WCAU Philadelphia.

Among highlights of the first day will be an address by Dr. Frank Stanton, CBS Inc. president. Other first day speakers will be Arthur Hul Hayes, CBS Radio president; Sig Mickelson, CBS vice president in charge of news and public affairs; Howard G. Barnes, vice president in charge of network programs; John Karol, vice president in charge of sales; Ralph Hardy, CBS Inc. vice president; Jules Dunes, vice president in charge of advertising and promotion; Mr. Brown, who is board chairman of CBS Radio Affiliates Assn. and Carroll Hanson, coordinator of news and sports for the network. During the talks, the network's plans for 1956-57 sales, programming, promotion and advertising will be revealed.

Panel to Meet Tuesday

A radio broadcasting panel will meet during the second day of the meeting to discuss local sales, programming and promotion problems. The panel will consist of Mr. Sowell as moderator; J. Frank Jarman, WDNC Durham, N. C., representing management; Katherine Peden, WHOP Hopkinsville, Ky., representing sales; Art Schofield, Storer stations, representing promotion, and Sam Gofford, WHAS Louisville, representing programming.

On Monday evening a banquet and entertainment program will be held in the grand ballroom of the Pierre. CBS star Robert Q. Lewis will serve as master of ceremonies, with entertainment provided by entertainers Sam Levenson, Don Cornell, Dolores Hawkins, the Kirby Stone Quartet, Enid Moster and the Trinidad Steel Drummers, and Ray Block and his orchestra.

On the eve of the convention this Sunday, Mr. Hayes and William A. Schmidt Jr., CBS radio vice president in charge of station relations, will play host to members of the association's board of directors at an informal dinner. Three new directors will be installed during the dinner. They are Robert Tincher, WNAX Yankton, replacing Mr. Brown, and H. J. Chandler, KFLW Klamath Falls, Ore., replacing Saul Haas, KIRO Seattle.

A new chairman of the board and three new directors-at-large will be elected at a close of the meeting earlier on Sunday. The new members will not take office until association meetings open the next day.

Other board members scheduled to attend the dinner are: Mr. Sowell, who is vice chairman of the association; Mr. Ryder, secretary-treasurer; George D. Coleman, WGBI Scranton; Mr. Thornborough; Mr. Rivers; Mr. Carey; Mr. Kramer; George B. Storer, Storer Broadcasting Corp., and Frank P. Fogarty, WOW Omaha.

CBS-TV Affiliates Board

BOARD meeting of CBS Television Affiliates Assn. was set last week for this Thursday and Friday at Hotel Broadmoor, Colorado Springs. Emphasis will be placed on CBS-TV's fall program schedule, promotion and sales plans and discussion of "mutual problems."

C. Howard Lane, KOKI-TV Portland, Ore., is chairman of the affiliates board. Other members to attend: Paul Adanti, WHEN-TV Syracuse; Richard Borel, WBNS-TV, Columbus, Ohio; Glenn Marshall Jr., WMTR-TV Jacksonville, Fla.; T. B. Lauxford, WTVR (TV) Jackson, Miss.; C. Bruce McConnell, WISH-TV Indianapolis; William B. Quarto, WMT-TV Cedar Rapids, Iowa; Clyde Rembert, KRLD-TV Dallas; James Russell, KTHT (TV) Colorado Springs. Representing CBS-TV's Extended Market Plan stations will be Frank E. Busby, WTVY (TV) Dothan, Ala., and Rex Howell, KFXJ-TV Grand Junction, Colo.

CBS-TV executives to attend include J. L. Van Volkenburg, president; Merle Jones, executive vice president; William B. Lodge, vice president in charge of general engineering; William H. Hylan, vice president in charge of network sales; Herbert V. Akerberg, vice president in charge of station relations; Alfred J. Scarpone, vice president in charge of network programs, Hollywood; Ralph Hardy, vice president of CBS Inc., Washington; Oscar Katz, vice president in charge of daytime programs; John Cowden, operations director, advertising and sales promotion, and Edward P. Shurick, national director of station relations.

Dixie Network Names Cecil Vice President for Radio

JACK CECIL, manager of the Dixie Network's WDXX Clarksville, Tenn., has been named vice president of the network in complete charge of its radio stations.

Mr. Cecil, who joined the Dixie Network in 1948, has managed WTPR Paris, Tenn., and has been general sales manager for the company during which time he opened WDXE Lawrenceburg, Tenn. Other stations in the Dixie Network are WXDI Jackson, WENK Union City, WTPR-AM-FM, WDXL Lexington, all Tennessee, and WCMA Corinth, Miss. The network also owns WDXJ-TV Jackson.

TEXAS GOES GATES

MOST AM BROADCAST TRANSMITTERS IN USE

Page 80 • September 3, 1956

BROADCASTING • TELECASTING

NETWORK PEOPLE

Richard B. Groome, assistant controller, MBS, since 1945, named controller of network, succeeding George Ruppel, elected vice president and treasurer.

Jim Mills, Chicago advertising agency head and radio-tv performer, suspends his agency Sept. 1 to join NBC. He maintains program development firm at same address under name of Jim Mills Productions.

Victor Wolfson, freelance author and tv writer, to associate producer, CBS-TV's Climax series.

Gene Rouse, former ABC news and program director, died of cancer Aug. 26 in Visalia, Calif. He had been with Visalia Times-Delta for past ten years.
**New York State to Begin Closed-Circuit Instruction**

Plans were announced last week for an Oct. 1 start of New York State's first experiment in educational closed-circuit television, designed to teach pupils, improve and expand teacher training programs and provide a method of meeting increased enrollments.

Details of the state's experiment in TV were announced by Dr. James E. Allen Jr., state commissioner of education, who said a contract has been signed with Master Video Systems Inc., New York, for closed-circuit systems to be installed at state teachers colleges in Albany and Brockport, and in high schools in Hempstead and Levittown. L. L. Mr. Allen revealed the state will rent rather than buy, closed-circuit equipment at a total cost of $179,000 for the period between Oct. 1, 1956, and April 30, 1958. The cost will be financed out of a $200,000 appropriation to the state education department.

Dr. Allen explained that, under the plan, high school students will be able to receive instruction from outstanding instructors at the colleges, and that college students in the state schools will be able to observe high school pupils being instructed. Two-way audio systems are being installed so that lower-school pupils and teacher trainers can ask questions and receive answers.

More than three years ago the education department and the New York State Board of Regents proposed a plan calling for a network of educational TV stations at a cost of several million dollars. A commission appointed by Thomas E. Dewey, then governor, rejected the plan as too costly and impracticable.

**College Courses Scheduled Over WTTW (TV) Chicago**

WTTW (TV), Chicago educational TV station, will offer tuition free college credit courses by television to the general public starting Sept. 12.

To be telecast by the Amundsen, Crane, Wilson and Wright branches of the Chicago City Junior College, the courses will include general biology, freshman English, social science and national government.

According to Dr. Benjamin C. Willis, general superintendent of Chicago schools, it is anticipated that the program will be expanded over a three-year period until the entire basic offering of the City Junior College will be available to the televiwer.

**Discussions On Programming Highlight Baptist Workshop**

Techniques of local religious radio and television programming were discussed at the third annual radio-TV workshop held last week at the American Baptist Assembly, Green Lake, Wis.

Speakers included Benjamin Wilbur, director of radio for the Broadcasting and Film Commission of the National Council of the Churches of Christ in the U. S. A.; Evans Nord, general manager of KELO-AM-TV Sioux Falls, S. D., and Dr. Ralph M. Johnson, associate general secretary of the American Baptist Convention.

Director of the workshop was Frederick L. Essex, secretary of the radio and television department of the convention.

**Methodist Church Schedules Conference on Radio, Video**

The Television, Radio and Film Commission of the Methodist Church, Nashville, Tenn., will play host Oct. 9-11 to 120 men who have direct responsibility for the church's use of radio and television in their respective areas.

Highlights of the conference will include discussion of a proposed four-year program for the Methodist Television Ministry, production of additional programs of The Way series, production of a children's series, and training of local church leaders for wider use of television facilities.

**Franklin Wins Fellowship**

Gary S. Franklin, newsmen at WTAR-TV Norfolk, Va., has been awarded a Johns Hopkins U. graduate study fellowship in the field of television news.

The fellowship is provided by WAAM (TV) Baltimore and under its terms, Mr. Franklin will receive $10 months of study beginning Sept. 1 and be paid $5,000.

**EDUCATION SHORT**

U. of Southern California, L. A., has completed series of 13 half-hour radio programs, _Fifty Years of Growth_, tracing advances in communications, transportation, and city planning and treating current national economic problems.

Series was made on $5,000 grant from Educational TV & Radio Center, Ann Arbor and will be distributed by National Assn. of Education Broadcasters.

**EDUCATION PEOPLE**

John B. Backstaff, producer-director, WTVN-TV Columbus, Ohio, to Illinois Institute of Technology, Chicago, as supervisor of radio and television succeeding Kirk H. Logie, retn. to join NBC, Chicago.


Robert C. Rowe, for past three years assistant producer-coordinator for Michigan State U.'s TV education program, appointed consultant on education to New York State Education Dept. in Albany.

Ralph T. Voight, former engineer, WTHI-TV Terre Haute, Ind., to engineering staff of education station WHYY-TV Philadelphia.

Wallace L. Hutchinson, Weed & Co., Robert C. Livingston, NBC, and Eldor Freis, Al Freis & Assoc., to instruct evening classes in telecommunications at U. of Southern California.
Canada Advertising Rises 13.5% in '55

ADVERTISING and other services handled by Canadian advertising agencies in 1955 increased 13.5% in value to a record of $177,240,000 from $156,183,000 in 1954, according to a report of the Dominion Bureau of Statistics, Ottawa. Gross revenue rose nearly 13% to $27,690,000 from $24,579,000, and net revenues before taxes increased 19% to $2,772,000 from $2,388,000.

