WHO Radio helps 114% Sales Increase for Skelly Oil in Metropolitan Des Moines!

In Metropolitan Des Moines—or in all of Iowa Plus—WHO RADIO is the quality station that people hear, trust, BELIEVE.

Your messages on WHO carry more weight because they are delivered by trusted voices and are backed by excellent programming sponsored by America's leading companies.

Skelly's Mr. Loudon KNOWS what all this means to advertisers—and so do your Colonels at Peters, Griffin, Woodward. Ask them!
...NOT SEVENTEEN?

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

WBRE-TV's...NBC Fall and Winter show schedule is the greatest TV buy in "Hill Country", USA. That's the 17 county area covered by Channel 28...America's First Million Watt TV Station. With a projected audience potential of 2,000,000 busy people having an estimated buying power of $1,650,000...you cut down your advertising costs per capita when you lodge your message on the WBRE-TV log.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.
Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA
SCHUYLKILL NORTHUMBERLAND MONROE PIKE WAYNE
WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION
SNYDER MONTOUR CARBON

Without question, the best engineer in the animal kingdom, the Busy Beaver, with his ability to cut down trees of more than 17 inches in diameter, transport them up or down stream by a well trained staff of co-workers, build communication lodges, and millions of acres of pasture lands, has an intelligence akin to WBRE-TV's unique community service to the people of "Hill Country", U.S.A.
337 FIRSTS
in 462 quarter hours surveyed
9 of top 10
multi-weekly shows
local news ratings up to 35.4
9 of top 10
once-a-week shows

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

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!
There's More Coverage on Channel 4 THAN WE THOUGHT!

We knew from engineers' calculations that KRLD-TV's maximum-powered Channel 4 signal, beamed from atop Texas' tallest tower, covered more area than any other Texas TV station...

Now measured contours give us even more coverage than we thought. The 100 uv/m line of KRLD-TV embraces 28,935 square miles of the wealthiest, most progressive, most densely populated area of Texas, including the booming metropolitan areas of both Dallas and Fort Worth. No other TV station in Texas gives you as much coverage as KRLD-TV.

KRLD-TV Channel 4 Dallas
THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
OPERATING ON MAXIMUM POWER FROM ATOP TEXAS' TALLEST TOWER

Owners & operators of KRLD — the only full-time 50,000 watt radio station in the Dallas-Fort Worth area — The Dallas Times Herald Station, Herald Square, Dallas.

JOHN W. RUNYAN — Chairman of the Board
CLYDE W. REMBERT, President

REPRESENTED BY THE BRANHAM COMPANY
KWSM-AM-TV SOLD • Announcement will be made this week of sale of KWSM and ch. 12 KWSM-TV Joplin, Mo. by Austin A. Harrison and associates to Friendly Group, headed by Jack N. Berkman (WSTV-AM-FM-TV Steubenville, Ohio; WPIT Pittsburgh; WBMS Boston, and suspended WFPG-TV Atlantic City, N. J.) for approximately $760,000 plus commitments on new tv equipment. Mr. Harrison, president and general manager, owns 60.9%, with remainder held by score of local individuals. KWSM-TV began operation two years ago and, like its sister station, is CBS-affiliated. Transaction was negotiated by Fred Weber, executive of Friendly Group, with Mr. Harrison. KWSM began operation in 1946 and is on 1230 kc with 250 w.

WRITE off any prospect of revision of FCC's multiple ownership rules until after first of year. FCC at meeting last week decided to consider various proposals on next 90 day's schedule. Revision had been that seven-station limitation would be supplemented by case-by-case consideration, but comment of new Assistant Attorney General Victor R. Hansen before Celler Subcommittee (BT, Sept. 17; also page 34 this issue) supporting even tighter restrictions apparently convinced majority it should make haste slowly. Prior to that it looked like 5-2 vote for case-by-case.

TASC GROUP • Will former FCC Comr. George E. Sterling figure in newly formed Television Allocations Survey Committee, launched last Thursday under FCC auspices to undertake overall allocations manufacturing research program in vhf tv (story page 74)? Mr. Sterling, also FCC's former chief engineer, had been contacted last week about his possible availability as coordinator of group and reportedly has matter under advisement. Former Comr. E. M. Webster, at FCC's instance, volunteered to serve as temporary chairman at organizing session. Mr. Sterling retired Sept. 30, 1954, after having been commissioner from January, 1948.

THERE'S divergence of opinion on how long "crash" uhf program may take. Organizing subcommittee developed differences over timetable, some thinking program should take six months to year, others believing it should take two, three or even five years to complete. Policy question is whether program shall be fact-finding on uhf's present situation or long-range fact-finding plus development. Hurry-up advocates are headed by manufacturers' leaders, Dr. W. R. G. Baker, GE; Loughead advocates rallied behind Harold E. Fellows, NARTB president.

OLD SCHOOL TIES • Knowledgeable observers detected familiar ring in antitrust questions raised by Assistant Attorney General Victor Hansen Sept. 14 in telling Celler Subcommittee about Justice Dept.'s investigation of networks. Same questions regarding legality of must-buys, option time and alleged network control of programs and affiliates were first put on public view by Richard A. Moore, president of KTTV (TV) Los Angeles, before Senate Commerce Committee last March.

IT WAS recalled that Mr. Moore turned over his testimony and accompanying legal briefs to Justice Dept. That his material may have had unusually friendly reception is suggested by these facts: Mr. Moore and his special counsel, Lloyd Cutler, were classmates at Yale Law School (39). Victor Kramer, Justice Dept. chief of antitrust litigation and officer now in charge of NBC-Westinghouse investigation, is Yale Law 38. Legal assistant to Assistant Attorney General Hansen is Robert Bick, Yale Law 43. Judge Hansen is not Yale man. However, before appointment to present job three months ago, he lived in La Canada, Calif., few blocks from residence of Mr. Moore.

INVITATION TO SETTLEMENT? • All sorts of speculation has arisen on import of Assistant Attorney General Hansen's testimony. Some observers incline to view that rare frankness of Judge Hansen's testimony was directed more at FCC than at networks; others believe Justice Dept. wants networks to revise their own practices without resort to litigation. Lending credence to latter belief was remark made by Judge Hansen to visitor last week that he intended to continue his predecessor's attitude in antitrust work (Stanley N. Barnes, elevated to circuit court by President Eisenhower, made no secret he was for negotiations and consent decrees before entering formal complaints). In fact Judge Hansen told visitor he hoped his Celler appearance and testimony would "set a tone of prophylaxis."

DID Celler Antitrust Subcommittee uncover "sleepers"? It's been learned that subcommittee itself was surprised by unexpected force of presentation against networks by Judge Hansen. New to his job, Judge Hansen was not expected to rake network practices in such detailed fashion. So far, subcommittee is of belief Judge Hansen has provided most damaging testimony against network operations.

PREMIUMS ON WAY OUT? • There's talk of revolutionary change in marketing of packaged breakfast cereals—joint outlawing of premiums. For decades, some of leading cereal marketers have lured kiddies to stores with everything from whistle rings to space gadgets. There's official government interest in this voluntary proposal to sell cereals on their merits alone.

BROADCASTERS have turned in their recommendations for revision of Sec. 4 of license renewal forms. Submitted last week to FCC members of joint committee were suggestions that add up to: (1) separation of radio and tv forms, (2) deletion of spot announcements list and commercial sustaining, network-local classification list, (3) revision in both forms of categories, such as entertainment, news, educational, agricultural, etc. Next stop is review by FCC staff and additional coordination with broadcasters if necessary and then submission to FCC for action.

PRICE OF SEGREGATION • ABC-TV has quietly backed away from negotiations for rights to cover New Year's Day Sugar Bowl football game again this season. Official reason is that Sugar Bowl authorities wanted too much money—$150,000. In addition, network cannot be unmindful that repetition of last year's edict against segregated teams probably will reduce Sugar Bowl to regional stature and also make it virtually unsalable to sponsors at any reasonable price.

THOUGH it's only "tentative" until all nominees have been checked for availability, slate of proposed officers for Radio Advertising Bureau for 1957 is understood to be headed by Kenyon Brown, KWFT Wichita Falls, Tex., for post of board chairman. He's currently head of RAB executive committee. Current board chairman is Joseph E. Baudino, Westinghouse Broadcasting Co.

THURMOND'S RETURN • Former Senator Strom Thurmond, South Carolina Democrat, is likely to be back on Senate Commerce Committee, in which communications legislation originates, at next session. After one-term lapse Mr. Thurmond is slated to be "appointed" to vacancy which will be created immediately after election by resignation of Sen. Tom Wofford. This will give him seniority at next session (he's sure-fire bet for election) and he's certain to select Commerce Committee as top choice.

RADIO stands to benefit materially from new transoceanic telephone cable system that AT&T and British and Canadian organizations are opening this week. Aside from providing first transatlantic cables for radio use, it's speculated that AT&T may soon seek authority to equip cable for higher quality transmissions, approaching hi-fi level.
Coming to Miami?
(via plane, train, and/or time-buy?)

don't miss the new **WQAM**
... newest of the Storz Stations

The state's oldest station, serving all of Southern Florida with 5,000 watts on 560 kcs.

For a guided tour, talk to the man from Blair or WQAM General Manager, Jack Sandler.

**THE STORZ STATIONS—President: Todd Storz**

**PROGRAMMED FOR TODAY'S LISTENING AND SELLING**

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Represented by John Blair & Co.
Represented by Adam Young, Inc.
Columbia Cites Records

COLUMBIA RECORDS Inc., division of CBS Inc., Friday replied to singer Frank Sinatra's charges that his career plummeted with "the advent of Mr. (Mitch) Miller" because of latter's alleged preference for BMI material (see story, page 32) by issuing "facts-and-figures history" of singer's recording period under Mr. Miller's direction. It showed that during Sinatra's three-year association with Mr. Miller, he recorded total of 57 selections, five of which were BMI songs. Of remaining 52 sides, report indicated, 11 were owned by singer's own publishing firm, and that in three years and nine months since singer's departure for Capitol Records, he recorded "at least" 11 BMI songs.

According to Mr. Miller, singer did not cut his first BMI selection until June 28, 1950—six months after Miller assumed post as Columbia's artists-and-reperoire director—and that second BMI song wasn't recorded until July 19, 1951—"after a full year had passed."

Goddard Lieberson, Columbia president, declared no song is ever recorded by firm "because of its performing rights society affiliation, whether it be ASCAP, BMI or any other society." He expressed "bewilderman" as to what might have prompted singer's charges, which "were so contrary to the actual fact."

BMI's Carl Haverlin Scores ASCAP's Charges in Hearing

BMI President Carl Haverlin, in telegram to some 3,600 radio and tv licensees, late Friday charged that allegation of discrimination in broadcast performances alleged by ASCAP witnesses before Celler Antitrust Subcommittee in New York this week mark "a thirst for the return to the unrestricted monopoly in music licensing that existed before BMI was founded" (in 1941).

Asserting BMI will continue to "refute vigorously all such irresponsible attacks as those brought before this committee," Mr. Haverlin said BMI regarded recourse to congressional committee as sign of "lack of confidence" by ASCAP members in their lawsuit against BMI and hopes that "publicity will lead to public acceptance of baseless charges they cannot establish by legal proof." He said that "single concrete fact showing discrimination was presented in this unsworn testimony" before Celler committee.

American Chicle Accelerates Its Use of Television Film

AMERICAN CHICLE Co., Long Island City, N.Y., understood expanding use of television this fall with syndicated feature film sponsorship as well as tv spot advertisement drives. Manufacturer of Chicles, Rolaids and Dentyne chewing gum, via parent agency Foote, Cone & Belding, NBC-TV's Adventures of Jim Bowie and Ozark Jubilee, understood to have instructed its agencies, Ted Bates & Co. and Dancer-Fitzgerald-Sample, both New York, to line up syndicated film shows in St. Louis, Detroit, San Francisco, Miami and New York, using one station in each market.

- BUSINESS BRIEFLY

Salt Lake City Meeting Opposes Shift to All-Uhf

PROPOSALS to transfer commercial television to uhf-only opposed at NARTB Friday meeting at Salt Lake City (early story, page 90). In series of resolutions, delegates also urged board to consider support of Radio Free Asia; thanked broadcasters for cooperation, along with George C. Hatch, KALL Salt Lake City, and D. Lennox Murdoch, KSL-TV Salt Lake City; thanked speakers for contribution to meeting and RCA for hospitality facilities. Members of Resolutions Committee: William Grant, KOA Denver, chairman; George Cory, KUCB Montrose, Colo.; V. V. Clark, KOOK Billings Mont., and Edward Hurt, KFXD Nampa, Idaho.