The number of advertising agencies increased to 104 from 91, commissionable billings to $174,925,000 from $154,467,000, market surveys and other research to $391,000 from $328,000, and other fees to $1,925,000 from $1,368,000. Gross revenues on commissionable billings increased to $26,469,000 from $23,230,000. Gross revenues from market surveys, other research and other fees declined to $1,122,000 from $2,350,000.

Tv Households in Canada Near Two Million Mark

An estimated 1,962,600 out of 4,007,900 households in Canada have television, according to a field survey made by the Bureau of Broadcast Measurement, Toronto.

The estimate shows 851,500 tv households in Ontario, 607,600 in Quebec province, 174,300 in British Columbia, 85,700 in Alberta, 81,300 in Manitoba, 64,000 in Nova Scotia, 44,000 in Saskatchewan, 40,600 in New Brunswick, 11,700 in Newfoundland, and 1,900 on Prince Edward Island.

By BBM city areas, largest number of tv households are in Montreal with 282,480, Toronto with 249,830, Vancouver 122,930, and Winnipeg 63,000.

El Salvador Tv Station Plans Start This Month

ADVENT of television in El Salvador is scheduled for early September when YSEB-TV San Salvador (ch. 6) plans to go on the air, it has been announced by Boris Eserski, general manager of the station.

Mr. Eserski said test programming conducted by YSEB-TV in mid-August spurred the sale of more than 1,200 tv receivers in one week. He expressed the view that there will be more than 7,000 tv homes in El Salvador by the time YSEB-TV goes on the air. Caribbean Networks Inc., New York, is sales agent.

CBLT (TV) Increases Power

CBLT (TV) Toronto, Ont., on Aug. 27 moved from ch. 9 to ch. 6 and increased power from 25.6 kw to 100 kw. CBLT was the second station to go on the air in Canada in September 1952. The station has been operating on ch. 9 on a temporary antenna for the past three months while a new three bay bat-wing Canadian General Electric antenna was put on its 450 foot tower. Antenna is 491 feet above ground level, in downtown Toronto. The new transmitter also is Canadian General Electric. 5 kw air-cooled with 35 kw water-cooled amplifier.

INTERNATIONAL PEOPLE


Viktor A. Peers, general manager, Granada TV Network Ltd., appointed director of company.
BROADCASTING • TELECASTING

September 15, 1956

Total U. S. Stations on Air: 478 (Commercial: 456; Educational: 22)
Total Cities with TV Stations: 303
Total TV Homes: 35,000,000

U. S. Census Bureau, February 1956

HOW TO READ THIS LISTING
Each station or granatee is listed in the city where licensed.

Triangle ()): station on air with regular programming. Date of grant is shown for permits, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-hourly rating.

Set figures are provided by stations. Queries on figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; L, local color slides; LF, local film color; LL, local live color.

American Society of Composers, Authors and Publishers

September 3, 1956 • Page 83

A monthly situation report on present and planned tv stations and television network shows.
New TV Stations

The following tv stations started regular programming within the past month:

**KAVE-TV (ch. 6)** Carlsbad, N. M.; WBIR-TV (ch. 10) Knoxville, Tenn., and WCHL-TV (ch. 7) Sheriffbrooke, Que.

**KAVE-TV (ch. 6)** Carlsbad, N. M.; WBIR-TV (ch. 10) Knoxville, Tenn., and WCHL-TV (ch. 7) Sheriffbrooke, Que.

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<td>Noon</td>
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<td>12:15</td>
<td>Let's Take A Trip</td>
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<td>12:30</td>
<td>Kukla, Fran &amp; Dick</td>
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<td>12:45</td>
<td>Wild Bill Hickok</td>
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<td>Amer. House Products</td>
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<td>P&amp;G Search for Tomorrow</td>
<td>It Could Be You</td>
<td>P&amp;G Search for Tomorrow</td>
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<td>P&amp;G You'll Be Loved Light</td>
<td>P&amp;G Save the World</td>
<td>P&amp;G It Could Be You Light</td>
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<td>1:30 Standup &amp; Be Counted</td>
<td>The Johnny Carson Show</td>
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<td>The P&amp;G The Brighter Day</td>
<td>Moratorium Film Festival (See Footnotes)</td>
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<td>P&amp;G The Edge of Night</td>
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<td>Mickey Mouse Club (See Footnotes)</td>
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<tr>
<td><strong>CBS</strong></td>
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<tr>
<td>CBS: Lamp Unto My Feet, 10:10-10:45 a.m.; Look Up and Live, 10:55-11:30 a.m.; Eye on New York, 11:35-11:45 p.m.</td>
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**A-HC—Afternoon Film Festival, Mon. - Fri. — Examine Farm.**

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<tr>
<td>Time Inc. Daily News</td>
<td>Gordon Lee, 8-11 a.m.; Newsweek, 11-11:30 a.m.; Newsweek, 11:30-12 noon</td>
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<td>Gen. Mills The Lone Ranger</td>
<td>Colgate Payrol M &amp; F Sun. 7, Th</td>
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**A-HC—Afternoon Film Festival, Mon. - Fri. — Examine Farm.**

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<td>Pfizer &amp; Co.</td>
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**BROADCASTING AND TELECASTING**

**September 3, 1956**
BLAW-KNOX TOWERS
side by side yet 23 years apart

Towering 1175.5 feet into the sky from atop Big Heart Mountain near Sand Springs, Oklahoma, the Blaw-Knox triangular guyed tower shown here supports a 101' General Electric TY50F 6 Bay Antenna for KVOO-TV, Tulsa. From this point, 2149' above mean sea level, the 100,000 watt signal on Channel 2 carries KVOO-TV programs to viewers in four states.

Although this installation is more than twice as high as the Washington Monument, tower maintenance problems have been reduced to a minimum by the special, automatic, two-man service elevator operating within the tower. Ground-to-car telephone communication and both lower landing and cab controls are only two of several interesting features of this completely enclosed elevator.

Standing-by for emergencies is the 225' Blaw-Knox self supporting tower erected more than 23 years ago as the first part of the KVOO radio transmitting system. In use for 14 years, then dismantled and stored on the ground for seven years, this tower was re-erected in 1954 as the KVOO-TV stand-by tower. After this seven year period without maintenance, the sub-contractor who re-erected the tower reported the galvanized coating still intact and the tower in excellent condition.

Proven performance such as this brings old customers back to Blaw-Knox for new towers. For example, Blaw-Knox Company has supplied KVOO a total of eight towers, with Tower Number 1 still in service.

Send for illustrated Bulletin No. 2417 showing special construction features and typical installations of Blaw-Knox Antenna Towers. Write or call us today for your copy.
CLOSED CIRCUIT SPORTS HUDDLE

PROMOTIONAL plans for the Sept. 24-Oct. 13 run-offs for "National Bowling Day," Oct. 14, will be "gone over" this Saturday by officials of the General Cigar Co., Young & Rubicam, its agency, the American Red Cross and the Bowling Proprietors Assn. of America, via a special NBC-TV closed-circuit telecast. The cigar company will be sponsoring the bowling competition and the NBC-TV telecast that night at 10-30 p.m. eastern time. Proceeds from the $500,000 proceeds will be divided between the American Red Cross. The closed-circuit telecast will link 35 coast-to-coast cities, and will take up such matters as rules, merchandising and other promotional efforts.

WHBQ-TV WINES, DINES AGENCIES

NEW YORK timebuyers will be guests Wednesday and Thursday at luncheons given by WHBQ-TV Memphis, Tenn., and H-R Representatives. Agency personnel will be greeted by Mrs. Barbara Hummel, Miss America in 1947 and now a television personality at WHBQ-TV. Mrs. Hummel also will emcee the Miss America contest finals on a 90-minute ABC-TV telecast from Atlantic City on Saturday.

KBIG, GMAC WIN UP CONTEST

KBIG Catalina, Calif., and General Motors Acceptance Corp., working together to promote the GMAC campaign of 40 safety announcements on KBIG every weekend, have awarded prizes in a dealer contest. Hollywood Buck deeded to KBIG first prize, a Las Vegas vacation for two, with second and third prizes going to Jim Healey, Santa Paula, Calif., Pontiac dealer, and Herb Kincaid, Los Angeles Pontiac dealer. All General Motors cars sold in Southern California are marked by KBIG mermaid stickers on windshields and carry invitations to listen to the safety spot on KBIG and to enter the station's audience promotion contest.

BIG BIRTHDAY FOR WCMW

WISHING to "do something big" for the tenth birthday observance of WCMW Canton, Ohio, President Sam Huffman washed an elephant, one of the guests at a day-long party that climaxd a month-long promotion. After hearing a speech given over the station from leading citizens and show personalities over several weeks, nearly 3,000 listeners came to WCMW's open house. There they participated in beauty and cake-baking contests, rode ponies, met visiting stars and inspected facilities including WCMW's new "indoor-outdoor" summer studio, the newsmobile and automatic logging-bitting operation.

DAMP TRIUMPH FOR KING-TV

COVERAGE of the SeaFair Trophy Race by KING-TV Seattle on Lake Washington was acclaimed by racers who showed their appreciation to KING by presenting Dargan into the lake along with the winning hydroplane driver. KING-TV fed its sixth annual coverage of the six-hour race to four radio stations in Eastern Washington and Idaho. Sept. 14, by the Seattle station with a reporting and technical crew of 75 for the all day event. To ready cables and remote equipment the crew put in 1,000 man-hours. Frederick & Nelson, Seattle department store, sponsored the telecast through Romig C. Fuller & Assoc. agency.

NBC-TV HERALDS CD WEEK

A SPECIAL program on civil defense will be telecast live by NBC-TV Sunday (5:30-6 p.m. EDT) from the Civil Defense Training Center at Oiney, Md., commemorating the start of the country's first National Civil Defense Week (Sept. 9-15). The program, which will attempt to show to Americans what they can expect in the event of an enemy A-bomb or H-bomb attack and how they can train themselves for survival, will be network specials with special events reporter Ben Grauer and will include a film segment, consisting of a talk by Val Peterson, administrator of Civil Defense.

KTBC ECONOMICAL THO' TEXAN

THE expensive way is not always the best way, says KTBC Austin, Tex., a station capable of judicious economies in spite of being run by Texans. A case in point is KTBC's phone-booth coverage of the Democratic convention which drew enthusiastic response from public and sponsor, Austin's Capital National Bank. Background noise, dialing phones, interruptions, all added realism to News Editor Paul Bolt's daily beep calls. One call was made while the Texas delegation was consulting all around the newsman. "Since I knew practically all the delegates, it was about like phoning the neighbors during a family reunion."

LIBRARY GETS MENCKEN TAPE

WBAL-AM-TV Baltimore, serving the home town of the late H. L. Mencken, has presented a tape recording of the NBC Biographies in Sound broadcast on Mencken, titled "The Bitter Byline," to the Library of Congress.

GENERAL TIRE SALUTES SPORT

GENERAL Tire & Rubber Co., through D'Arcy Adv., N. Y., will sponsor a special salute to the forthcoming football season, Kickoff '56, starring Fred Waring and his Pennsylvanians, on NBC-TV Sunday, Sept. 16, 7:30-8 p.m. EDT.

UPCOMING

Sept. 6: Massachusetts United Press Radio-TV Assn., organization committee meeting, Park Street, Boston.

Sept. 7-9: RAB midwestern managers' conference, French Lick Springs, Ind.


Sept. 24-25: Louisiana Assn. of Broadcasters, annual meeting, Shreveport, La.

Sept. 27: Massachusetts Broadcasters Assn., annual meeting, Hotel Somerset, Boston.

NABRT CONFERENCES

Region 5 (Mich., N. D., S. Dakota, Ohio, Ill., Minn., Wis.): Sept. 10, 11, 12, 13: Nicollet Hotel, Minneapolis.


Region 7 (Kan., Okla., Tex.): Sept. 11-13: Oklahoma City.


Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis., Miss., Ala., Tenn., La., Ark., Okla., Tex., Colo.): Sept. 24-26: St. Louis.


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 Free & Peterser Colonel can tune you in on the New Selling Sound of KMBc-KFRM.

KMBc of Kansas City
KFRM for the State of Kansas

in the Heart of America

BMC Stories from the Sports Record

Continuities for October

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the autumn sports scene.

October's continuity package contains 12 fifteen minute programs featuring the sports of the autumn season... the World Series, football, the Olympics, along with some of the great anecdotes of the world of sports.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMc's Station Service Department for "Stories from the Sports Record."
Station Authorization, Applications, (As Compiled by B • T)

August 23 through August 29

Includes data on new stations, changes in existing stations, ownership changes, closing cases, rules & standards changes and routine roundup.

Abbreviations:
Cp — construction permit
DA — direction antenna
FCC — Federal Communications Commission
EFP — effective radiated power
VHF — very high frequency
UHF — ultra high frequency
vhf — visual
uhf — unlicensed
watts — watts

Am-FM Summary through August 28

App. In
Am 2,883 3,031 160 296 124
Cps 521 544 23 13 0

FCC Commercial Station Authorizations

As of July 31, 1956

VHF UHF Total

Commercial 329 513 842
Noncomm. Educational 17 15 32

Grants since July 11, 1952:

When FCC began processing applications after free time

Commercial 329 513 842
Noncomm. Educational 22 21 43

Applications filed since April 14, 1952:

When FCC began processing applications after free time

Commercial 1,011 377 791 1,489
Noncomm. Educ. 34 27 61

Total 1,072 377 825 1,144

Installs... Grants... Applications... Translators...

FCC ANNOUNCEMENTS

New TV Stations...

Applications

Wilmington, N. C.—Carolina Broadcast System Inc., vhb ch. 3 (60-666); 1,050 kw vis., 8.0 kw aur., altitude above average terrain 548 ft., above ground 601 ft. Estimated construction cost $224,259, first year operating cost $160,000, revenue $400,000. Post office address Box 96, Greenville, N. C. Station license for sale. Owner listed as Richard H. Wilford, 1315 Main St., Ruby Community, W. Va. RCA, antenna. RCA. Legal counsel: Lonnie Wilford & Associates, Greenville, N. C. Wilford is sole owner of the station. Filed Aug. 27.

San Angelo, Texas.—San Angelo TV Co., vhf ch. 3 (60-666); 1,486 kw vis., 0.76 kw aur., altitude above average terrain 223 ft., above ground 204 ft. Estimated construction cost $59,000, first year operating cost $44,000, revenue $90,000. Post office address Box 80, Greenfield, Ark. Estimated construction cost $224,259, first year operating cost $160,000, revenue $400,000. Post office address Box 96, Greenville, N. C. Station license for sale. Owner listed as Richard H. Wilford, 1315 Main St., Ruby Community, W. Va. RCA, antenna. RCA. Legal counsel: Lonnie Wilford & Associates, Greenville, N. C. Wilford is sole owner of the station. Filed Aug. 27.

San Antonio, Texas.—San Antonio Co., vhf ch. 3 (60-666); 1,050 kw vis., 8.0 kw aur., altitude above average terrain 548 ft., above ground 601 ft. Estimated construction cost $224,259, first year operating cost $160,000, revenue $400,000. Post office address Box 96, Greenville, N. C. Station license for sale. Owner listed as Richard H. Wilford, 1315 Main St., Ruby Community, W. Va. RCA, antenna. RCA. Legal counsel: Lonnie Wilford & Associates, Greenville, N. C. Wilford is sole owner of the station. Filed Aug. 27.

Existing TV Stations...

Applications

Kingman, Ariz.—Mohave County Board of Supervisors seeks chs. 70, 74 and 42, to re-broadcast respectively, chs. 2, 4 and 14, to re-broadcast, respectively, chs. 2, 4 and 14. Kingman, Inc. seeks to operate on the air in community 80 w. Estimated population to be served 5,000. Filed Aug. 27.

Lafayette, La.—By KVOL-AM/FM. Lafayette requests to operate on channel 30, to rebroadcast, respectively, chs. 2, 4 and 14. Lafayette, Inc. seeks to operate on the air in community 80 w. Estimated population to be served 5,000. Filed Aug. 27.

Translators...

Kingman, Ariz.—Mohave County Board of Supervisors seeks chs. 70, 74 and 42, to re-broadcast respectively, chs. 2, 4 and 14. Kingman, Inc. seeks to operate on the air in community 80 w. Estimated population to be served 5,000. Filed Aug. 27.

New AM Stations...

Applications

North Little Rock, Ark.—Arkansas Valley Broadcast Co., vhf ch. 3, 1 kw w., 1 kw e., 1 kw d. Post office address Box 220, North Little Rock, Ark. Estimated construction cost $18,000, first year operating cost $7,000, revenue $8,000. Principal: Mr. Harry Holby. Filed Aug. 27.

Hope, Ark.—Hope Broadcasting Co., vhf ch. 3, 1 kw w., 1 kw e., 1 kw d. Post office address Box 80, Hope, Ark. Estimated construction cost $18,000, first year operating cost $7,000, revenue $8,000. Principal: Mr. Harry Holby. Filed Aug. 27.

Altus, Okla.—Altus Broadcasting Co., vhf ch. 3, 1 kw w., 1 kw e., 1 kw d. Post office address Box 220, Altus, Okla. Estimated construction cost $18,000, first year operating cost $7,000, revenue $8,000. Principal: Mr. Harry Holby. Filed Aug. 27.

KRMN, Fort Smith, Ark.—Arkansas Valley Broadcast Co., vhf ch. 3, 1 kw w., 1 kw e., 1 kw d. Post office address Box 220, North Little Rock, Ark. Estimated construction cost $18,000, first year operating cost $7,000, revenue $8,000. Principal: Mr. Harry Holby. Filed Aug. 27.

KIRM, Jonesboro, Ark.—Arkansas Valley Broadcast Co., vhf ch. 3, 1 kw w., 1 kw e., 1 kw d. Post office address Box 220, North Little Rock, Ark. Estimated construction cost $18,000, first year operating cost $7,000, revenue $8,000. Principal: Mr. Harry Holby. Filed Aug. 27.

KELK, Elkins, W. Va.—Beaver Broadcast Co., vhf ch. 3, 1 kw w., 1 kw e., 1 kw d. Post office address Box 220, North Little Rock, Ark. Estimated construction cost $18,000, first year operating cost $7,000, revenue $8,000. Principal: Mr. Harry Holby. Filed Aug. 27.

KTRR, Texarkana, Tex.—Texarkana Broadcasting Co., vhf ch. 3, 1 kw w., 1 kw e., 1 kw d. Post office address Box 220, North Little Rock, Ark. Estimated construction cost $18,000, first year operating cost $7,000, revenue $8,000. Principal: Mr. Harry Holby. Filed Aug. 27.