In community antenna debate Friday, E. Stratford Smith, executive secretary of National Community Television Assn., raised copyright question by asking if common-carrier limiting of community facilities might be permissible since facility "could hardly be a common carrier and infringe copyright on the same program.

He knew of no instance where facility had deleted commercials or substituted own commercials, saying practice would violate NCTA code.

Bernard Koteen, counsel for group of western stations asking FCC to define community facilities as common carriers, said FCC should use its powers to bring service without charge to as many homes as possible. Antenna systems serve only "the feeble heart of a community," he said, leaving rural areas unserved. He described them as distribution systems similar to public utilities, suggesting FCC should determine in each case if antenna should be permitted under common carrier rules.

Robert L. Heald, NARTB chief attorney, said failure of broadcasters to enforce property rights in their programs could jeopardize these rights. He explained broadcasters are not opposed to community antennas and likely would never challenge FCC if property rights could be asserted. Future contingencies make it imperative for telecasters to have right to control use of signals, he said.

Salt Lake City meeting included small-market radio panel moderated by Jace Free Elliott, KATL Miles City, Mont. Phil Hoffman, KLZ Denver, moderated large-market panel. Mr. Murdoch led tv sales discussion.

S1 MILLION CAMPAIGN • Paper Mate Co. Friday revealed details of intensive $1 million pre-Christmas advertising campaign, starting in mid-November, on nine network radio-tv shows in December concurrent with saturation tv spot drive in 25 major markets. (Network programs will be those sponsored by Gillette Co.) Agency: Foote, Cone & Belding, Chicago.

NABISCO BUYING • National Biscuit Co., N. Y., for its new products, Instant Anacin, which has been testing tv since mid-August in Albany, Roanoke, and Senectadty, may go into national campaign after first of year if test is successful. Ted Bates, New York, is agency.

TOBACCO MARKETS • Kendall Mills, N. Y., for its tobacco plant-bed covers, planning annual radio spot announcement campaign using live minutes early morning on 28 sta.-

AB-PT to Cut Theatres, Enter Movie Production

AS MEANS of meeting theatre industry's "present competitive challenge," Leonard H. Goldenson, president of American Broadcast- ing-Paramount Theatres, last Friday told ninth annual convention of Theatre Owners of America that AB-PT plans to enter motion picture production and at same time reduce number of its theatres (see story page 94).

Mr. Goldenson's plan paralleled one outlined to TOA convention by Simon H. Fabian, president of Stanley-Warner Corp., who said he already had had discussions with Justice Dept. for government sanction to permit his company to produce motion pictures. In 1947, under consent decree of federal antitrust suit, interlocking of theatre and production interests were outlawed and producing-distributing companies had to sell their theatre holdings.

Mr. Goldenson, along with Mr. Fabian, claimed Hollywood studios are not producing sufficient number of films and attributed this shortage to "a small relative scale" initially.

Mr. Fabian predicted that use of major Hollywood product on tv, starting this fall, will "shatter tv." He said that "these features will re-create in adults and develop in the younger generation a taste for real movie fare and call attention to the superior entertainment to be had on a motion picture screen."
KPHO-TV was first in the nation with the on-the-air film report of the July Grand Canyon air disaster. KPHO Radio and TV remote equipment and veteran newsmen fully cover Arizona news events when and where they happen. KPHO's News Bureau is state headquarters for the Arizona Bureau of INS and INP and subscribes to United Press. Seasoned reporters and cameramen, using the latest equipment, bring authoritative reports to Arizona of world, national, and local news happenings. The eyes and ears of Arizona are tuned to KPHO Radio and TV for ALL the news.

KANSAS CITY
KCMO
RADIO 810 kc. ABC
TV Channel 5 CBS

SYRACUSE
KCMO
RADIO 620 kc. ABC
TV Channel 8 CBS

PHOENIX
KPHO
RADIO 910 kc. ABC
TV Channel 5

OMAHA
WWOW
RADIO 590 kc. CBS
TV Channel 6 NBC

MEREDITH Radio and Television STATIONS affiliated with Better Homes and Gardens and Successful Farming magazines
Balaban Corp Buys WRIT From McLendon for $400,550

NEGOTIATIONS completed Friday for sale of WRIT Milwaukee, McLendon-owned 250 watt and Ben H. Potter Sr., president and general manager of E Balaban and Harold Lederer, president and vice president-advertising manager, respectively, Atlantic Broadcasting Co., for more than $400,550.

Purchase, subject to FCC approval, handled by Hugh Norman, Davenport, Iowa, station broker. New owners reportedly plan to continue present programming policies and personnel. McLendon owns KLIF Dallas, KELP and KILT (TV) El Paso, WOLS Decatur, Ga., and KTSA-FM San Antonio. H. E Balaban Corp. controls WMCN (TV) Grand Rapids, Mich., 50% of WICS (TV) Springfield, and WTVO (TV) Rockford, both Ill., and 100% of Birmingham TV Corp, applicant for ch. 42 in Birmingham, Ala. Principals are Harry and Elmer Balaban.

Scherick Leaves CBS-TV To Head New Sports Firm

RESIGNATION of Edgar J. Scherick as sports specialist for CBS-TV to devote full time to his duties as president of newly-organized Sports Programs Inc., New York, announced last Friday. Purpose of Sports Programs Inc., is to offer inter-connected stations important series of sporting events. First property will be 13 Saturday afternoon Big 10 basketball games to be telecast in Big 10 area, Mr. Scherick said. He added that he has signed exclusive agreement with Sports Network Inc., New York, which will handle all details for placing programs on station lineups.

Subscription TV Advocates Make Pitch to Canadians

FEE TV in Canada would enable Canadian Broadcasting Corp. to become self-supporting without imposing new taxes and to provide better programs, Zenith Radio Corp. said Friday in a presentation to CBC in Ottawa. Pieter van Beek and Greggor P. Slettelend of Zenith made presentation.

Earl, James M. Landis, special counsel for Sklaiion Electronics & Television Corp, told CBC his company is ready to move swiftly when approval for its service is granted.

KBUN Sold to Potter Group

SALE of KBUN Remiijj, Minn., 250 w outlet on 1450 kc, for estimated $65,000 by Edward W. Butler, president and general manager (Butler Broadcasting Co.,) reported Friday. Buyers: group headed by Ben H. Potter Jr., president and principal stockholder with family, (75%) of WHVF-AM-TV Rock Island, Ill., owners of local Argus newspaper.

Station would be operated by Paul Bunyon Broadcasting Co., which includes these other officers: James Hambacher, vice president; Mary Potter Hambacher, secretary; Margarette Potter, treasurer; Ben H. Potter Sr., directors. No changes in personnel planned, except Mr. Hambacher, who will become general manager. Papers to be filed with FCC in next fortnight.

Four Meredith Stations Buy M-G-M Film Library

LOEW'S Inc.'s tv division has leased its M-G-M library of about 725 feature films to four more markets in $2.5 million agreement with Meredith Pub. Co. Stations are KCMO-TV Kansas City, KPHO-TV Phoenix, WOW-TV Omaha and WHEN-TV Syracuse. Pact provides for exclusive seven-year rights. This makes 17 markets for Loew's M-G-M feature film library, for estimated $24 million in financial arrangement in about one month [DTW, Aug. 20, et seq.]

Plymouth Buys ABC-TV Hour

PLYMOUTH Div., Chrysler Corp., has signed for hour-long musical program on ABC-TV (Fri., 10-11 p.m. EDT), effective Oct. 12. Program, being announced today (Mon.), will feature Ray Anthony and orchestra, with Frank Leahy, former head football coach at Notre Dame, as producer. Mr. Scherick said he will present occasional sports features. Called The Ray Anthony Show, program will originate live in Hollywood and also will travel extensively in behalf of Plymouth Dealers of America. Although N. W. Ayer & Son normally handles Plymouth advertising, this show being handled by Grant Advertising. Plymouth also will be co-sponsoring (with Dodge) new Lawrence Welk show, Top Tunes and New Faces, also on ABC-TV.

PEOPLE

RUSSELL G. STEBBINS, account executive at NBC Chicago tv spot sales office, promoted to sales director of network odko WMAQ-WNBQ (TV) that city, effective Oct. 1. He succeeds JOHN M. KEYS, recently appointed director of advertising, promotion and merchandising. DICK RICKER moves from WNBQ sales staff to NBC-TV network sales, replacing CHARLES DRESSER, transferred to WRCA-TV New York.

PAUL CERULA named promotion director for Victor C. Diehn radio station group, headquartering in Hazleton, Pa.

LEE GAYNOR, timebuyer, Doherty, Clifford, Steers & Shenefelt, N. Y., moving to Dancer-Fitzgerald-Sample, same city, as timebuyer on Falstaff beer account. ROBERT WIDHOLM, timebuyer, Lennen & Newell, succeeds Mr. Gaynor at DCS&S.

MILTON Q. FORD, Washington radio personality, joins WOL Washington Oct. 1, to conduct 4-8 p.m. program, Monday through Saturday.

WILLIAM M. WALEN, formerly in charge of syndication of Motion Pictures for Television programming for United Films in Kansas City and previously with MPTV office in Chicago, to head branch office of Guild Films Co. in St. Louis.

BUSINESS BRIEFLY

(Continues from page 7)

... tions in tobacco areas. Starting dates vary from early in November to December. Contracts running from nine to 13 weeks. For its milk filters, Kendall Mills plans to add approximately 20 markets to current radio list effective Jan. 1, for 52 weeks. H. B. Humphrey, Alley & Richards, N. Y., is agency.

EGGS FOR BREAKFAST • Chas. Pfizer & Co., Brooklyn, N. Y., buys three weekly 5-minute segments on Don McNeil's Breakfast Club, ABC Radio, Mon.-Fri., 8-9 a.m. (CST), starting Nov. 12, to promote new egg formula for farm women. Agency: Leo Burnett Co., Chicago.

MAY NAME TUNE • Kellogg Co., Battle Creek, Mich., screening number of network tv properties, including CBS-TV Name That Tune, through Leo Burnett Co., Chicago. Lanolin Plus, through Russell M. Seeds Co, dropping alternate-week sponsorship of Tune with Nov. 20 telecast.


TONI DEALS • Toni Co. buys alternate week sponsorship of Groucho Marx' You Bet Your Life on NBC-TV, Thurs. 8-8:30 p.m. EDT, starting Jan. 10, 1957. Toni also buying two quarter-hours, alternate weeks, on NBC-TV Queen for a Day and another daytime property, still undetermined. Agency: North Adve, Chicago. Toni also seeking to bow out of CBS-TV Godfrey and Friends before end of cycle (Nov. 28) if suitable sponsor replacement can be found—and at substantial short-rate running into six figures, it was learned.

L&M TESTS IN FIVE • Liggett & Myers, N. Y., for its new L&M filters crash-proof package, planning radio spot announcement test in five markets—Buffalo, Baltimore, Washington, Rochester and Syracuse—effective Oct. 8 for four weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

APPROPRIATE • American Tobacco Co., N. Y., through BBDO, N. Y., for new product reportedly called Hit Parade cigarettes, filtered king type, will use Hit Parade stars in spot announcement campaign planned to start throughout country after Jan. 15. West coast portion may start as early as Oct. 15.

COFFEE IN FLORIDA • J. A. Folger & Son (regular coffee), Kansas City, expected to enter new territories in several counties in Florida with saturation spot announcement radio campaign using as many as 15 spots per day—60 per week—starting almost immediately. Cunningham & Walsh, N. Y., is agency.

SPOTS FOR MAZOLA • Corn Products Refining Co., N. Y., planning tv spot campaigns for several of its products including 15-week campaign for Mazola salad oil in about 35 markets starting Oct. 1. Agency: C. L. Miller Co., N. Y.

COUGHL SEASON • Vicks Inc. (cough syrup), N. Y., through BBDO, N. Y., buying radio spot announcement campaign starting Oct. 15 for 16 weeks in about dozen radio markets.

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Kathryn Grayson
ANNA CHRISTIE
Greta Garbo • Marie Dressler
BABES IN ARMS
Judy Garland • Mickey Rooney
THE BARKLEYS OF BROADWAY
Fred Astaire • Ginger Rogers
THE BIG HOUSE
Wallace Beery • Robert Montgomery
BLONDE BOMBSHELL
Jean Harlow
BOOM TOWN
Clark Gable • Spencer Tracy
Claudette Colbert • Hedy Lamarr
BOYS TOWN
Spencer Tracy • Mickey Rooney
BROADWAY MELODY
Fred Astaire • Eleanor Powell
CAMILLE
Greta Garbo • Robert Taylor
CAPTAINS COURAGEOUS
Spencer Tracy • Lionel Barrymore
Freddie Bartholomew • Mickey Rooney
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DANCING LADY
Joan Crawford • Clark Gable
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FOR ME AND MY GAL
Judy Garland • Gene Kelly
A FREE SOUL
Norma Shearer • Clark Gable
GASLIGHT
Charles Boyer • Ingrid Bergman
GOODBYE, MR. CHIPS
Robert Donat • Greer Garson
THE GOOD EARTH
Paul Muni • Luise Rainer
GRAND HOTEL
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Lana Turner • Van Heflin
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THE HARVEY GIRLS
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THE HUCKSTERS
Clark Gable • Deborah Kerr
Ava Gardner

HERE IS A BRIEF SELECTION OF STARS AND TITLE
For more than thirty years, M-G-M has produced the lion's share of fine screen entertainment.

Now, for the first time, a golden treasury of hits comprising over 700 M-G-M feature films has been made available for television presentation.

This program of unparalleled entertainment will be offered on the basis of an exclusive affiliation with a single television station in every important market in the United States.

These stations will acquire full rights to be known as MGM-TV affiliates, with all the advantages that such recognition implies.

Special promotional co-operation will be extended by MGM-TV to the management of these stations to further enhance this golden opportunity for prestige and profits.

In cities where programming time is limited and this complete plan cannot therefore be implemented, a limited affiliation arrangement may be considered.

For the nation's stations great and small, and for their viewers, the golden era of television is here!

ROM MGM-TV'S GOLDEN TREASURY OF FEATURE FILMS!

IDIOT'S DELIGHT
Clark Gable - Norma Shearer

DR. JEKYLL & MR. HYDE
Spencer Tracy - Ingrid Bergman
Lana Turner

LIBELED LADY
Jean Harlow - Spencer Tracy
Myrna Loy - William Powell

MAYTIME
Jeanette MacDonald - Nelson Eddy

MEET ME IN ST. LOUIS
Judy Garland

MEN IN WHITE
Clark Gable - Myrna Loy

MIN AND BILL
Marie Dressler - Wallace Beery

THE MORTAL STORM
James Stewart - Margaret Sullavan

MRS. MINIVER
Greer Garson - Walter Pidgeon

MUTINY ON THE BOUNTY
Clark Gable - Charles Laughton

NATIONAL VELVET
Elizabeth Taylor - Mickey Rooney

A NIGHT AT THE OPERA
Morx Brothers - Allan Jones

NINOTCHKA
Greta Garbo

NORTHWEST PASSAGE
Spencer Tracy

THE PIRATE
Judy Garland - Gene Kelly

THE POSTMAN
Always Rings Twice
Lana Turner - John Garfield

PRIDE AND PREJUDICE
Greer Garson - Laurence Olivier

RANDOM HARVEST
Greer Garson - Ronald Colman

SAN FRANCISCO
Clark Gable - Spencer Tracy
Jeanette MacDonald

TEST PILOT
Clark Gable - Spencer Tracy
Myrna Loy

THE THIN MAN
William Powell - Myrna Loy

THIRTY SECONDS OVER TOKYO
Spencer Tracy - Van Johnson

THE THREE MUSKETEERS
Gene Kelly - Lana Turner
June Allyson

WEEKEND AT THE WALDORF
Lana Turner - Ginger Rogers
Van Johnson

THE YEARLING
Gregory Peck - Jane Wyman
A golden treasury of MGM creative showmanship is available to all stations which become MGM-TV affiliates.

These stations will have the right to use the most famous trade-mark in the entire field of entertainment—the Lion of M-G-M.

Vast promotional potentialities will result from the identity which will be established between M-G-M’s famous array of stellar personalities and the stations which will present them. Each affiliate will become known among its viewers as “the station of the stars,” by virtue of the great names which will appear week after week on its film programs.

Finally, MGM-TV offers its affiliated stations complete and continuing locally-slanted promotion campaigns, including newspaper mats, brochures, posters, premiums, fan photos and trailers, developed through the showmanship experience of Hollywood’s greatest motion picture studio.

For further information—write, wire or phone
Charles C. Barry, Vice-president,
MGM-TV, a service of Loew’s Incorporated,
1540 Broadway, New York, N. Y.
ON TRIAL

DID Dr. Pritchard, prominent physician of Glasgow, murder his wife and mother-in-law, as the Crown counsel asserted? Or was the murder really the guilty little maid who wanted to hasten fulfillment of the doctor's jesting remark that if he were free he'd marry her, as the defense attorney implied?

Those two questions were presented to the jury in Scotland about the turn of the century, and to the NBC-TV audience on Sept. 14 when On Trial made its debut as a weekly half-hour series of dramatized historic court trials.

But the real problem the telecast presented to its viewers was the value of the Anglo-American system of meting justice through trial "by a jury of our peers" as opposed to the German "scientific method" of determining guilt or innocence by the proper authorities in consultation with expert witnesses. This was well-posed through the caustic criticism of Pritchard's friend and colleague, Dr. Von Berning, who felt his friend was being unfairly tried by the dustbin man, pipe-fitter, commercial traveler and the rest of the jurors who, in Von Berning's view, were completely incapable of dealing with an eminent physician like Pritchard.

Von Berning's contempt for "English justice" explodes in a bitter tirade, passionately delivered by Ivan Triesault who throughout the telecast defines the battle between human emotions and professional correctness continually waged within the German specialist's breast, when his friend is found guilty and sentenced to hang. This, he avows, is not the reason he decided to emigrate; it is the frenzied accusation of the mob. But he is silenced by Pritchard's calm rejoinder: "... and yet how right they usually are, as they are in this case."

Excellent as host-narrator, Joseph Cotten was less successful in the starring role of Dr. Pritchard, who had no reality of his own but was merely Joseph Cotten in old-fashioned clothes reading lines with an English accent. "The Trial of Dr. Pritchard" was a thoroughly professional job all round, but it lacked the spark which makes the difference between an adequate job and a great one.

Production costs: Approximately $40,000. Sponsored alternately by Campbell Soups through BBDO and Lever Bros. through J. Walter Thompson on NBC-TV, Fri., 9-9:30 p.m. EDT.

First play, "The Trial of Dr. Pritchard," was dramatized by Larry Marcus; producer: Collier Young; director: Robert Stevenson; director of photography: Less Shorr; editorial supervisor: Richard G. Wray; film editor: Michael R. McAdam. Filmed at Revue Productions for Fordyce Enterprises, Hollywood.

TREASURE HUNT

ABC-TV's Treasure Hunt is not likely to become a "dark horse" winner in the network TV quiz sweepstakes, but probably will provide a pleasant half-hour of viewing to fans who enjoy entertainment with the questions.

Strong emphasis is placed on the role of Jan Murray as m.c. of Treasure Hunt—and wisely. Mr. Murray is a skilled comedian, adept at light-hearted and good-natured fencing with contestants. He is likely to bring with him to his new program the loyal audience that he built during his reign on Dollar a Second.

On each show, contestants vie for a potential grand prize of $25,000. They are asked a series of four questions and the winner then eligible to choose from a group of 50 chests which may contain the grand prize or 49 other prizes. The contestant then also chooses an envelope with a bid from a group of 100 envelopes. The bid ranges from a few dollars up to several hundred dollars. The contestant then has the choice of keeping the money he has won answering the questions and the bid money, or opening the treasure chest. The chest may contain valuable prizes, such as a speedboat, a trip around the world, an expensive fur coat—or modest bosom, such as a head of cabbage, a typewriter or a set of linens.

Production Costs: Approximately $22,000. Sponsored by Mogen David Wine Corp. through Weiss & Geller on ABC-TV, Fri., 9-9:30 p.m., EDT.

Star: Jan Murray; supporting cast: Pat White, Jackie Johnson.

Producer: Budd Granoff; director: Phil Levens; writers: Stan Drenen and Bob Howard.

CONFLICT

OPENING program of ABC-TV's new Conflict series of hour-long programs filmed by Warner Bros. was a typical grade B movie with a stock plot: two guys who had been pals find themselves working at cross purposes; the hero who has taken on a special job for a large sum of money refusing to go back on his bargain to help make the other guy's dream come true; the pal dies in testing his invention; the hero risks his own life—and his employer's invest—in proving that the invention really works. With the peculiar logic of B pictures, keeping his bargain made the hero a heel and double-crossing his employer made him a hero again.

Good professional jobs were turned in by Scott Brady as the test pilot hero, Kenneth Tobey as his inventor pal, Ted DeCorsia as the boss and Leona Burroughs as the girl. Production was also thoroughly professional, with such requisite touches as having the boy and girl "meet cute" in the reception room when he pretends to be after the secretarial job she has applied for. It's too bad that with all this technical movie-making skill, "Shock Wave" throughout kept this viewer asking himself, "Haven't I seen all this before?"

Production costs: Approximately $32,000. Sponsored by Chesbrough-Pond's Inc. through J. Walter Thompson and McCann-Erickson on ABC-TV, Tues., 7:30-8:30 p.m. (alternating with Cheyenne).

Produced by Warner Bros.; executive producer: William T. Orr; producer: Roy Huggins; director (Sept. 18 premiere): James V. Kern; Written by (premieres): Liam O'Brien, Vincent Evans and Howard Browne; music by (premieres): David Buttolph.

Cast (premieres): Scott Brady; Leona Burroughs, Ted DeCorsia.

PRODUCER'S SHOWCASE

TWO oldtimers, Buster Keaton and Louis Armstrong, provided the few appealing moments in "The Lord Don't Play Favorites," an original musical on Producer's Showcase (Sept. 17) which proved that 90 minutes can be an agonizingly long time.

A strained and fimsy plot concerning a debauched circus that comes to play in a small, drought-stricken Kansas town provided the framework on which to hang a group of uninspired musical numbers—including the ineluctable soft shoe, a spiritual-type offering, a hoedown and a few sentimental songs, the latter delivered with a singularly monotony by Kay Starr and Dick Haymes and Kay Starr and Robert Stack.

Mr. Keaton, as the circus clown, was written into a script that left little time for clowning in the best Keaton tradition—but he made
WIBC—Leads in Indiana

CHIEF RED FEATHER... WIBC not only believes in strong community service programs, but WIBC employees actively lead in community service among Indianapolis radio stations. Witness: WIBC employees won the Community Chest's "Chief Red Feather" Award last year, and are out to do it again this year through their personal and professional contributions to this vital community campaign.

WIBC not only leads the way in public service among Indianapolis radio stations, but WIBC programs lead the audience ratings, too. In the 31-county Indianapolis trading area, WIBC programs rank first during 447 out of 504 rated quarter hours each week.*

Chiefly responsible for WIBC's success in community service, and in building big audiences, are the station's well known personality salesmen... Joan Evans, Gordon Graham, Al Brooks, Robin Bright and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

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

WIBC 1070 KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY · NATIONAL REPRESENTATIVES

IN REVIEW

every second count. Mr. Armstrong's talents, too, were only sampled, although musically he was a standout in a Satchmo-mouthed rendition of "Never Saw a Better Day."


Cast: Robert Stack, Kay Starr, Dick Haymes, Buster Keaton, Louis Armstrong, Mike Ross, Oliver Blake, Breitaigne Windust, Barry Kelly and others.

CAESAR'S HOUR

THE THIRD "Mrs. Caesar"? She's prettier than the comedian's first wives and is a better singer and dancer. But whether she can match her predecessors' comic talent remains to be seen. Certainly Janet Blair was not given much of a chance to be funny in her debut on the returning Caesar's Hour (NBC-TV, Sept. 15). Her assignment included a surprisingly flat suburbanite sketch that even had Sid Caesar himself looking a little unintentionally strained. Later in the show, however, Miss Blair was much more at home in a slick song-and-dance rendition of "I Could Have Danced All Night."

The rest of the opening show was up to Mr. Caesar's usual high standards. In particular, his satire on a Vu-Brymer movie was a delight, as was the support of Carl Reiner, Howie Morris and newcomer Shirl Conway.

Production costs: Approximately $100,000. Sponsored by Quaker Oats Co. through Needham, Louis & Brovby; D. T. Babbitt Co. through Dancer-Fitzgerald-Sample; Knowmark Mfg. Co. through Emil Mogul and Wesson Oil Co. through the Fitzgerald Co. on NBC-TV, Sat., 9-10 p.m.


KICKOFF 1956

THE football fan expecting to get an insight into the brand new pigskin season was bitterly disappointed by NBC-TV's Kickoff-1956. In fact, it was nothing short of a 30-minute commercial for the network's telecasts of NCAA football (which began last Saturday).