KXIV, Redding, Calif.—Grant modified of cp to change ERP to 2.5 kw vis., 0.07 kw aur., station to change station license. Filed Aug. 27.
PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N.W.
ME. 8-5411
Washington, D. C.
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Member APOCB*

INTERNATIONAL BLDG.
W. D. C.
P. O. BOX 7037
JACKSON 5302
Member APOCB*

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Tel. 7-1205
Member APOCB*

A. D. RING & ASSOCIATES
30 Years' Experience in Radio
Engineering
Pennywinkle Bldg., Republic 7-2237
WASHINGTON 4, D. C.
Member APOCB*

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg., National 8-7757
WASHINGTON 4, D. C.
Member APOCB*

RUSSELL P. MAY
711 14th St., N. W.
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Washington 5, D. C.
Republic 7-3984
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WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C.
Dallas, Texas
1001 Conn. Ave., 4212 S. Bevner Bldg.
Member APOCB*

GUY C. HUTCHESON
P. O. Box 32
Cliffview 4-8731
1100 W. Abrom
ARLINGTON, TEXAS

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2513
Riverside, Ill.
(Member APOCB*)

Vandivere, Cohen & Warren
Consulting Electronic Engineers
612 Evans Bldg.
NA. 8-3498
1420 New York Ave., N. W.
Washington 5, D. C.

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N.W.
Washington 6, D. C.
Columbia 5-4666

GEORGE C. DAVIS
501-514 Munsey Bldg., Sterling 3-0111
Washington 4, D. C.
Member APOCB*

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W.
Executive 3-8670
Washington 5, D. C.
203 White Henry Stuart Bldg.
Mtsell 2280
Washington 1, Washington
Member APOCB*

Robert M. Silliman
John A. Maffet—Associate
1405 G St., N. W.
Republic 7-6446
Washington 5, D. C.
Member APOCB*

William E. Benns, Jr.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone Emerson 3-4671
Box 2468, Birmingham, Ala.
Member APOCB*

Carl E. Smith
CONSULTING RADIO ENGINEERS
4000 Euclid Avenue
Cleveland 3, Ohio
Henderson 2-1117
Member APOCB*

Lowell R. Wright
Aeronaautical Consultant
serving the radio & tv industry on aeronautical problems created by antenna towers
Munsey Bldg., Wash. 4, D. C.
District 7-1740
(nights-holidays telephones Herndon, Va. 114)

A. E. Towne Assoc., Inc.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

Member APOCB*

PROFESSIONAL CARDS

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
FULL TIME SERVICE FOR AM-FM-TV
O. Box 7037
Kensington, Md.
Phone Jackson 3-2502

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curriculum
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Engineering, Home Audio and Record courses.
Write for Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 77,440* Readers
among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*1956 ASA Continuing Readership Study

PROFESSIONAL CARDS

September 3, 1956 • Page 93

SERVICE DIRECTORY
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum. Help Wanted 25¢ per word—$8.00 minimum.
All other classifications 30¢ per word—$4.00 minimum. Display ads $15.00 per inch.
No charge for blank number. Send box replies to BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

Applicants: All transcripts or bulk packages submitted $1.00 charge for mailing (Forward remittances separately, please). All transmissions, photos, etc., sent to box numbers are sent at owner's risk. Broadcast-
ing • Telecasting expressly repudiate any liability or responsibility for their custody or return.

RADIO
Help Wanted

Managerial

Ownership plus active management opportunity desired. Can make small investment. Family, 15 years radio background. Top references. Box 650A, B-T.

Sales manager who "loves to sell". New Jersey independent ham immediate opening. Man can earn good five figure income. Box 652A, B-T.

Sales manager for only radio station in pleasantRock, not if accepting applications through September. Little income-career opportunity. Don't hesitate, this position will be filled fast. Box 726A, 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 manager—accepting applications through September 1. If you 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 1666, Little Rock, Arkansas.

Inidiesla, Miss. WNLJ needs manager-salesman immediately. Only station in city of 6000. Salary and overtime 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.

RCA

Opportunity at RCA
FOR
BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of AM and television broadcasting equipment. Here's an excellent opportunity for training and experience with color TV transmitters. Opportunities exist in Atlanta, Chicago and suburban Philadelphia.

You need: 2-3 years' experience in broadcast equipment, including work on TV or AM transmitters installation. You should have: good technical schooling and 1st Class Radio-Telephone License.

Enjoy RCA advantages:
Top Salaries
Many Liberal Company-Paid Benefits
Relocation Assistance

For personal interviews, please send a complete resume of your education and experience to:

Mr. James Ball, Employment Manager, Dept. Y-3J
RCA Service Company, Inc.
Cherry Hill, Camden 8, N. J.

RCA SERVICE COMPANY, INC.

Page 94 • September 3, 1956

RADIO
Help Wanted—Cont'd

WANTED: Ambitious sales manager for WWOOC, Manitowoc, 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 480A, B-T.

For a good experienced solid salesman, we offer high earnings and advancement on a good solid basis. Box 690A, B-T.

Update New York sales. Man or woman experience. Send photo, resume, wage demand. Box 697A, B-T.

Assistant salesman needed for radio-television facility. Wonderful opportunity for right man. Excellent salary, plus commission. Number 1 market. Send full details to Box 702A, B-T.

Opportunity knocks. Chance for aggressive salesman to own boss and make a little money. Box 704A, B-T.

ANNOUNCERS

Immediate opening in central Florida station for experienced, versatile disc jockey-anouncer. Must be strong on personalities and showmanship. Salary plus talent. Paid vacation. Send tape audition and application to the above address. Box 652A, B-T.

WANTED—GHJ DJ with spark and pep, bright and breezy, adroit with flow and momentum, capable of handling information, news, quips, novel quips, novelty, news and quips, news and quips, news and quips. Also tape. Box 659A, B-T.


Experienced announcer for Montana's number one radio station. Health insurance, two weeks paid vacation after one year, 40-hour week. Email tape, photo, availability in letter, to Assistant Manager, KBFB, Great Falls, Montana.

Little Rock, Arkansas—new negro station—KOKY staff needs 4 Negro DJ's for AM and religious —accepting applications through September 15. Send all details, experience, and picture first letter. Box 1555, Little Rock Arkansas.

Two top-notch combo men being transferred into our own. Need men of equal caliber to replace them immediately. Must have first phone. Send tape and resume to Ed Motley, KMEM, Spokane, Washington.

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RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-salesman. Prefer man from Oklahoma, Arkansas, Texas. Contact George Merker, KMTC, McAlester, Oklahoma.

Help wanted: Announcer—first phone—$40.00. 30 miles from New Orleans. Call Bay Saad, KTIB, Thibodaux, Louisiana.

Wanted: Combo-man with first ticket, present college town. Must have excellent commercial work. Write Dr. W. Thomas, WLSR, Fort Worth, Texas.

Wanted: Experienced announcer-engineer. Will work in any city, Atlantic City to Miami. Box 578A, B-T.

Technical

Engineer—first class, Lancaster, Pa.

WANTED—TELECASTING

Help wanted: Engineer—first class license. Have experience and enjoy the outdoors. Write Box 578A, B-T.

RADIO

Help Wanted—(Cont’d)

Announcers

Announcer—first class license. Apply to Station WYLB, Rantoul, Ill., for interview.

Wanted: Excellent voice. Good writer. Lion's Gate is opening new station. Write or phone Box 578A, B-T.

WANTED

Help wanted: Radio engineer with factory experience. Write Box 578A, B-T.

RADIO

Help Wanted—(Cont’d)

Technical

Engineer—first class license. Good salary, plus overtime. Write Box 578A, B-T.

National has a multitude of outstanding opportunities both now and in the future, contact National today. If we don’t have one on file, we’ll find one for you.

Personnel and job requests are still pouring in from ALL sections of the country. List NOW with National for the job OR person you’ve been looking for! Write, wire or phone M. E. Stone, Manager today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.
WANTED: Engineer-announcer combination.
Chief engineer for combo work.
Norwich, Connecticut. WESO-WDLC, miles from New York. Must be able to fill job. Apply to Tekre, Nebraska. Top TV engineering opportunity. Send complete qualifications, references and photograph to Woodbury, Woodbridge, Mass. Good pay and working conditions.

First class engineer wanted immediately for combo work.

抄写员工作
至少在五个大区
提供抄写工作
一天至少需要工作八小时
工作地点在广播电台
有工作机会

需要立即到岗

底薪从200美元起
有工作机会

Copywriter, receptionist needed immediately.
Montana station. Applicant should have limited experience in booking and traffic duties. Include phone, references and salary requirements in application. Box 652A, B-T.

Top copywriter position available immediately.
New York. Must be good typist, creative production minded. Send personal prospectus, picture, references and copy for consideration. Box KTRN, Wichita Fall, Texas.


Copywriter, female—wonderful opportunity. Metropolitan, long-established AM station. Opportunity for advancement into our TV station. Send resume and sample of writing or call for appointment. Ralph Xana, WCNB, 1225 New Britain Avenue, West Hartford 10, Connecticut.

Situations Wanted

抄写员

Help Wanted

AdVERTISING AGENCIES

Help Wanted

Top-flight general manager available immediately.
Industry veteran with excellent working knowledge of all phases of radio and television. Interested in selling radio to a large group of owners and advertisers. Write Complete details and background, Write Box 617A, B-T.

Top sales manager available immediately.
MTV, looking to expand our advertising department. Write complete details and background, Write Box 617A, B-T.

Will offer the following positions:

Manager: Investigate before you invest! Factual start, administrative and personal sales record; bonafide details and figures; top accredited industry reputation; substantiated local/national sales know-how business setting ability. On your desk—your request! Nothing to lose. Confidential. Box 518A, B-T.