The show opened with an impressive and nostalgic scene which showed the illustrious coach, Amos Alonzo Stagg, walking on the sidelines of a huge and deserted stadium. And, except for the music of Fred Waring and his Pennsylvanians singing college songs and the West Point Glee Club, the program should have ended right there.

Production costs: Approximately $25,000. Sponsored by General Tire & Rubber Co. through D'arcy Adv. Co., on NBC-TV, Sun., Sept. 16, 7:30-8 p.m.

Program supervisor: Tom S. Gallery, NBC sports director; producer: Ed irisco; director: Craig Allen; associate producer: Perry Smith; writers: Irvin Graham, Barney Nagler and William Welch.

Page 16 • September 24, 1956
The Midwest Market Station of St. Joseph, Missouri
KFEQ
Kenyon Brown, President; Glenn Griswold, General Manager
Announces the Appointment of

SIMMONS ASSOCIATES, Inc.

NEW YORK
270 PARK AVENUE
MURRAY HILL 8-2821
DAVID N. SIMMONS

CHICAGO
333 NORTH MICHIGAN AVE.
DEARBORN 2-2375
GALE BLOCKI, JR.

As National Sales Representatives

October 1, 1956
More People Buy Chevies

EDITOR:
We read with considerable interest your round-up on the fall advertising plans in radio and television, for automobile manufacturers, as it appeared in the September 10 issue of BWT. When we came to the paragraph on Chevrolet, it was not possible to read the story without being shocked.

The lead line says, "Chevrolet, tied with Ford for first place in sales, isn't talking." I am enclosing a piece of the front page from Automotive News for the same date, September 10, which has the "Auto Sales Scoreboard" based on new car registrations for seven months of this year. As you will note, it indicates that Chevrolet is leading Ford by over 155,000 units, and from where we sit, this certainly doesn't look like a tie. It would seem that the researcher concerned with this article was unfamiliar with the facts.

Quite frankly, Chevrolet's record in the current year is far and away the outstanding sales success in the automotive industry, and, in our opinion, they are due credit for it.

Elsewhere in the paragraph, the quotation attributed to Philip McHugh is, in the opinion of the writer, a little out of context with the statement made to your reporter when he called on the telephone. However, that's minor and, at this time, incidental. We were surprised to note that the reporter indicated there would be only one "Chevy Show" a month this fall, when at other times in your magazine you have made it clear that there would be two "Chevy Shows" a month—one on Sunday nights at 9 p.m. EST, and one on Friday nights at 9 p.m. EST.

Since we look to your magazine regularly for thoughtful, accurate information on the broadcasting and telecasting industry, I felt sure that you would appreciate having this brought to your attention, since, if the facts about Chevrolet are inaccurate, it tends to make us question other facts presented in the article, and you may want to put your readers straight.

Philip L. McHugh, Vice Pres. for TV & Radio Campbell-Ewald Co., Detroit, Mich.

[EDITOR'S NOTE: BWT regrets this conflicting claim of competing automotive manufacturers and misinformation received from NABC led to shortchanging Chevrolet on both sales and programs.]

Particularly Helpful

EDITOR:
I want you to know that we make excellent use of the loads of varied information in your BWT YEARBOOKS. Particularly helpful to us is the detailed information on transfers and proposed transfers of ownership in the 1956-57 TELECASTING Yearbook just received.

Glenn Dolberg, Vice Pres.
Broadcast Music Inc., New York

Get Excited, Get Results

EDITOR:
Every salesman worth a dime knows well the cartoon showing a mother cat and her brood parading in a line. A tomcat who proudly turns to his friend and confides, "You gotta make calls to get results." And though it may seem like a trite reminder, it is especially applicable to today's radio time salesman. You simply have to pound the pavement if you want to show results. It gets a little tiring after a while listening to readers of BWT moaning and groaning through Open Mike about the difficulty of selling radio today. I for one am excited about radio—and my clients are too. We are the new third station in a town with three radio stations and a tv station. And we find it easy to sell both spot and programs. Of course, the emphasis today is on spot campaigns—and that is still our best commodity.

So whenever we read about the "difficulty" of selling radio, we add another item to our bank deposit slip. And we go and help another client carry his gold to the bank.

Low Toro, Sales Mgr.
KBTK Missoula, Mont.

Woodies

EDITOR:
Your piece on Woodies [BWT, Sept. 10] is an excellent job on a difficult problem. I'd like to order 500 reprints if they are available...

WGAY Silver Spring, Md.

EDITOR:
I am wondering if it would be possible to receive reprints of the Woodward and Lothrop story [BWT, Sept. 10] which is certainly most important.

WNXT Portsmouth, Ohio

EDITOR:
Please send four reprints of the article, "A Prestige Department Store Discovers In Radio Productive, and Profitable, Vehicle To Success." Philip K. Eberly, Sales Mgr.
WSBA York, Pa.

EDITOR:
Would greatly appreciate receiving six reprints...

John R. Murphy, Pres.
Murphy & Long Adv.
Dayton, Ohio

EDITOR:
I would like to have four copies of the Woodward & Lothrop story...

Holland D. Cameron, Sls. Mgr.
WTXL W. Springfield, Mass.

EDITOR:
I'd appreciate receiving 20 reprints of the department store article...

Tim Elliot, Pres.
WCUE Akron, Ohio

[EDITOR'S NOTE: Reprints are available at 25 cents each in quantities up to 100, $10 per 100 above that to 1,000, $80 per 1,000. Rates for larger quantities on request.]

Gas, Gaskets and Glamour

EDITOR:
Here is a copy of a letter to Dave Taylor, commercial manager, WFRL Freeport, Ill. Dear Mr. Taylor:

Bad news usually travels with lightning rapidity, but in this case it has taken until now for a copy of the June 25 issue of BWT to reach my desk. This is the issue in which a letter was run over your name severely criticizing the Alemite Division of Stewart-Warner Corp. for "telling one of your satisfied and happy clients not to buy radio advertising.... You speak of "Gas, Gaskets and Glamour" as a "promotion which Alemite sold to the dealer." It isn't a "promotion" and we don't sell it to anybody, unless you count a few dollars the dealer might spend on some printed...
What better way to demonstrate the "personal touch" and "friendliness" of a bank than with a man whose very nature personifies these qualities? Such a man is Warren Culbertson—Channel 8's ace meteorologist and goodwill ambassador for the First National Bank in Dallas. As one bank official puts it . . . "Warren's daily weathercasts and informal commercials have provided a stimulus to our advertising program far surpassing our own expectations." More proof that . . .

ADVERTISERS GET
BIG-TIME RESULTS
WITH WFAA-TV!

WFAA-TV

Channel 8 – Dallas
NBC-ABC
Covering 564,080 TV Homes
The Great North Texas Market

If you are looking for big-time results . . .
Call your PETRYMAN for availabilities, market data, and complete coverage information
....in good company

On September 16, WOTH-TV, Channel 18 in Hartford, became a CBS Owned station...changed its call-letters to WHCT...immediately increased its weekly operating hours...and began a new era of television service for viewers in the Hartford-New Britain area, the nation's sixth market in per family income.

As viewers in New York, Chicago, Los Angeles and Milwaukee have known for a long time, CBS ownership means a great deal. Very soon, viewers in Greater Hartford will be seeing the difference. They'll see WHCT become a pace-setter in community affairs. And they'll see more and more big-name CBS Television Network shows...plus an expanding schedule of local programming tailored for local tastes and produced to the showmanship standards which have made CBS Television the most popular entertainment medium in the nation.

For advertisers, CBS Owned WHCT shapes up as a dynamic new sales force in a market where family incomes exceed $7,300 annually. Better check CBS Television Spot Sales today for details on the new WHCT, Hartford!

WHCT COVERAGE DATA:
television families (UHF) 250,029
retail sales $2,078,741,000
food sales $467,326,000
drug store sales $68,888,000
effective buying income $2,988,435,000
(Sales Management Survey of Buying Power, May 1956; Television Magazine, August 1956)
MEMO: TO TIMEBUYERS!

NOW 1\frac{1}{2} MILLION WATTS!

WILK-TV is the world's FIRST TV station to operate with more than a million Watts! NOW—your sales message is carried further and with even greater intensity than ever before.

Cover ALL the Rich Northeastern Pennsylvania Market with:

★ TOP POWER!
★ TOP RATING!
★ TOP AUDIENCE!
★ TOP PERFORMANCE!

LEADERSHIP — COVERAGE — POWER!

Now—more than ever—WILK-TV gives you TOP AUDIENCE at LOW COST per THOUSAND!

GET THE FACTS!

CALL

AVERY-KNODEL, INC.

- NEW YORK
- CHICAGO
- LOS ANGELES
- SAN FRANCISCO
- ATLANTA
- DALLAS
- DETROIT

Affiliated with ABC

OPEN MIKE

materials a "sale." Gas, Gaskets and Glamour is strictly a public relations idea that we worked up and are offering to our accounts, not as a business builder but as an instrument for building good will—in reality the kind of "public service" of which you appear to be so scornful.

In my own experience in presenting the idea to dealers their first reaction is: "It will cost me too much to advertise it." Our standard reply to that is that he doesn't have to advertise it at all; that merely sending out invitations to a bunch of women will swap him with pleas to enroll. For that reason we have budgeted no advertising for it, nor do we ask the dealer to budget any advertising for it. On the other hand, if the dealer wants to advertise it, who are we (who built our business on advertising to the point that Alemite is one of the best known trade names in the automotive field) to say no? I can't conceive of any Alemite representative taking that attitude.

You start by saying "the radio industry is constantly besieged by free riders of all kinds." Indeed it must be, and so is the newspaper industry and the magazine industry, not to mention the upstart television industry. And well might they be on their guard against those who would take them for a free one! Personally, I have found them all too smart and sophisticated to fool. They can smell a free loader a mile off. The fact still remains that the Saturday Evening Post ran an illustrated article on our Gas, Gaskets and Glamour schools and so did Business Week; Dave Garroway interviewed our Miss DeCoverly (who heads up G.G.G. here) on his network show and so did Welcome Travelers...

F. R. Cross, Dir. of Adv.
Stewart-Warner Corp., Chicago, Ill.

[EDITOR'S NOTE: With no endorsement, yet in the belief that each party to a dispute is entitled to a chance to speak, B&T is publishing these excerpts from Mr. Cross's answer to Mr. Taylor's charges (OPEN MIKE, June 28).]

The Texas Story

EDITOR:

I have just finished reading your excellent article on Texas [B&T, July 23] and want to congratulate you on giving such a complete and balanced presentation of a very big subject. The section on our Gulf Coast agriculture was of special interest to me...

The response to our daily farm program, now sponsored by four area John Deere dealers, has been very encouraging and we find that many industrial workers and city dwellers follow farm news with much interest. I believe farm programming should be presented in a manner that is interesting to urban as well as rural people. Not only does this promote understanding of current farm problems—it increases the commercial potential for profitable farm programming by attracting the interest of general advertisers.

Burt Johnson, Farm Dir.
KGUL-TV Galveston, Tex.

Help for Hopers

Editor:

I have just returned from four months in Europe, so I am a little behind in my reading of B&T. Just finished the May 14 issue and I wanted to tell you how pleased I was with the article on "How to Start a Radio Station" by Beverly M. Middleton... because one of these days I hope to start my own station.

Thanks again for the article and B&T. You are providing us with a fine magazine—week after week—and I know "it ain't easy!"

Eddie J. Nelson
Beverly Hills, Calif.

Broadcasting • Telecasting
WGMS
5,000 WATTS
570 KC-IS YOUR
MUTUAL NETWORK
station for
WASHINGTON, D.C.

BERNIE HARRISON
The Washington Star
“The town is jumping over Mutual's plans for its new Washington outlet, WGMS ... a half-dozen of the area's top men have been scrambling for the plum ... two Washington personalities figure heavily in the overall plans. Art Lamb ... has landed the new morning disc jockey spot on WGMS-AM ... Les Sand as sports director has more real sports background than all of the other sportscasters combined ... Bobo Newsom excepted. WGMS-Mutual has added a third well known Washington personality to its AM staff, Billy Johnson.”

LAURENCE LAURENT
The Washington Post
“Radio guys around our town are greatly excited about the changes taking place at WGMS ... purchased by RKO Teleradio Pictures, the parent corporation of Mutual Broadcasting System.”

DAVE RUBE
The Washington Daily News
“WGMS is beefing up with top names under its new ownership by the Mutual Network ... Art Lamb, top local personality ... is hard at work for WGMS as its early morning man.”
RALPH EVANS, executive vice president of Central Broadcasting Co. and its parent B. J. Palmer Enterprises, is an "armchair" philosopher by temperament and nature and a "behind-the-scenes" worker in broadcasting by preference. He has been a journalist, government servant, merchandising and public relations specialist—and a promising ichthyologist.

For the past 31 years, Mr. Evans has been identified with the B. J. Palmer interests. He has been closely associated with all phases of the diversified interests of Palmer. As executive vice president of Central Broadcasting Co., he wields supervisory executive reins over WHO-AM-TV-FM Des Moines and WOC-TV Davenport, Iowa (the latter also embracing Moline, East Moline and Rock Island. WOC is licensed to Tri-City Broadcasting Co.).

Ever since he worked for choirmaster Alfred Thomas (of Whittall & Thomas), Mr. Evans has cherished the view that "really big people desire to be helpful to youngsters who want to be helped" and that "if you ask help from older men, they are willing to give it." This could be said to be the cornerstone of his own philosophy, developed when he first set out to "see the government in operation."

Ralph (no middle name) Evans was born in Worcester, Mass., on July 11, 1896, and became self-supporting at an early age by buying and trading newspaper routes. After completing a year of high school while working as an office boy, he attended Worcester Business College two hours each evening, taking up accounting, stenography, typing and shorthand—what he felt were basic courses.

Because he liked to travel and meet people, young Ralph took a civil service examination in 1915. One of his first jobs was as secretary to Dr. Henry F. Moore, deputy commissioner of fisheries. Working with a world authority on oyster and sponge culture, Mr. Evans recalls, was not precisely what he had bargained for when he initially took up shorthand.

"How in the devil I managed to make the grade is beyond me," he says, "because instruction in shorthand had not embraced Latin nomenclature of fish . . . Boy, what I didn't know about the mating habits of oysters, sharks, Columbia River salmon, seals, sponges, etc., would embrace tons of printer's ink." Mr. Evans (and the fish) survived, however, and he claims to really have developed enthusiasm over the bureau's wartime "Eat More Fish" campaign.

When a survey was launched to furnish material for the Civil Service Retirement Plan, Mr. Evans dutifully typed out personal data of employees. His view today is that "some of those authorities on fish could put to shame most of the successful contestants on the $64,000 Question. What's more, he feels, Who's

Who may well have perpetrated an injustice in not listing hundreds of individuals who knew their ichthyology.

Eventually, Mr. Evans left fisheries to their own devices and became clerk to the House Public Lands Committee. He also assisted the chairman of the Democratic Congressional Committee during the 1918 off-year elections and filed campaign expenditures. Mr. Evans' administrative reputation brought him to the attention of Canadian-born Franklin K. Lane, Secretary of Interior during the Wilson Administration, and the 22-year-old Evans was persuaded to become his confidential clerk (handling security data) and later private secretary.

At the persuasion of Herbert Kaufman, whom he had met while with the Interior Dept., Mr. Evans joined McClure's magazine in New York. (During his Washington tenure, Mr. Evans had studied journalism and law at George Washington U. there.) The magazine went into voluntary bankruptcy in the early 20's, but Mr. Evans was retained by the referees.

Mr. Evans was importuned by Frank Elliott, general manager of the Palmer Enterprises, to join that organization on July 1, 1925. His objective was still journalism and he wanted to "get the color of the midwest." The first six months he was secretary to B. J. Palmer, gradually assuming direction and responsibility for various activities of the organization. In 1936 he was appointed public relations vice president in charge of Palmer Enterprises, handling merchandising and administrative duties, and became executive vice president in 1947.

WHO began operation in 1924 with WOC-TV starting commercially in October 1949 and WHO-TV in April 1954. Mr. Evans has played an important part in the development of the two Palmer tv properties, of course, but still retains a firm belief in the power of radio, having cut his eye teeth with Palmer on those early aural operations. He makes his headquarters in Davenport.

Mr. Evans was active in promoting passage of the radio libel law in Iowa and has been identified through the years with objectives of clear channel broadcasters and the onetime Station Planning Affiliates Committee. He was sub-chairman of the Iowa Centennial Committee, with the state's commemorative stamp and half-dollar as his personal assignment. As a result, $200,000 was raised for the youths of Iowa. He is past president of the Rotary Club and a trustee of the Herbert Hoover Foundation Inc.

Mr. Evans married the former Audrey Leigh and they have a son (Richard) and three grand children. His hobby, as becomes a good ichthyologist, is fishing.
Buy KMPC and KSFO
Reach 9 out of 10 Californians!

Reach 4½ million people in Northern California...with
KSFO 560 kc San Francisco

Reach 7½ million Southern California consumers...over
KMPC 710 kc Los Angeles

★ California population
(1/1/56 SRDS) 13,296,000
Combined KMPC-KSFO primary
coverage totals 11,869,000
persons with annual spendable
income of over $16 billion.

GOLDEN WEST
BROADCASTERS
KMPC KSFO

Gene Autry, Chairman, Board of Directors
Robert O. Reynolds, President

National Representatives: KMPC: AM Radio Sales Co. • KSFO: Headley-Reed Co.
SELLING DRUG PRODUCTS?

Your market is

46 MILLION DOLLARS

in Flint and the Saginaw Valley

Michigan's 2nd richest market

Selling toothpaste...or soap...or perfume? Whatever your product, here's a big-spending market...

- Annual Retail Sales .............. $1,365,757,000
- Effective Buying Income .......... $1,683,023,000
- Average Income per City Family ...... $6,413.75

It's a market second only to Detroit in Michigan. And the way to reach it best is with WNEM-TV—the only station completely covering all 274,067 sets. ARB and PULSE surveys say so.

Contact Headley-Reed or Michigan Spot Sales

WNEM-TV

A Quality Station

serving Flint, Saginaw, Bay City, Midland

Radio Stations WPON — Pontiac, Michigan
WABJ — Adrian, Michigan

film makers

WHEN Television Programs of America was organized three years ago this month, the team of Milton A. Gordon (The Quiet One) as president and Michael A. (Mickey) Sillerman (The Lively One) as executive vice president was chosen to direct the fledgling company in the already highly competitive TV film production and distribution field.

The blending of temperaments apparently was highly compatible. Today, as TPA marks its third birthday, the company has grown from one with a single product series (Remain of the Jungle) to an organization that produces and distributes more than a dozen series, including four for network exhibition. Another index of its "growing pains" is that personnel today numbers about 125 compared to the hundred, including Messrs. Gordon and Sillerman, who began with the company.

Mr. Gordon, of course, was blessed with talents other than a quiet mien. He brought to TPA a background of almost 20 years in the business community and a well-earned reputation as a "financial fireman." Perhaps his most notable achievement was quelling the "fire" at United Artists in the late 1940s. As executive vice president of Walter E. Heller & Co., Chicago investment company, he was delegated the task of refinancing UA. He devised a plan for funneling sorely-needed funds into the company and subsequently effected "split hemisphere" financing of the African Queen production, raising part of the money in the U.S. and the remainder in England, said to be an "industry first." The motion picture, an Oscar winner, was the turning point for UA.

Mr. Gordon, a native Chicagoan who holds a Ph. D. and J. D. from the U. of Chicago, earlier had been an attorney for eight years and president of his own Army materials factory. He also served the Heller organization, which specialized in rescuing failing companies.

The perfect complement for Mr. Gordon is Mickey Sillerman, an extremely out-going individual who had spent more than 20 years in the sales end of advertising and broadcast media before joining TPA. Among the companies he served in executive posts following schooling at Johns Hopkins U. in his native Baltimore were Fairchild Publications, Liller (shoes), John D. Boyle advertising agency, The Biow Co., Hamilton Radio Productions, Keystone Broadcasting System (which he organized) and Ziv Television Programs.

Both Mr. Gordon and Mr. Sillerman are grateful to motion picture producer Edward Small, board chairman of TPA, for permitting them to execute without deviation a blueprint devised before TPA was formed: ample financing, top-notch production facilities, personnel and talent, and a top-drawer sales staff.

Mr. Gordon and Mr. Sillerman live in Riverdale, N. Y. Mr. Gordon is married to the former Elinor Loeff and they have two children, Stephen, 14, and Leslie, 11. Mr. Sillerman and the former Estelle Levine, also have two children, Tracy, 10, and Robert, 8.

Page 26 • September 24, 1956
Proved by Pulse!

WKMH COST PER THOUSAND

Lowest

OF ALL DETROIT-AREA STATIONS

Figures on request

The news is out... and it's proved by Pulse! WKMH cost per thousand is lowest of all Detroit area stations—regardless of power! Here again is proof that WKMH really gives listeners what they want most... gets advertisers what they want most! Put your radio dollars where they do the most—contact your local Headley-Reed office today!

SAVE up to 15%
By Buying 2 or More of These Powerful Stations
WKMH WKMF WKHM WSAM

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

WKMH

Dearborn-Detroit
FRED A. KNORR, Pres.
JOHN CARROLL, Mgr. Director
Represented by Headley-Reed

September 24, 1956  Page 27
MILESTONES

- **WBZ-WBZA** Boston-Springfield observed its 35th anniversary.
- **EUGENE R. KIRSHENSTEIN,** chief accountant for WGR Corp., Buffalo, celebrated his 20th anniversary with organization.
- CBS Radio's daytime serial *Road of Life* (Mon.-Fri., 1:45-2 p.m. EDT) has begun its 20th year on the air.
- **KXOK** St. Louis has observed its 19th year of broadcast service.
- **ORGANIST** E. Power Biggs begins his 15th consecutive year on CBS Radio next Sunday morning. Mr. Biggs' program originates from WEEI Boston.
- **ALLAN L. LEWIS,** sales executive, WGR Buffalo, N. Y., celebrates his twelfth anniversary with the station this month.
- **The Old Dominion Barn Dance** has celebrated its 10th year of broadcasting on WRVA Richmond.
- **WFIL-TV** Philadelphia has celebrated its ninth year of telecasting.
- **NBC-TV**'s *Your Hit Parade* marked its seventh season with its return to the air Sept. 8 (Sat. 10:30-11 p.m. EDT). The program will be sponsored alternately by the American Tobacco Co. (Lucky Strike cigarettes) through BBDO and Warner-Hudnut Inc. (Quick home permanent) through Kenyon & Eckhardt.
- **TV-MD,** the medical series on WBAL-TV Baltimore starts its sixth consecutive year on Sept. 30.
- **CBS-TV**'s *Private Secretary* series has begun its fifth consecutive year on the air in the Sunday 8-8:30 p.m. EDT period. Series is sponsored by the American Tobacco Co., N. Y., through BBDO, N. Y.

* A DIRECTOR'S CHAIR in the true Hollywood style is presented Morris B. Sachs (l), department store chain owner, by WGN Chicago, to mark the twenty-second anniversary of the Morris B. Sachs Amateur Hour on the station. The chair, which is symbolical of Mr. Sachs' interest in the arts and in boosting new talent into show business, is presented by Jay Faraghan, WGN-TV program manager.

A. C. Nielsen Company reports.

WLW radio audience...
among **TOP 10** in America
KWKH inundates an 80-county daytime SAMS area, covering an almost endless list of cities, farms and settlements — including even Turkey Creek (La.)!

We’re "in the swim of things" at home in Shreveport, too. The March, 1956, Pulse credits KWKH with top rating in 55% of all daytime quarter hours — IN 100% OF ALL NIGHTTIME QUARTER HOURS!

Cost-per-thousand homes is 46.4% less than the second Shreveport station. Get all the facts from The Branham Company.
ASCAP-BMI FEUD FLARES UP
IN CELLER MONOPOLY PROBE

ASCAP witnesses say networks-BMI dominate nation's music

ABC's Kintner first to put chains' side before investigators

Chairman Celler says he hopes networks 'will see the light'

Going on stand this week: Stanton of CBS, Sarnoff of NBC

THE RAMPAGING Celler antitrust subcommit-

tee of the House, which opened its mon-

opoly hunt against the networks in New York

Sept. 13, early last week took an excursory

flyer into the music licensing field. By mid-

week it was back on the main line.

Subcommittee members listened sympathet-

ically to ASCAP witnesses who charged the net-

works were dominating the music of the U. S.

through control of BMI. The same members

came up with blistering cross-questioning when

BMI's president, Carl Haverlin, sought

to fend his organization and its record.

The subcommittee also heard its first network

witness, Robert E. Kintner, president of ABC,

who spent all of Thursday on the stand. He

was questioned closely about many network

practices, and the subcommittee requested and

was promised copies of ABC's private contracts

with affiliates as well as information about

talent contracts.

The general temper of the hearing was best

described in a comment of its chairman, Eman-

uel Celler (D-N. Y.). He said he hoped the net-

work "would see the light and—well, I am

almost tempted to say come to their senses"

before "there is any kind of a vexatious, very

costly antitrust suit filed, and it is bound to

come to filing if the situation does not change."