Sales manager: Don't try to top a proven pro—hire his experience and know-how! Factual outline and bonafide detailed personal sales record substantiating national/local business getting ability yours for the asking. Now working but confidentially seeking your inquiry. "Don't let a good one get away." Box 518A, B-T.

Manager with outstanding sales and programming record is interested in association with midwest 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 50,000 in the midwest. Box 586A, B-T.

Experience general manager—am-tv—currently heading top-rated small market network operation. Have the New York-Chicago agency and advertiser contacts. Will relocate with progressive operations. Write complete details and background, Write Box 617A, B-T.

Top sales manager available immediate ly.
MTV, looking to expand our advertising department. Write complete details and background, Write Box 617A, B-T.

Well known radio executive leaving present post. Would like thrilling, competitive medium market, with growth. Will relocate with program and promotion background. Will pay dividends for both you and myself. Have finest industry references and top record. Write Box 617A, B-T.

ANYONE INTERESTED

who would like to receive our national publication, TELEVISION, please let us know and we will be happy to send it to you at no cost or obligation.

NORTHWEST
RADIO & TELEVISION
SCHOOL

1221 N. W. 21st Avenue
Portland, Oregon 97210

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MTV, looking to expand our advertising department. Write complete details and background, Write Box 617A, B-T.

Well known radio executive leaving present post. Would like thrilling, competitive medium market, with growth. Will relocate with program and promotion background. Will pay dividends for both you and myself. Have finest industry references and top record. Write Box 617A, B-T.

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 personnel. 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.

ANKY INTERESTED

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Call Northwest FIRST!

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RADIO

Situations Wanted—(Cont’d)

Manager

Manager. Experienced independent and network. Small or medium middle west market. Box 623A, B-T.

Station manager—long successful experience. Station management and sales. Operate under strict economy and energy. Efficient operator. Mature man, referable, sober, excellent references. Box 610A, B-T.

Well-known midwest general manager of radio and tv available. 10 years experience, ten years with present company. Married, family, age 38. Box 663A, B-T.

Salesman seeks management opportunity small market station. Young. Aggressive. Box 674A, B-T.

Attention Florida: 10 years sales and management experience in radio and television. Now in Florida, available for interview. Top qualifications, references. Box 680A, B-T.


Salesman—positive thinking, skilled, experienced class man manager. Successful salesman, organizer, proven record, ability. Family man desires position to work hard and learn. Prefer working in the south. Either salary or commission. Box 700A, B-T.

Salezmen

Six years experience, Outstanding sales record. Sending resume for your interest. Box 500A, B-T.

Young, aggressive salesman. Recent Midwestern Broadcasting School graduate. Short on experience but will work hard to learn. Prefer working in the south. Either salary or commission. Box 700A, B-T.

Announcers

Experienced enthusiastic DJ. Build good balanced record shows for morning, afternoon or night. Have fast moving alert morning with personality and top rating. Excellent delivery on commercials. Make personal contact with sponsors. Dating type. Classes. Cool. Strong personality. Salary and tape on request. Box 620A, B-T.

Negro DJ want second chance: Have good personality, very dependable. Box 594A, B-T.

Negro announcer-engineer-1st class strong on network and air, work to get. Box 594A, 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. Box 663A, B-T.

Announcer—one year all around staff experience. Third class ticket. Car. Box 663A, B-T.

Announcer—third class ticket—family man desires permanent location in small or medium market operation. Southern states preferred. Box 725A, B-T.


Top announcer—3 years radio schooling, single. Will travel, 7 years experience as relief announcer and record librarian. Box 663A, B-T.

Announcer, experienced in sales, copy, promotion, and public affairs. Willing to relocate. Desires position reporting to management. This is an asset to any organization. Contact me and see. Box 512A, B-T.

Razor sharp—production minded announcer, energetic, versatile and all phases, family—ambitious. Prefer indie. Florida, southeast. Box 654A, B-T.

DJ-News-sports, presently employed—married. Want to relocate in larger market in the east. Box 663A, B-T.

Beginner, radio school graduate, seeks opportunity in radio or television. Tape, resume, photo. Box 596A, B-T.

ANNOUNCER

Announcer-DJ. No great talent, just steady, dependable, mature air-salesman. Box 674A, B-T.

Broadcasting school graduate, strong on hard sell commercials, news, DJ, board, play-by-play. Desires position. Married,awnibited. Tape, photo, resume. Box 674A, B-T.

Pennsylvania only. Experienced-reliable good voiced married. 6 hour week—employed. Box 681A, B-T.

Staff announcer, negro, thoroughly trained, news, commercials. B.T., board, tape available. Box 682A, B-T.

Announcer, negro, terrific disc jockey personality, some experience. Tape available. Box 688A, B-T.

Experienced staff announcer, would like start at station to do play-by-play. Would prefer east—would also accept iv. Box 688A, B-T.

Announcer-radio tv. On-camera commercials. 9 years experience, 3 years iv, veteran, $35.00 minimum. Prefer midwest, consider elsewhere. Box 688A, B-T.


Announcer; 26, married, vet, radio school graduate. Available immediately. Tape, resume, photo upon request. Box 694A, B-T.

Attention midwest: Have recently left but want to return. Experienced, space in department and have operated board and any. References from all stations around. Recently relocated veteran. First consideration given to staff and operation. Box 694A, B-T.

Announcer. 7 years experience. Strong news, commercials. Seeks permanence, opportunity. Box 696A, B-T.

Experienced combo announcer-DJ. Young, versatile, knows music. Working for 1st ticket. Tape available. Box 700A, B-T.

ist phone experience. DJ, news, play-by-play. $100 minimum. Box 700A, B-T.

Announcer—wages not counted as much as experience desired. Single, willing to travel, Gemini, wish for progress. Box 700A, B-T.


High school graduate desires start in radio. Has little experience. Box 717A, B-T.

Available—experienced announcer, desires to relocate—all offers considered carefully. Box 721A, B-T.

Stop—look—experienced announcer—single—vet—network experience—have suitcase. Box 725A, B-T.

Top announcer, first phone. 4 years experience, well employed, wish to locate in northeast. Box 727A, B-T.

Veteran, recent graduate, strong news, deejay, commercial copy writer. Single. Has travel available. Box 727A, B-T.

Prodigal son of midwest has repented—wishes to return. Available September 10. Must have $5,000 experience and ability worth it. Tom Elliskins, 1800 West 30th, Little Rock, Arkansas.


Experienced pop DJ. Formally with top indie in the midwest, now seeking a change, northeast preferred. Wykle: Announcer. Box 694A, 2nd Broadway, N. Y. C., N. Y., or phone Whitehall-

Combo-man with five years experience engineer-announcer. First class license. Want job with major station. Write 712 Elliot Avenue, South, Minneapolis, Minnesota.

Technical

Chief engineer. Fully qualified and experienced. Can make moderate investment. Box 660A, B-T.

Programming-Production, Others

Program director, other supervisor. 8 years experience radio-tv. Presently employed responsible position major 50kw. Would like to put management, experience and knowledge to good use. Small station. Young man, single. Box 692A, B-T.


Young aggressive program director seeks affiliation with major station with a veteran. Will consider staff announcer if potential exists. Single. Ambitious. Two years experience. Box 688A, B-T.

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Program director. Experienced and independent network stations. Young! Creative! Ideas! Box 796A, B.T.

Would you like a personality gal who has been doing publicity, promotion and editing television show for summer stock company? Performed delayed shows in clubs, radio, and teen center. Last job with number one station for two years. Excellent references. Dottie Miller, 615 West Fifth Avenue, Flint, Michigan.


Television

Help Wanted

Salesmen

Wanted: Tv times salesman, in the nation's fastest growing market. Must have sales experience, however tv experience is not necessary. Liberal salary and commission. Contact Mike Kitay, KVTY, Denver, Colo., or Hugh Larue, WINS, New York.

Top-notch salesman for top-notch tv station in rich market. Will handle process sales, some small amounts of news footage. Some newsvirt-ual selling experience important. Wants complete resume with salary requirements. Box 508G, B.T.


Account opportunity in network for man experienced in general or program cost accounting in station in mid-sized or larger market, willing to relocate in major market. College degree in accounting, finance or general business. Experience in public accounting preferred. Age limit 32. Send detailed resume to Box 671A, B.T.

Top station in highly competitive market needs aggressive program director for full power NBC station. Good man outside towns. Box 700A, B.T.

WTPA-TV, Channel 11, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photographs to Chief Engineer.

Programming-Production, Others

Experienced one man operation for owner-managers. Both need experienced tv engineers. Full resume. Box 616A, B.T.

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.

Television

Help Wanted

Technical

Transmitter supervisor, G.E. equipped, midwest, metropolitan station, top salary. Preferably within commuting distance and maintenance experience. Box 658A, B.T.

First phone operator. Top pay, chance for advancement. No experience necessary. Box 653A, B.T.

Transmitter engineers for aggressive vhf, DuMont experience preferred, however will consider sales or design man with good technical background. Send details, schooling experience, family status, phone, salary, Chief Engineer, KEGO-TV, 146 Truston Ave., Bakersfield, California.

Studio video technician, permanent position. Good character and mechanical ability, good communication in English and French, excepted, and recent snapshot. KRMN-TV, 12th & Weldon, Little Rock, Arkansas.

Permanent position for engineer with first phone and line radio and television operation and maintenance. Contact :Our Kób, WSCB, Charleston, South Carolina, for details.

Need first-second class men for studio-transmitter-operating-maintenance. Full resume first letter to Chief Engineer, WHTV-TV, Huntington, West Virginia.

WTIC-TV, Channel 11, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photographs to Chief Engineer.

Programming-Production, Others

Experienced continually writer for large eastern network affiliate. Experienced in copy, has system and complete resume with salary requirements. Box 508G, B.T.

Experienced news photographer for local sound and screen work in process of opening up new studio. Must have some knowledge of small amounts of news footage. Some newsvirt-ual selling experience important. Wants complete resume with salary requirements. Box 508G, B.T.

Account opportunity in network for man experienced in general or program cost accounting in station in mid-sized or larger market, willing to relocate in major market. College degree in accounting, finance or general business. Experience in public accounting preferred. Age limit 32. Send detailed resume to Box 671A, B.T.

Top station in highly competitive market needs aggressive program director for full power NBC station. Good man outside towns. Box 700A, B.T.

Giri as assistant to program manager. Established medium-sized market. Must be very helpful but not required. Typing and shorthand essential. Full size, full benefits. Box 664A, B.T.

Excellent opportunity for alert promotion man. WFMV-TV, Greensboro, North Carolina, needs a promotion man. Must have some experience in radio and/or television. Job entails supervision as well as execution of newspaper advertising, program, station and market promotion in trade press, on the air promotion, research and develop-ops sales promotion aid. This is a 3-person de-partment in a progressive station. Send full de-tails on training and experience, along with photo.

Experience news director capable of delivering own newscasts on camera and handling local news staff. Position open immediately. Send complete details and photo to W. Kein, Program Director, WPTV, Rockford, Illinois.

Television manager available. Finest sales record. Seeking progressive operation that needs sales boost. Full details, write 616A, B.T.

Top-flight general manager available immediately. Industry veteran with excellent working knowledge of all phases of radio and television. Looking for medium to medium-market where I can build a station from red to black in a short time (have one of the finest sales records in the business, sold on sharp commercial operation). For complete details and back-ground, write Box 614A, B.T. Confidential.

Well-known midwest general manager of radio and tv available. 16 years experience, ten years with same company. Married, family age 38. Box 856A, B.T.

Experienced sales manager well qualified in sales, marketing, management. Presently employed but looking for new opportunity. Advise salary possibilities. Box 860A, B.T.

Announcers

Announcer, experienced in sales, copy, promotion, and public relations seeking permanent an-nouncing position. I can be an asset to your or-ganization. Contact me and see. Box 658A, B.T.

Other

Engineer, tv. Recent 1st phone, state salary. Write: Paul Planciat, 2119 N. Parkside, Chicago, Illinois.

Television

Help Wanted

Technical

CBS newsmen in major market looking for tv opportunity, air work, writing, administrative. Box 715A, B.T.

Writer-newsmen. Can gather, photograph, write and broadcast news. Knows still, movie cameras. 27 years experience. Now needs aggressive position. Box 665A, B.T. Box 716A, B.T. West coast. Salesman or producer-director. Slightly used. Guaranteed to relieve headaches. Works while you sleep! Highly recommended. This week . . . only $651 (C.O.D.) your hour. Box 717A, B.T.

Director-producer—film man 4 years with top midwest station—will relocate BA, MA degrees. Best references. Box 677A, B.T. See ad under Radio—Dottie Miller.

For sale

Stations


A principal city, middle south state, fulltime station with earnings record. $250,000. Terms 29% down, balance over 5 years. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Tennessee small market station, $33,000 total price. Responsible party can purchase with $12,000 down. Paul H. Chapman Company, 84 Peachtree, Atlanta.


Also see Florida stations, both under $90,000. Both need good owner-managers. Terms can be arranged. See John Hanly.

Eastern fulltimer, grossing around $125,000. Owner-manager. Must have experience in radio and/or television. Selling. Box 718A, B.T. Also see Florida stations, both under $90,000. Both need good owner-managers. Terms can be arranged. See John Hanly.

Northeastern fulltimer, Excellent for owner-manager. Small market, aggressive program, with good lease situation. Low overhead, breakeven operation. Asking $45,500, or as low as 50% down. See John Hanly.

Southwestern fulltimer, combo operation. Staff of nine. Grossing about $85,000, asking $53,- 000.1 full timer, combo operation, asking $45,500.00, or as low as $15,000.00 down. See John Hanly.
FOR SALE

Equipment

New England daytimer, single market. Established station in black. Asking $48,000.00, all cash. See John Hanly.

Eastern fulltime. Groom around $125,000.00. Operating costs, $100,000.00. Salaries, $52,000.00. Excellent frequency. Asking $125,000.00, $50,000.00 cash. See John Hanly.

For the best station buys in the east and south. Call John Hanly. 1272 De Sales Street, N. W., Washington, D. C. Executive 3-2125.

RCA TT-1A high band transmitter, factory converted to air cooling. Box 335A, B-T.


Schafer remote unit, brand new; two Standard libraries. Box 724A, B-T.

One new 7CS tube in origina carton. Will sell for $200.00. KCCY Radio Station, Corpus Christ, Texas.

For sale: One Gates 3 speed turntable, CB-11 in good condition . . . price $85.00. KFLLD, Box 1000, Floydada, Texas.

For sale: 1 Carter rotary converter-by DC input, 15v output complete-$55. 1-Wike battery portable tape recorder. Compact unit-measures 6 1/2-14 inches. Includes microphone-$180.00. Wico tape recorder, Model 8TM. Full track recording head. 1/2 Input, jacks for phones, extension speakers. 7ips-8ip. KGAE. Gainesville, Texas.

160 foot Wincharger. 101 guyed tower, dismantled, base insulator, guys, make offer KSIB, Creston, Iowa.

For sale: Gate 9ECO limiting amplifier in good condition. $300.00. KTTL, Tillamook, Oregon.

Come and get it. 3,800-record western music library. $600.00 buys everything except the shelf. Station KTTL, Mesa, Arizona.

Minitape tape recorder . . . over the shoulder portable 714 battery operated in first class condition. Looks and runs like new. Has been used tops of 50 hours and probably less. Cost $355. First check for $155 delivers this ready-to-operate professional portable complete with microphone and battery charger. General Manager, WACX, Chicago, MAss.

For sale—150 ft. self-supporting IDECO tower, insulated. Call or write WARK, Hagerstown, Maryland.

REL type 695 50 watt transmitter and receiving units. Whips and receiving dipole. 25 ft. windup mast. Call or write on 125.11 meg. Contact WCFL, Rocky Mount, N. C.

Dual channel frequency monitor, adjusted to 1400. Model FD-1A, good condition. $125.00. Radio Station, BIE, Monroe, Ga.

Best offer takes insulated self-supporting 150 ft. tower. Call KEBU Public 7-8000, Washington, D. C.

Commercial rystsles: And new or replacement broadcast cots for Bulley, Western Electric, RCA holders. Condenser frequencies. Crystal re-grinding, etc. Reasonable prices, fastest service—also station am monitor service. Over 20 years in the business! Edison Electronic Company, Temple, Texas.

Keep working capital free. Lease needed studio, transmitter, office fixtures, aircraft, autos, etc. Anywhere U. S. A. Gene O'Fallon & Sons, Inc., 639 Unit, Denver, Am 6-2397.


WANTED TO BUY

Stations

Private sales. Dignified personal service. Texas, Colorado, Oklahoma, Arkansas, Kansas, Missouri, Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted: One used live camera chain, Prefer field power supply and control unit. Box 835A, B-T.

WANTED TO BUY

Equipment

Any type used console. Must be in operating or easily repairable condition. Box 657A, B-T.

Wanted: Used Ampex 504-B tubes in satisfactory condition. WCTA, Andalusia, Alabama.

Wanted: New surplus radio transmitting tubes any quantity. Types TR3, 885, 852, 857, for Trans-International Forwarders, Inc., 6 E Beaver Street, New York 5, N. Y.

INSTRUCTION

FCC first phone In 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk 11-A, 1226 W. Avenue, Hollywood 27, California.


FCC first phone license. Concentrated speed course. New class begins September 7th. Monty Koffer, 745 Hendrick Street, Brooklyn 1, N. Y.

RADIO

Help Wanted

Managerial

SALES EXECUTIVE

Small, well financed, station "rep" bursting at its seams with energy and ambition seeks aggressive sales-executive capable of taking over new business department. You make the proposition. We'll listen. Replies in confidence.

Box 660A, B-T

Programming-Production, Others

WANTED TO BUY

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 administer 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 the 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 the opportunities for advancement are unlimited. Send complete information on your experiences, qualifications, capabilities. Also a small photo. Replies confidential.

Box 635A, B-T

(Continues on next page)
Continued from page 92
Co.'s application seeking cp for new am (1350 kc., 300 w. d.) amended to change ant. trans. and studio location to 125 Pendleton St., Columbia; 1500 w. d. and change make changes in ground system. Amended Aug. 25.

Attleboro, Tex.—Application of Bill Mathis seeking cp at 1310 kc. d. w. d. amended to change time to 910 kc; change in ant. and height and make changes in ground system. Amended Aug. 23.

APPLICATION DISMISSED
Wallis Walla, Wash.—Wallis Walla Musicians' application seeking cp for new am (1300 kc, 120 w. d.) dismissed (request of applicant). Dismissed Aug. 29.

Existing Am Stations...

ACTION BY FCC

WBHG Lynchburg, Va.—Granted mod. of cp to make changes in ground system. Announced. Aug. 29.

APPLICATIONS

KAGH Crockett, Ark.—Seeks cp to change frequency from 1340 kc to 800 kc; change hours of operation from 7 a. m. to 2 p. m. and 5 p. m. to 12 a. m. to change ant. trans. and studio location. Filed Aug. 23.

KRCP Brawley, Calif.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Aug. 22.