Rep. Celler's remarks took on special mean-

ing in the light of testimony the previous Friday

by Assistant Attorney General Victor Hansen,

who gave a detailed description of Dept. of

Justice investigations of networks (for text of

his testimony see page 34).

The witnesses last week:

Monday—Stanley Adams, board member and

former president (1953-56) of American Society

of Composers, Authors and Publishers; Jack

Lawrence, ASCAP member; Carl Haverlin,

president, Broadcast Music Inc.

Tuesday—Mr. Haverlin; Billy Rose, song-

writer-producer-columnist; Walter C. Bridges,

president, WEAU-TV Eau Claire, Wis.; Vance

L. Eckersley, WGBI-TV Scranton, Pa.; Herman

Finkelstein, general attorney, ASCAP.

Wednesday—Allen B. DuMont, board chair-

man, Allen B. DuMont Labs and DuMont

Broadcasting Corp., licensee of WABD (TV)

New York and WITG (TV) Washington; Abra-

ham and Dick Redmond, WHP-TV Harrisburg,

Pa.; Louis J. Appel Jr., WBBA-TV York, Pa.;

Mr. Finkelstein; John G. Johnson, general

manager, WTOP-TV Winston-Salem, N. C., and

chairman, Usf Industry Coordinating Commit-

tee and Committee for Competitive Television.

Thursday—Robert E. Kintner, president,

ABC.

Mr. Kintner was the first of three network

presidents who have been summoned to testify

before the Celler subcommittee. In recess last

Friday, the hearings are to resume today (Mon-

day), with Frank Stanton, CBS president, on

the stand today and tomorrow. He is to be fol-

lowed by Robert Sarnoff, president of NBC,

Wednesday and Thursday.

Subcommittee spokesmen said "other wit-

nesses" would also be heard. It was learned

that Earl Gammons, retired CBS vice president,

and now a Washington consultant, and Ralph

Hardy, CBS vice president in Washington, had

been subpoenaed.

Here's how testimony developed last week:

Stanley Adams

ASCAP President, 1953-56

Mr. Adams said ABC, CBS, MBS and NBC, together with other broadcasters, operate and maintain BMI and thus have "seriously impaired" the "freedom of music in America." The purpose of BMI, he said, is for "depressing the price of music for broadcast." He said CBS and NBC underwrote BMI's original financing in 1940. The ASCAP board member and former presi-
dent (1953-56) quoted an article in Broadcast-

ing • Telecasting, Nov. 29, 1948, by Murray

Arnold, then program director of WIP Philadel-

phia, in which Mr. Arnold urged broadcasters

to increase gradually their use of BMI songs,

with a corresponding decrease in ASCAP songs.

He cited BMI literature proposing increases by

broadcasters in BMI song "quotas."

He said ASCAP estimates songwriters lost

more than $75 million "due to this combina-

tion of the broadcasters." Songwriters, he

commented, may get money quicker by being

affiliated with BMI, but lose in the long run

by non-affiliation with ASCAP.

"The networks," he charged, "have become

the arbiters of the audible and the viceroy of

the visual."

John Schulman, attorney accompanying Mr.

Adams as representative for Songwriters of

America, said he "understood" informally that

critic of BMI had been furnished, but did not

know by whom or whether to the FCC or the

Justice Dept.

Jack Lawrence

ASCAP Songwriter

Mr. Lawrence, also accompanied by Mr.

Schulman, said more than 1,300 music pub-

lishers of BMI are "financed by the networks' mon-

opoly."

He said Mitch Miller, head of CBS sub-

sidiary Columbia Records' artists and repertoire

section, had two ASCAP songwriters rewrite an

unsuccessful BMI song, "Let Me Go, Lover," under pseudonyms, for featuring on CBS' Studio One. The result was that Colum-

bia sold a million records of the song, but

while the two songwriters got royalties from the

records they got none of the broadcast per-

formance fees, he said. Mr. Lawrence said

songs he wrote were turned down for record-

ing by Columbia and RCA Victor Records, al-

though they already had been published as

Hollywood scores or in Broadway musicals.

In 1952, he said, BMI attempted to lure away

a group of prominent composers from ASCAP.

The networks, Mr. Lawrence said, have gone

into "complete financing" of Broadway shows,

with NBC and CBS backing "Call Me Madam" and

"My Fair Lady" for over $300,000 each,

respectively, and receiving rights to record the

original Broadway casts, while CBS secured

rights to make the first tv presentation of "My

Fair Lady." Mr. Lawrence added that CBS and

NBC, through recording and tv contracts, con-

trol "some of the great performers of our time."

Mr. Lawrence said that when ASCAP's con-

tract with the networks expires next year, "we

fear a repetition of the 1941 blackout" when

radio performance was denied to all ASCAP

music, after a contract dispute.

Under questioning, he said it is "entirely pos-

sible," although "rather theoretical," that the

networks might increase BMI's list of network-

financed, music publishers, who also belong to

ASCAP, and thus eventually control ASCAP's

board.

One difference in a 1957 blackout and the

1940-41 blackout is that BMI has built up a

tremendous backlog of music and 'they no

longer have to resort' to public domain music

such as Stephen Foster's "My Old Kentucky

Home," he continued.

If such a blackout occurred, he said, he be-

lieves broadcasters could keep ASCAP off the

air indefinitely. Asked whether he thought

ASCAP writers might go over to BMI, he said

"anything could happen; when people become
desperate they do various things," but as for

himself, "I would rather starve than to go into

BMI."

During a Monday noon news conference by

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September 24, 1956 • Page 31
FRANK SINATRA got into the House Antitrust Subcommittee hearings last week with a telegraphed charge that Mitchell Miller, artists and repertoire manager for Columbia Records, put a crimp in his career by insisting that he record BMI songs.

Since he moved to a recording company "free of broadcasting affiliations" and started recording ASCAP songs against the wishes of Mr. Sinatra, he contended in a telegram, his career has become "healthy" again.

Mr. Miller promptly denied the charges of BMI favoritism. While an "official" statement was being prepared and expected to be released today, Mr. Miller was quoted as saying that although Mr. Sinatra was a "great artist," his statement was inaccurate, and that the singer should look at the "personal and emotional aspects of his life" rather than "blame music" for the lapse in his career.

"That's a helluva way to run a hearing, to accept telegrams as evidence," Mr. Miller was quoted. "If they want to examine the record they will find that under my aegis at Columbia, Frank Sinatra recorded 95% or more ASCAP songs and 5% or less BMI."

Mr. Sinatra's telegram, read into the hearing record by Chairman Emanuel Celler (D-N.Y.), said that while he was under contract to Columbia Records, but before Mr. Miller's arrival, "I found myself enjoying a freedom of selection of material, a freedom which I may modestly say resulted in a modicum of success for me." He continued: "Suddenly Mr. Miller by design or coincidence began to present many, many inferior songs all curiously bearing the BMI label. I on my own behalf, to protect my career and then for the future, engaged Mr. Miller in a series of discussions concerning the merits of the said material against my own choice which by coincidence in each case was from the catalogue of ASCAP.

"...The point is before Mr. Miller's advent on the scene I had a successful recording career which quickly went into a decline. Rather than continue a frustrating battle I chose to take my talents elsewhere."

"It is now a matter of record that since I have associated myself with Capitol Records, a company free of broadcasting affiliations, my career is again financially, creatively and artistically healthy."

"It is my earnest hope that your investigations will result in the curbing of practices which create restraint and take from the artist those creative freedoms which are so necessary to my aegis. My career as a successful recording artist was based on material from the catalogue of ASCAP and is based on the catalogue of ASCAP and will always be based on the catalogue of ASCAP."

Cali Haverlin, BMI President

BMI's Mr. Haverlin said a study by Sidney Wagner, an "independent contractor," in 1954 showed that 71.1% of the songs on radio networks were ASCAP and 17.6% BMI, with all others 11.3%. For tv networks ASCAP had 78.6%, BMI 10.4% and others 11%, he said. He he believes any study will find a 1-1.4 or 5-1 ratio in favor of ASCAP music on radio-tv networks.

The charges brought by ASCAP and SPA in the Celler hearings are the same as those in SPA's private suit for $150 million against BMI, brought by 33 songwriters, he said.

The same charges have been made repeatedly in the last 15 years and were made by ASCAP to the Justice Dept. in 1952, he said, with Justice taking no action.

Mr. Haverlin said ASCAP collects $22 million revenue yearly, with more than $18 million collected from broadcasting in 1955, while BMI revenue was only about a third of this.

He said ASCAP seeks "to do away with our performance."

Under questioning, Mr. Haverlin said networks own somewhat more than 18% of BMI stock, while 600 stations own the rest. He promised to furnish information on the network affiliations of these 600 stations. He said even if broadcasters "wanted to favor BMI songs they could not. Music on the air is selected by such artists as Milton Berle, Count Basie, Eddie Cantor," and others, all ASCAP members, he said.

Committee members expressed skepticism that network officials who are on the board of BMI would be impartial in the use of BMI songs in competition with ASCAP songs.

Mr. Haverlin said networks and broadcasters do not control "every hour" of music on their facilities, but specify ("many times the client's wife") and others sometimes "thwart" the program director's plans. BMI is affiliated with 2,000 active and non-active music publishers, Mr. Haverlin said, about "half...of the size...of our giant and predominant competitor." Although BMI stock is owned by broadcasting companies, Mr. Haverlin said, "I do not consider BMI to be an instrument of the broadcasting industry."

Mr. Haverlin denied personal responsibility for BMI literature introduced by the subcommittee as suggesting broadcasters give preference to BMI songs over ASCAP output and other documents indicating that BMI identifies itself as a servant to the broadcast industry.

Posting the question "it is proper to have a member of the Commission attend one of these clinics held by a private business organization," subcommittee members asked at least one BMI clinician if BMI members at BMI clinics are held in conjunction with state and regional NARTB meetings.

Mr. Haverlin said FCC members had attended meetings prior to 1956, but he did not remember if any attended BMI clinics.

A committee introduced letters indicating FCC members had been invited to 1956 clinics by BMI officials and a subsequent letter from FCC Chairman George C. McConnaughey, dated Feb. 1, 1956, saying that all plans for attendance at BMI clinics by FCC members had been cancelled because of the pressure of FCC work.

Resuming testimony Tuesday, Mr. Haverlin denied that the cleared BMI songs over BMI, though, as Chairman Celler expressed it, networks or their affiliates occupy all but two places on the 14-member BMI board. Mr. Haverlin said he had "rarely, if ever, seen a basis for fear and the possibility of conflict."

Rep. Celler said the subcommittee's findings indicate otherwise: that "these radio stations are controlled in a measurable degree by the local television stations," so that the radio-tv networks dominate both.

Rep. James M. Quigley (D-Pa.) said that if the WBC-NBC Philadelphia-Cleveland "flasco" does not illustrate "fear and trepidation on the part of the stations, I do not know what does."

At one point, Mr. Haverlin said to the witness: "...Common courtesy would preclude my expressing my opinion as to your activities, I assure you, but I can say this, and all I have to say is your memory has proven to be very faulty through the hearings. Maybe your memory is rather faulty."

Mr. Haverlin said a Billboard magazine poll indicating BMI songs on an "honor roll of hits" had increased from a ratio of 63-460 in 1947 to a ratio of 291-1 in 1956, showing that "we have been successful in getting broadcasters to play our tunes," because the poll was based not only on disc jockey performances but also jockey book and record sales. On the contrary, he said, a former "Petemac Survey," conducted by an independent source, showed that BMI had only 20% of the songs on ABC, CBS, NBC, Mutual and three other stations.

This brought the sharp rejoinder from Rep. Quigley that "you are deceiving yourself and you are trying to deceive the committee when you refer only to network broadcasts and talk about 20%." If tunes are hits on the juke boxes, in record stores and music shops, then "you are not going to sit there and tell me that you are not having them played over the radio stations. You are."

At one point Rep. Kenneth B. Keating (R-N.Y.) observed: "I never encountered anything remotely like this." Mr. Quigley then claims that the other side does more business.

Asked whether he thought that broadcasters, using BMI’s repertory, could exclude ASCAP from the broadcast market entirely, Mr. Haverlin said he did not think so: that it would be "economic suicide" for one of the 600 broadcasting-stackerholders of BMI to ban ASCAP.
music while 3,400 others used it. There was no "desire or will" to cut off ASCAP music during broadcaster contract negotiations with ASCAP a few years ago, he said. Now also, he said, the contract carries an arbitration clause wherein broadcasters may continue to play ASCAP music while applying to the court to fix a rate.