KAKF Live Oak, Fla.—Seeks cp to change from 1240 kc to 1150 kc. Increment power from 260 w to 1 kc; install DA-1, new trans. and change ant. trans. location to Hall Ave., 1/4 mile southeast of runway Ave., Orange Grove, Calif. Filed Aug. 24.

KPOI Los Angeles, Calif.—Seeks mod. of cp (which authorized change hours of operation, increased power from 1 kw. to 1.5 kw.) to make changes in ant. height and make changes in ground system. Filed Aug. 26.

KBQI San Diego, Calif.—Seeks cp to increase power from 1 kw. to 1 kW. to 2 kw. N, 1 kw. D, to 3 kw. N, 16 kw. D; change from DA-N to DA-2; change ant. -trans. location, from Crestview and Mission Gorge Rd., El Cajon, Calif. make changes in ant. (3 additional towers, decrease height). ground system and install new trans. Filed Aug. 24.

KAGR Winchester, Va.—Seeks cp to increase power from 100 w to 510 w. Filed Aug. 27.

KMH Klamath Falls, Ore.—Seeks mod. of license to change main studio designation from 1390 to 1450 kc. Filed Aug. 24.

WJIN-AM, Portland, Ore.—Seeks cp to increase power from 100 kw. to 50 kw. in a new building. Filed Aug. 24.

APPLICATIONS

Sewell, Ala.—Seeks authority to determine operating power by direct measurement of ant. power. Filed Aug. 25.

APPLICATIONS

WCPM Cumberland, Ky.—Seeks cp to change frequency from 1360 kc to 1310 kc, change and hours of operation from 230 w to 1 kw D and change trans. Filed Aug. 27.

KOL Silver City, N. M.—Seeks cp to change frequency from 1350 kc to 1500 kc; change ant. trans. location, and make trans. changes in the studio. Filed Aug. 27.

WRIV Riverhead, N. Y.—Seeks cp to increase power from 1 kw. to 1 kw. and change ant. and studio location. Filed Aug. 24.

WJQB Lancaster, Ohio—Seeks cp to increase power from 50 kw to 1 kw. Filed Aug. 27.

WBVP Beaver Falls, Pa.—Seeks cp to install new trans. Filed Aug. 24.

KOMC Arlington, Tex.—Seeks cp to install new trans. Filed Aug. 21.

KFTN Springfield, Mo.—Seeks mod. of cp (which authorized new ant) for extension of completion date. Filed Aug. 28.

APPLICATIONS

KSON San Diego, Calif.—Application seeking authority to determine operating power by direct measurement of ant. power returned to be noted. Returned Aug. 27.

WCUP Crestview, Fla.—Application seeking mod. of cp to change studio location returned (unnecessary). Returned Aug. 29.

WKO Southbridge, Mass.—Application seeking authority to determine operating power by direct measurement of ant. power returned to be noted. Returned Aug. 27.

APPLICATION RESUBMITTED

WKBX-WQXX, Charleston, S. C.—Resubmitted application seeking authority to determine operating power by direct measurement of ant. power. Resubmitted Aug. 25.

New Fm Stations...

APPLICATIONS

Sacramento, Calif.—Town & Country Broadcasters, 95.5 mc, 1.5 kw. 1st call address 3936 19th St., Sacramento 31, Calif. Estimated construction cost $3,800, first year operating 600.00, revenue $14,000. Principals include William T. White, Jr., Robert F. Stendig, and George R. Dill. Filed Aug. 28.

APPLICATIONS

WABR-FM Mobile, Ala.—Granted request to cancel license; call letters to be deleted. Granted Aug. 26.

WSBN-FM Savannah, Ga.—Granted request to cancel license; call letters to be deleted. Granted Aug. 26.

APPLICATION

WUSC-FM Columbia, S. C.—Seeks cp to change studio location to 1356 Pendleton St., Columbia, S. C., 100 kw, 1,000 ft. above average terrain and make ant. changes. Filed Aug. 25.

APPLICATION RETURNED

WPRM-FM Coulter Park, Pa.—Application seeking to change expired permit returned Aug. 21. (Improperly dated.)

Ownership Changes...

WPIR Fall City, Ala.—Seeks assignment of license in lieu of David Brink to SL Clark Besty. System, for $125,000. Mr. Besty is married to Mrs. Sarah Brink. Russell Brink is the XZ, partner. Filed Aug. 25.

WCKC Los Angeles, Calif.—Seeks assignment of license to partners. Filed Aug. 25.

WLPK-P Outer Banks, N. C.—Seeks change of location from Frisco to Cape Hatteras; to increase power to 1 kw. Filed Aug. 25.

WTHEC-C Greenwood, S. C.—Seeks change of location from Greenwood to West Columbia; to change power from 70 kw to 1 kw. Filed Aug. 25.

WLCR-AM, Jackson, Miss.—Seeks assignment of license to Bibb County Broadcasting Co., for $100,000. Mr. Bibb is the XZ, partner. Filed Aug. 25.

WCBJ-WTTS, Ft. Wayne, IND.—AM-TV Indianapolis, Ind.—Seeks transfer of control from Indiana Besty. Co. to Indiana Besty. Co. and Fred Lamar, direct owner (15.33%) and Fred Lamar, Jr., (15.33%); Fred Lamar, Jr., (15.33%) and Fred Lamar, (15.33%); Fred Lamar, (15.33%); Fred Lamar, (15.33%); Fred Lamar, (15.33%); Fred Lamar, (15.33%). Filed Aug. 25.

WFNK Whitefish, Mont.—Seeks assignment of license to WFNK General Operating Fund, Inc. to increase power to 1 kw and studio location to 1100 Main St., Choteau, Mont. Filed Aug. 25.


WCMC-FM, Oklahoma City, Okla.—Seeks assignment of license to OKC Television and Radio Co., and for $250,000. Mr. OKC Television and Radio Co., and for $250,000. Filed Aug. 25.

WROD-FM, Nashville, Tenn.—Seeks assignment of license to Mr. Roy Good, for $250,000. Mr. Roy Good, for $250,000. Filed Aug. 25.

WBOI-AM-FM, Scranton, Pa.—Seeks assignment of license from Scranton Broadcasters Inc., to WBOI Radio Inc., for $250,000. Mr. WBOI Radio Inc., for $250,000. Filed Aug. 25.

WAFB-FM,(DataType,VA.—Seeks transfer of control of licensee control to Woodbury S. Ober and make changes in license for common and preferred stock from 15% holders for 25%. Mr._SKinner, will now hold 61.1% interest in station. Filed Aug. 25.

WONP-LA Persian, Bakersfield, Calif.—Seeks transfer of license to licensee corporation from Charles E. Broughton and Robert A. Saitzstein to Paul R. Skinner, through sale of 65% shares of common stock for $25,000. Mr. Skinner will now hold 51.1% interest in stations. Filed Aug. 25.

APPLICATIONS

Rochester, Minn.—Hearing Examiner Herbert Sharfman issued Initial Decision looking toward grant of application of the Rochester Broadcasters Inc., filed Aug. 23, for new fm station to operate on 1570 kc 500 w d. in Rochester, Minn. Announced Aug. 7.

Cherry, Pa.—Hearing Examiner J. D. Bond granted Decision looking toward grant of the Commission's November 2, 1956, grant for transfer of control of WJHU Westmoreland County Broadcasting Co., et al., to Pittsburgh Television Inc., and denying protest of WIND Inc. (WVB-TV, ch. 18), Leeds, Pa., from authorization to issuance of license. Filed Aug. 23.

WOGG-FM, Norfolk, Va.—Seeks transfer of license to licensee corporation from James E. Broughton and Robert A. Saitzstein to Paul R. Skinner, through sale of 65% shares of common stock for $25,000. Mr. Skinner will now hold 51.1% interest in stations. Filed Aug. 25.

APPLICATIONS

Southeastern Beatty System, Macon, Ga.—By memorandum opinion and order FFC denied

FOR THE RECORD

ALLEN KANDER

And Company

1701 K Street N.W.  •  Washington 6, D. C.  •  NA 8-2233
66 East 43rd Street  •  New York 17, N. Y.  •  NA 2-0644
55 East Warner Drive  •  Chico, Calif.  •  RA 6-4688

Page 100  •  September 3, 1956
Routine Roundup...

August 23 Applications

Accepted for Filing

KDFN DeQueen, Ark.—Seeks license to cover cp which authorized new am.

KEFT Fort Morgan, Colo.—Seeks license to cover cp which authorized change in frequency, power and hours of operation.

KPEL Pueblo, Colo.—Seeks license to cover cp which authorized new am.

KUSN West Monroe, La.—Seeks license to cover cp which authorized new am.

WFBT Caribou, Me.—Seeks license to cover cp which authorized new am.

WSKH Hillsboro, Ohio—Seeks license to cover cp which authorized new am.

WCBE Columbus, Ohio—Seeks license to cover cp which authorized new am.

WCBF Antigo, Wis.—Seeks license to cover cp which authorized new am.

KAVL Lancaster, Calif.; KCM Morwell, N. M.—Remote Control

KBCQ San Diego, Calif.; KRAI Craig, Colo.; WUSC-FM Columbia, S. C.

August 24 Applications

Accepted for Filing

WBGR Lynchburg, Va.—Seeks mod. of cp (authorized new am) to make changes in ground system.

Modification of License

WBCU Union, N. C.—Seeks mod. of license to change hours of operation from 9 to 8 p.m. Sun. to 10 p.m. Sun.

License to Cover Cp

WUNC Chapel Hill, N. C.—Seeks license to cover cp which authorized expired permit.

Remote Control

KONI Phoenix, Ariz.; KVNI Coeur d'Alene, Idaho; KKBK La Plata, Nev.; KVBP Artesia, N. M.

Renewal of License

Renewed

Murray, Utah.—KMU-RF renewal for renewal of license (signed by gen. mgr.).

August 27 Decisions

Actions on Motions

By Hearing Examiner Herbert Sherman

San Antonio, Tex.—By Memorandum Opinion and Order dated Aug. 10 on its protest of May 2 request for transfer of control of KTVX-Austin, Tex. to St. Mitchell Motors to McLendon Investment Corp. Action Aug. 23.

By Hearing Examiner H. Gifford Irion

Broadcast Bureau granted petition for extension of time from Aug. 21 to Sept. 10 for filing proposed findings and conclusions, and final date for their consideration was extended to Sept. 15 to cover re tv application of WSLA (TV) Stina, Alas., for mod. of cp. Action Aug. 21.

By Hearing Examiner J. D. Bond

Anna, Ill.—Granted petition filed July 21 by Annawan, Ill., Co. for leave to amend app. application to show "engineering studies and surveys made by the applicant leading toward the elimination of the reasons the application was designated for hearing." Action Aug. 21.

August 28 Decisions

By the Broadcast Bureau

WCPH Etoeh, Tenn.—Grant renewal of license.

KBMB Coalinga, Calif.

August 28 Decisions

By the Broadcast Bureau

Action of August 23

WCPH Etoeh, Tenn.—Granted to authority to trans. by remote control from 109 Ninth St.

Actions of August 22


KBCQ San Diego, Calif.—Granted to authority to trans. by remote control from Seventh Ave. and Arizona, using new cp.

Action of August 29

RAMD Camden, Ark.—Granted extension of completion date to 11-10-56, conditions.

August 28 Applications

Accepted for Filing

KCNO Alturas, Calif.—Seeks mod. of license to change name of license to Interstate Broadcast Company of Oregon.

KTN Olympia, Wash.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KSON-FM San Diego, Calif.—Seeks license to cover cp which authorized changes in licensed station.

WOL-FM Washington, D. C.—Seeks license to cover cp which authorized changes in licensed station.

August 29 Decisions

Actions on Motions

By Commissioner Richard A. Mack

WDDC-Huron, S. D.—Wish TV Co., Inc., to 22nd (signed by gen. mgr.).

Wanke, Tenn.—Application for extension of time to file opposition to petition for reconsideration and modification filed by WLY-TV, Inc. in the 5th proceeding. Action Aug. 23.

WYV-TV Peoria, III; WTVP-TV Peoria, III—Granted joint motion to file replies or for leave to file rejoinder thereto, filed Aug. 22, insofar as it requests acceptance of rejoinder reply to separate replies filed Aug. 15, by Commission's Broadcast Bureau and by WYUL Television Co., Peoria, Ill. in ch. 8 proceeding. Action Aug. 23.

SEASONAL VERIFICATION

Renewal of License

Remote Control

KBMB Coalinga, Calif.

BROADCASTING

TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START YOUR SUBSCRIPTION WITH THE NEXT ISSUE.

☐ $7.00
☐ $9.00
☐ 11.00

☑ Enclosed ☐ Bill

☐ Please send to home address

☐ Please send to company address

The Broadcast Bureau

AIR MAIL SERVICE AVAILABLE ON ALL SUBSCRIPTIONS AT POSTAGE COST. WAGE COAST SUBSCRIBERS ADD $4.60 TO ANNUAL SUBSCRIPTION RATE. COST TO OTHER LOCALITIES ON REQUEST.

September 3, 1956

Page 101
Another Texas Whopper

Unlike radio and television, whose rating services pin-point individual audiences to individual programs and commercials, newspapers like to deal in round numbers. Newspapers shy away from research that shows how many, or better said, how few people read an individual ad.

In keeping with this newspaper philosophy of counting all the eyes that happen to fall, however briefly, on some part of a paper, the Texas Daily Press Assn. has emerged with a new study. Prepared by Joe Belden Assoc. of Dallas, the story claims the adult newspaper audience—the total number of adults who are exposed to newspapers— is 25% to 50% bigger than the total audience of radio or tv.

Such figures seem less impressive when competent researchers dig further into comparisons between newspapers and the broadcast media. The Pulse Inc. has collected some particularly illuminating information in two years of applying to newspapers and magazines the same tests of audience size that are used in radio and television.

The results of the Pulse inquiries are reported elsewhere in this issue. They include these findings: 1. Five times as many minutes are spent viewing tv as are spent reading newspapers. 2. Many printed advertisements are never read at all. 3. It takes a half-page ad or larger to achieve a significant newspaper rating. 4. Fewer than 15% of newspaper readers return to the paper after the first reading.

Even if it were true that newspapers had a 25-50% superiority in total audience, and there is plenty of competent research to dispute those figures, the advantages of total exposure would be more than offset by the fact that of that total audience only fractions, small fractions, are apt to see any particular ad unless it is a half-page or more.

Time and Tolerance

While organized Protestant groups argue among themselves with considerable fervor about the pros and cons of paid religious broadcasting, there remains another problem worthy of their cooperative attention—the 66 million unchurched Americans.

In the heat of religious battle over the use of broadcast facilities, some of those who lead denominational activity seem to have suffered a loss of perspective. Most recent instance is the adoption by the National Council of the Churches of Christ in the U. S. A. of an intertemperate policy statement that lays out the specific responsibilities of stations and networks to supply "desirable broadcast time free as a public service."

Through its Broadcasting & Film Commission, the National Council has warned that broadcasters should "give due consideration to the strength and representative character of the councils of churches, local and national."

This assertion must be matched against the claim of a rival Protestant group, the National Assn. of Evangelicals, that there are 21 million Protestants outside the National Council and of those, 10 million are represented by the Evangelicals.

We have no way of knowing which, if either group, is the more representative of Protestantism in the U. S. today, and indeed that question is unimportant to this discussion. The point here is that no church has the right to dictate how religion should be broadcast.

How religion should be presented on the air is a matter for decision by individual broadcasters. Religious needs and attitudes vary widely from community to community, a fact which is recognized in the NARTB's Television Code. While the code recommends against the sale of time for religious broadcasting, it wisely leaves the final decision up to the individual broadcaster.

Come to think of it, is anyone seriously claiming that religion and money are incompatible? Or that broadcasters have no right to charge religious interests for the use of time and facilities to spread denominational messages?

Among all churches the practice of buying newspaper space to advertise services is widespread. Buying radio and tv time is no less respectable—especially when it's remembered that religious broadcasts present a message or take a church service into the home as against the usual newspaper directory.

Page 102 • September 3, 1956

Bootleg Television

Two old-timers who were the architects of the legislation that today controls communications are crusading to make decent, law-abiding citizens out of the canyon-dwellers of the West who now are "bootelegging" television. They want the FCC to do this by changing its arbitrary rules which make such on-channel boosters illegal.

The crusaders are former Sen. C. C. Dill of Washington, "father" of the Radio Act of 1927 and the Communications Act of 1934, and Gov. E. C. (Big Ed) Johnson of Colorado, who as chairman of the Senate Commerce Committee handled most of the implementing of the Dill laws. Gov. Johnson, a man of action, named his own war: "FCC" a few weeks ago and authorized "booster" service for the isolated town of Steamboat Springs. He challenged the FCC to do something about it. Sen. Dill earlier had imported the FCC to allow unlicensed "peanut booster" service in the canyons of the Columbia River in Washington, contending they couldn't cause interference since they are not stations but repeaters. He was rebuffed and the case now is in the courts.

The upshot is that there are perhaps several hundred boosters operating "illegally" in the canyons and hills of the rugged West. The FCC can't possibly run them down, because the "repeaters" are small and unattended. They work automatically, going off when the "mother" station stops transmitting. They are like relays for telephone or telegraph lines. They simply get the emitted signals into the crags and gullies where a few families may live, but which are out of reach of the mother station.

The public will not be denied tv in these areas where other diversions are not readily available. We're told that it's like the Volstead Act—people got their moonshine during prohibition, and they're getting their television now.

The FCC months ago tried to cope with the problem by authorizing "translator" stations, but Sen. Dill says these are too costly, and little communities can't afford them. The contention is made that community antennas likewise are too costly and that they are not amplifiers or boosters but actually tv broadcasting stations. On-channel boosters cost about $450, and practically nothing to maintain.

We do not profess to know the answer if, as Sen. Dill and Gov. Johnson contend, these on-channel boosters cause no interference, but simply "fill-in" normal service, then the FCC's position is narrow and arbitrary. Sen. Dill wants such stations to "register" with, but not be licensed by the FCC. He says he would support legislation to abolish the FCC if it refused to act.

People in remote areas are entitled to "free" television, along with their more fortunate urban brethren. The FCC, however, has a duty to protect against interference. Certainly, this situation warrants prompt study by the Commission. We doubt whether Congress will authorize or permit FCC "revenuers" to swoop down on illicit television bootleggers in hills and valleys of the West.
ENTERTAINMENT-WISE
Channel 4 keeps the St. Louis market covered with the best in entertainment with a strong CBS program line-up throughout the day, augmented with the top ABC shows and fortified with favorite local leaders such as Tom Dailey's "Recall It and Win", "The Gil Newsome Show" and "The Fred Moegle Show".

AUDIENCE-WISE
With the tremendous local and national program line-up, KWK-TV naturally ranks first in the great St. Louis Market. ARB and Telepulse have consistently shown that KWK-TV is first with the viewers in Channel 4's large coverage area.

RESULT-WISE
Offering the best in entertainment plus the largest audiences, KWK-TV presents to its advertisers the largest most consistent sales potential...a potential that more and more advertisers are consistently turning to their sales advantage in the rich St. Louis market.