Rep. Celler said he was not persuaded by Mr. Haverlin's answer, especially because of "these callous words which appear on page 15 of the book" distributed by BMI to its members: "The public selects the music which it hears and does not miss what it does not hear."

Max Freund, Mr. Haverlin's counsel, said earlier testimony had indicated this statement does not represent the philosophy of BMI.

Mr. Haverlin told the subcommittee he did not think the virtual blackout of ASCAP music in 1941 resulted from an agreement among broadcasters, but because each station "independently arrived at a point that they could not accept a higher tax."

Billy Rose

ASCAP Songwriters

Mr. Rose, who followed Mr. Haverlin, said radio-television networks and independent stations through their "joint control of more than a thousand BMI publishing firms and two of the top record companies," are responsible for the "low level of our popular songs these days." He charged that BMI is responsible for "rock and roll and other musical monstrosities which are muddying up the airwaves."

Not only are most of the BMI jokes "junk," Mr. Rose said, but in "many cases they are obscene junk pretty much on a level with dirty comic magazines." He continued:

"It is the current climate on radio and tv which makes Elvis Presley and his animal posturings possible."

Describing his visit to five communist countries during the summer, Mr. Rose said almost everyone he heard American music by such composers as Gershwin, Berlin, Kern, Rodgers and Hammerstein.

Continued on page 56

FIFTEEN AGENCIES BUY BULK OF TV TIME

FIFTEEN advertising agencies buy almost three-fifths of all network television time and their total tv billings represent nearly half of all the monies spent in television (see adjacent table).

This was the mast of a special study made by the staff of the House Antitrust Subcommitteee and introduced last Thursday into the record of the subcommittee's hearings on alleged monopoly in the television industry.

"... the critical importance with which desirable programming is regarded by leading business concerns for the successful promotion of their products is one of the remarkable phenomena of recent times," the analysis said.

"With the continuing shortage of adequate television outlets in the important markets of the country, it is reported that 'advertisers are still standing in line to get into tv.' It was against this background that a staff study was undertaken to determine the position of the leading advertising agencies in network television broadcasting."

For its study, the staff took the top 15 agencies in their billings from B&T's 1953 list of leading radio-television agencies [B&T, Dec. 12, 1955] and gave them a time on which to report — for each day in four sample weeks of 1955-56—the name of each client for whom they bought network tv time, the time period involved, the name of the network and the scope of network coverage. The sample weeks were July 11-17 and Oct. 3-9, 1955, and Jan. 9-15 and Feb. 13-19, 1956. In addition, the agencies were asked for the total amount of Class A, Class B time they purchased on each network, and the gross billings involved, during January 1956. Crosschecks were made with the three tv networks.

In terms of Class A time, the study found that 10 of the top 15 agencies accounted for about half of all sponsored network Class A periods, and that four of these agencies handled about 30% (see table in box for complete listing, by agencies and by class of time).

As between networks, the top 15 had 73.3% of all Class A time available on CBS-TV; 59.3% on NBC-TV, and 35.2% on ABC-TV. In Class B time, only two of the top 15 agencies were involved at CBS-TV: Dance-Fitzgerald-Sample accounted for 20.8% and William Esty Co. for 11.5%; at ABC-TV five of the top 15 were involved, representing 51.9% of available

BIGGEST IN BILLING

This chart shows the concentration of tv time on all networks placed by advertising agencies in the categories indicated.

CLASS A TIME

1. J. W. Thompson 9.88%
2. Young & Rubicam 8.56
3. Batten, Barton, Durstine & Osborn 5.82
4. McCann-Erickson 5.46
5. Benton & Bowles 5.38
6. Kenyon & Eckhardt 5.77
7. William Esty 3.62
8. Sullivan, Stauffer, Colwell & Bales 2.94
9. Lennen & Newell 2.77
10. Bown 2.75
11. Ted Bates 2.34
12. Cramer-Fitzgerald-Sample 2.17
13. Leo Burnett 2.08
14. Compton 1.66
15. Foote, Cone & Belding 0.94
TOTAL 58.64
16. All others 41.35
TOTAL 99.99

CLASS B TIME

1. Cramer-Fitzgerald-Sample 13.61%
2. Ted Bates 8.82
3. McCann-Erickson 8.88
4. Kenyon-Eckhardt 7.93
5. Young & Rubicam 6.96
6. William Esty 2.94
7. Sullivan, Stauffer, Colwell & Bales 1.47
TOTAL 50.31
8. All others 49.69
TOTAL 100.00

CLASS C TIME

1. Benton & Bowles 12.87%
2. William Esty 8.70
3. Leo Burnett 7.70
4. Bown 7.57
5. Young and Rubicam 6.68
6. Cramer-Fitzgerald-Sample 3.20
7. J. W. Thompson 2.98
8. Batten, Barton, Durstine & Osborn 2.66
9. Compton 2.34
10. McCann-Erickson 1.63
11. Foote, Cone & Belding 1.12
12. Lennen & Newell 0.97
13. Ted Bates 0.89
14. Sullivan, Stauffer, Colwell & Bales 0.44
15. Kenyon & Eckhardt 0.40
TOTAL 58.15
16. All others 41.86
TOTAL 100.01

CLASS A, B AND C TIME

1. Benton & Bowles 7.77%
2. Young & Rubicam 6.65
3. J. W. Thompson 6.15
4. William Esty 5.90
5. Bown 4.79
6. Leo Burnett 4.53
7. Batten, Barton, Durstine & Osborn 4.04
8. McCann-Erickson 3.89
9. Cramer-Fitzgerald-Sample 3.31
10. Kenyon & Eckhardt 2.47
11. Ted Bates 2.06
12. Compton 1.87
13. Lennen & Newell 1.79
14. Sullivan, Stauffer, Colwell & Bales 1.71
15. Foote, Cone & Belding 0.97
TOTAL 57.94
16. All others 42.07
TOTAL 100.01
WHY JUSTICE DEPT.
IS PROBING NETWORKS

AT THE BEHEST of the Celler subcommittee, antitrust chief Victor Hansen on Sept. 14 testified about his division's activities in investigating complaints that the tv networks engage in monopolistic practices [AT DEADLINE, Sept. 17]. B&T considers that testimony, and the questions which prompted it, particularly significant and revealing. It follows below, reprinted virtually intact from the hearing record.

Mr. Hansen: . . . broadly, the Commission is obliged by statute to "generally encourage the larger and more effective use of radio in the public interest." Applying this "public interest" standard, as the Supreme Court put it in FCC v. RCA, "There can be no doubt competition is a relevant factor in weighing public interest." With this in mind, FCC Chairman McConnaughey testified before this subcommittee that the Commission "has the obligation to maintain a system of broadcast compatible with the antitrust laws."

Underscoring the importance of competition, Congress did not see fit, for example, to grant the FCC power to give a broadcasting licensee any antitrust immunity. To the contrary, Congress directed the Commission to refuse a license to anyone whose license has been revoked by any court judgment in any antitrust proceeding. And, even more important, the Communications Act itself specifies: "All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to . . . interstate and foreign radio communications."

Chairman Celler: I might say at this time that that provision is indeed more honored in the breach than in the observance. Mr. Hansen: In light of this provision, the FCC chairman has agreed that even FCC approval of a specific exchange of stations does not render "antitrust prosecution by the Dept. of Justice impossible."

As you know, however, entry into the broadcasting business requires a license from the Commission. In addition to controlling entry, the Commission has authority to and does regulate many broadcasting activities. Consequently, if a licensee has shaped his action to conform with rules of the Commission, the Second Circuit at least, in a private antitrust suit, has deemed "it improper to grant a preliminary injunction . . . when the FCC, after prolonged hearings . . . has specifically sanctioned many of the important terms of the contracts" there challenged. From this it follows that this department, shaping its antitrust proceedings, may do well to consider the scope and content of Commission control over conduct against which we proceed.

Against this background, I turn, second, to details of our pending investigations. Initially, I treat our grand jury inquiry into NBC's acquisition of Westinghouse's Philadelphia television and radio stations. More broadly relevant are pending investigations of network tie-ins and talent control. Next, I analyze questions posed by the networks' "must-buy" and "option-time" policies. Finally, underpinning all these inquiries is the basic issue whether, in today's market context, the networks' dual role—program production and distribution coupled with station control—so threatens television competition as to warrant divestiture.

First, NBC-Westinghouse. At a conference Aug. 12, 1955, three Commission staff members advised the antitrust division that NBC and WBC had sought Commission approval of NBC's swap of its Cleveland broadcasting facilities for the WBC-Philadelphia television and radio stations. We were also advised that WBC's application indicated Westinghouse had agreed to this transfer on pain of loss of its NBC network affiliation. And, we were told, an FCC staff investigation would be launched.

Shortly after this August meeting, the division and the FCC each designated a staff member to serve as liaison for all matters relating to both agencies' responsibilities. As part of this plan, the latter part of September, the division's liaison man examined on an informal basis the FCC staff report of inquiry. Similarly, documents obtained during the FCC inquiry were scanned late in October. We requested copies of certain of these documents at the time of their examination. They were delivered to the division by the FCC Nov. 28, 1955.

Less than one month later, on Dec. 21, 1955, I understand the Commission voted to approve the exchange.

Chairman Celler: I understand also the Commission voted to approve that exchange without a hearing.

Mr. Hansen: I understand that is true. This approval was neither communicated to us nor announced publicly, however, until Dec. 28, 1955.

Mr. Maletz: Judge Hansen, I note you state that the antitrust division requested copies of FCC documents late in October, yet they were not delivered by the FCC until Nov. 28, 1955. Would you say on the basis of what you now know that this delay of approximately a month in delivering copies of the documents requested, was unusual?

Mr. Hansen: I have not had sufficient experience to say that it is unusual. I can say that the delay obviously did not help us, but it did not prevent us from carrying along our other investigations.

Chairman Celler: May I ask Mr. Kramer and Mr. Bicks, would either of you say that is unusual?

Mr. Bicks: Mr. Kramer has been working regularly with the FCC. Would you say that was unusual?

Mr. Kramer: No. I would not, sir.

Mr. Maletz: Judge Hansen, on the basis of your review of this matter, did this delay by the FCC hamper the antitrust division in arriving at a decision which it subsequently did arrive at to conduct a preliminary investigation of the proposed transaction?

Mr. Hansen: We had started it and I do not think it materially did. You will note, following in my statement here, we did take some action before it was made public.

Mr. Maletz: Now in your judgment, should the Commission have notified the antitrust division on Dec. 21, 1955, that it had voted to approve this swap deal?

Mr. Hansen: I would say we would have expected it.

Mr. Maletz: But you were actually not notified?

Mr. Hansen: I was not there. I do not know. There might have been some telephone communication or unofficial notification, but my records have not disclosed that we were notified.

Mr. Maletz: In view of the liaison between the Dept. of Justice and the FCC, do you believe that the Commission should have undertaken to obtain the views of the Dept. of Justice concerning the antitrust implications of this proposed deal before voting to approve the swap?

Mr. Hansen: Well, I do not know whether or not there was any exchange of ideas. It quite frequently has happened that a telephone call exists between both divisions, but I would say that there ought to be, certainly in this kind of a case, close liaison, the furnishing of information from both sides where action is taken by either.

Mr. Maletz: Well, obviously there was not that kind of liaison, is that right?

Mr. Hansen: Well, I must admit that from looking at the record alone I think probably it did not work as effectively as it should have.

Mr. Rodino: Judge Hansen, on Dec. 27, on receipt of the data which was delivered to Chairman McConnaughey and the FCC, was there
any attempt by the Commission to contact the Justice Dept. to learn what its views might be on that?

Mr. Hansen: My understanding is it was not delivered to any individual commissioner personally, but was delivered there to the person in charge. I would rather believe probably that they did not receive the information until after their approval.

Mr. Rodino: Was there any attempt made thereafter to contact the Dept. of Justice in the event there might have been some probable—

Mr. Hansen: My understanding is there was not . . .

Following up from the effective date of Dec. 28, 1955, and in the interim, on the morning of Dec. 27, 1955, a letter from my predecessor in office, Judge Barnes, to Chairman McConnaughey was delivered to the Commission. That letter advised the Commission that this division had begun a preliminary investigation into whether this exchange transgressed the antitrust laws. Moreover, our letter promised an early decision.

By June of this year, that investigation had progressed to a Federal grand jury in Philadelphia. Among witnesses subpoenaed were: Joseph E. Baudino, vice president, Westinghouse Broadcasting Co.; Chris J. Wittig, vice president, Consumer Products Division, Westinghouse Electric Corp.; John W. Steen, counsel, WBC; E. V. Huggins, vice president, WEC, and chairman of the board, WBC; Joseph E. Heffernan, financial vice president, NBC; Charles R. Denny, vice president in charge of Owned Stations Division, NBC; Robert W. Sarnoff, president, NBC; David Sarnoff, chairman of the board, RCA.

In addition, NBC and its parent RCA, WBC and its parent WEC, the Columbia Broadcasting System and others, have pursuant to grand jury subpoenas produced documents from their files. More of these may still be forthcoming.

Mr. Maletz: You state that CBS has pursuant to a grand jury subpoena produced documents from its files. Is this the same grand jury investigating the NBC-Westinghouse exchange?

Mr. Hansen: Yes.

Mr. Maletz: Would you say then that the Philadelphia grand jury is not limiting itself to the NBC-WBC transaction?

Mr. Hansen: I do not think I can properly comment on that . . .

Examination of this evidence is now well underway. Decision whether action is warranted will be forthcoming, I hope, before this year's end. Detailed comment upon any possible action I deem at this time unseemly. However, this much can be said now. First, the exchange itself has accelerated the liaison between the antitrust division and the FCC.

Mr. Maletz: In what way?

Mr. Hansen: By two things. I think the fact of the possible breakdown in it has made both agencies more conscious of it and as a result of that we have almost weekly contacts between the agencies reviewing matters under mutual consideration.

Mr. Maletz: Now, I would like to ask you about the liaison between the Dept. of Justice and the Network Study Group of the FCC. First, I would like to point out that Judge Barnes testified before a Senate committee Feb. 28, 1956, that up to that date the Network Study Group had not asked him, Judge Barnes, to comment on the Chain Broadcast Regulations, or his opinion of how they affected the Department's enforcement of the antitrust laws. Since that date has the Network Study Group consulted with the antitrust division on any possible future revisions of the Chain Broadcast Regulations?

Mr. Hansen: Mr. Kramer tells me there has been active communication between the two.

Mr. Maletz: Would you care to particularize on the working relationship between the Network Study Group of the FCC and the antitrust division?

Mr. Hansen: I am informed by Mr. Kramer that they have not asked for specific recom-

(Continued on page 112)
PITFALLS AND POSSIBILITIES
IN SELLING THE TIMEBUYER

BROADCASTERS at the NARTB regional meeting in Minneapolis (story, page 90) were given a peek into the things that timebuyers in a large agency office think about. Philip Archer, chief timebuyer of Campbell-Mithun, major Minneapolis agency, told the Tuesday luncheon meeting what agencies like, what they want, and what they don’t get from all stations. Here are excerpts from his address.

TOO MANY time salesmen feel that once the sale is made, their job is done. They feel their responsibility ceases once they see the color of the agency’s ink on a contract. Of course, at this same point the agency’s job has only started. It is from this point on that the agency must go to work to see to it that the program or campaign pays out for the client in terms of the sale of merchandise.

Many salesmen or station representatives make it a point to work closely with the agency during the life of a program, offering suggestions on format, talent handling, promotion and even commercials. And it is this type of station selling that shows the greatest returns in time sales over the long haul, in contrast to the one-shot selling job where the main objective is to make the sale, then hope the program somehow pays out. In dealing with several hundred stations every year on spot buys alone, this is one of our greatest problems.

Here are some typical approaches that we get from time peddlers. First, we have “Johnny I’ve Got to Get an Order Today.” He opens his presentation like this: “How about the business today? Haven’t you got something you can throw my way? I sure could use a couple of orders. I don’t believe you’ve given me the nod in over six months.” This type of salesman doesn’t even have the good judgment or courtesy to suggest some worthwhile or attractive availability.

Next we have “Eager-Beaver Bill” who’s just about the busiest man in town and who uses all kinds of tricks of the trade to get his orders. He figures the best approach is to sell the client first. He opens his sales pitch something like this: “I talked to your client, Joe Blow, yesterday . . . .”

In 90% of the cases this all turns out to be a false alarm. A telephone call to the client usually reveals he did not say that he was interested in the show . . . and many times the client will add, “I told him to call you to get him off my back.” What the eager-beaver forgets is that the client is an expert on the manufacture and sale of his merchandise, but that he hires an advertising agency to select his program, stations and other advertising media.

One more abuse in the selling of time, one that is the most common of all! It is prevalent in the selling of spot announcements, but to some extent it also appears in the sale of program time. Let’s say the agency has an order to buy a spot schedule in market X. It is decided that station Y will best serve the requirements of the campaign. When the availabilities are brought in, we find they are mediocre as to adjacencies and ratings. In order to prevent the business from going to another station, the salesman will say, “Look, you take the best ones from this list of availabilities. We’ll have some darn good ones opening up in the next few weeks, and I’ll give you back any hot ones so that you can improve your schedule. Buy your schedule now, and we’ll take care of you when the good ones open up.”

Either memories are short or intentions are forgotten easily. The cases are rare, indeed, when we can improve our schedule without prodding the station into it. In 95% of the cases, the promise is forgotten completely unless the agency reminds the station about it.

All of these abuses are understandable to some degree, but they certainly are curable, too. It is so refreshing to have an experience such as I had the other day when a station representative was asked to get us a program availability on one of his stations. A few hours later he came back with the availability . . . gave me the facts . . . and then added “and I think it stinks.” He was right, too . . . and I have a lot more respect for this fellow now than I have for many salesmen.

What does an agency expect from the salesman? First of all, and most obvious, is honesty. Attempts to camouflage the facts, or to tell only half the story, are soon discovered, which only takes up our time. Then the agency believes nothing the station tells it. The second is a development of “creative selling.” Few salesmen really understand the idea when they get in an agency’s office. Instead of trying to sell just anything you think someone might buy, salesmen should have a well-conceived, well-thought-out plan that will fit a particular client’s needs. And why not bring the facts—all of them—along on the first call. Too often the time salesman operates like a plumber. He has to run back to his office to get his selling tools.

What does the individual station have to do to convince the timebuyer that his facilities are best suited to the particular client problem at hand? First, it must be understood that the needs and problems of spot advertisers are extremely varied.

The days of pride of sponsorship are pretty well over. The agency wants to use your station most of the time only if it can be demonstrated you can deliver the greatest number of advertising messages per dollar spent to the right people.

In determining the most economical and productive expenditure of the advertising dollar, most agencies primarily study the following characteristics of a station:

- Physical coverage, and reliable data are needed in matching coverage with distribution.
- Composition of the audience and share of audience during the day, at time quoted as available; on these, factor cost-per-1,000 is figured.
- Indications of listenership (surveys).
- Program and production quality; skill and regularity in delivering good programming and production means sales for the advertiser’s product.

The best time slot on the most powerful station is worth nothing if production and talent quality fall short. Does the announcer think about what he’s saying or does he just read some words?

Has he seen, tasted, smelled or worn the product? The station can pay a big salary to the announcer who puts out the most beautiful pear-shaped tones you ever heard. But if it doesn’t sell, what good is it? I’d rather have the worst gravel-voiced guy on the staff if he knows his product and can sell it.

Radio and television have sold billions of dollars worth of merchandise in their short history, will sell billions more in the future. My only plea is: Let’s make them even better than they are. Let’s get production people and talent to be selling conscious and product conscious.

There is often little that a station can do to influence the selection of markets on a given schedule. That must be determined by the advertiser and the agency. But frequently the amount of money to be spent in a market can be influenced by the station that demonstrates the size and quality of the territory it covers in a factual and provable way. Superlative claims mean little. The agency is interested only in the facts.
HIGH MAN on a total pole!

In Baltimore, that’s W-I-T-H... any way you read radio standings.

- W-I-T-H has twice as many advertisers as any competitor.
- W-I-T-H delivers more listeners per dollar than any competitor.
- W-I-T-H is first by far in out-of-home audience*—and reaches 74%** of all Baltimore homes every week. It’s the popular station that folks tune in first and automatically.
- W-I-T-H “pinpointed power” is made-to-order to blanket Baltimore’s 15-mile radius at low, low rates—with no waste coverage.
- W-I-T-H is a proven master of “merchandising your advertising.”

We could go on—but we think you’ve already got your answer.

*Hooper Radio Audience Index  **Cumulative Pulse Audience Survey

Buy WITH

Tom Tinsley
President

R. C. Embry
Vice Pres.

CONFIDENCE

Ferjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.
TELEVISION’S POTENTIAL ENVISIONED BY CAMPBELL

Foote, Cone & Belding executive foresees shopping via closed circuit tv. National advertising budget should reach $12 billion by 1960, he says.

PUSH button shopping with women selecting their purchases on a closed circuit television screen at supermarkets was envisioned Friday by Roy Campbell, western division vice president of Foote, Cone & Belding, before the Los Angeles Rotary Club.

Mr. Campbell talks television’s “wonder” contribution to tomorrow’s world of automation will be repeated today (Monday) in Houston, Tex., before the 10th District of the Advertising Federation of America.

Speaking on “The Future of Television,” the advertising agency executive predicted that other tv developments in the next 10 years may include:

- Small closed circuit television for every room in the home.
- Home video tape recording at present sound recorder costs.
- Circulating libraries lending “sight tapes” of plays, operas and special events for playback on home receivers.
- Low cost tv cameras for making home tv movies.
- Space satellite transmission of visual military, scientific and meteorological data.
- TV screens covering entire living room walls and even bedroom ceilings to permit lying down reception.
- Television news coverage in color.
- Trans-world television as common as today’s transcontinental tv programs.

Mr. Campbell also predicted the teaching of liberal arts college courses, possibly the first two years by television because of the lack of college facilities.

Marketing By Television

“In the field of distribution,” Mr. Campbell said, “technicians foresee the time when women shoppers will shop by tv screen. It may be possible for a housewife to sit in her car in the parking lot of a supermarket, watch the display of brands on the tv screen and push a button for those she selects, and the order will be automatically assembled and brought to the car.”

The FC&B vice president predicted 1,000 tv stations by 1966 with 85 million receiving sets in over 50 million homes. He predicted that half of these sets will be in color. Annual set sales will total eight million sets, he said, partially for replacements.

Television after only ten years of growth has become the biggest single force in American life today, Mr. Campbell said. A force “that moves merchandising like nothing else I’ve seen,” he added, with 35 million families spending more time at the video screen than do even earning a living.

“No other instrument devised by man including the automobile, the telephone, the motion picture and the radio has been welcomed by so many people in so short a time,” Mr. Campbell continued.

He said, however, that despite the phenomenal growth of television as a medium, newspapers remain the leading medium of the nation’s business and industry with an annual share of $3 billion of the $10 billion spent on advertising against $1 billion for television.

“In spite of the competition from television,” Mr. Campbell said, “newspaper circulation has continued to go up and the increase in newspaper advertising—$700 million since 1947—has almost equalled television’s entire budget growth.”

Merkel Starts N. Y. Drive

MERKEL Inc. (meats), through Blaine-Thompson Co., both New York, has launched an all-media campaign with emphasis on radio spot. Through Dec. 16, Merkel will use WQXR, WABC, WOR, WINS, WMGM and WMCA, all New York. It will also participate in WOR-TV New York’s Celebrity Club, a program that it sponsored wholly last year on WABC-TV New York.

Page 38 • September 24, 1956
THE NEW PHILADELPHIA STORY

(A COLORFUL TALE)

...is proud by nature. But one...may be prouder than another. Right now, the proudest...in Philadelphia is the one who's making his home at WRCV-TV. The WRCV-TV...is now the most colorful bird in town—the first native...ever televised from its own backyard in all its splendid, true-to-life glory!

Yes, Philadelphia is taking on a new kind of local color. As of September 24th, WRCV-TV telecasts in live COLOR, on a regular basis, over its own facilities. Color cameras—color film—color slide equipment—all's on hand for local productions ranging from station-breaks to full-scale Spectaculars! Everything you need to show your product at its colorful best, in the nation's fourth largest market.

Let our friend, the show you the colorful way to feather your...: WRCV-TV•3

LEADERSHIP STATION IN PHILADELPHIA
SOLD BY NBC SPOT SALES
How the atom is putting new shapes on the horizon

In a few years, shapes like these on the horizon may well be trademarks of the atomic age—trademarks of the atom at peaceful work, producing electricity for the nation's homes, farms, factories and businesses.

Already, America's independent electric companies are participating in building three big commercial atomic-electric power plants. Four more such plants are under way. All told, more than 300 million dollars from the electric companies will be involved, and hundreds of electric company engineers and scientists are pressing research into all aspects of this vast new field.

There is much still to be learned about making the atom work efficiently and economically for you. And the experience, ingenuity and inventiveness of the independent electric companies are at work with other industries and with the Atomic Energy Commission to find answers.

America's electric light and power companies have brought electricity to almost every corner of the U.S. in the span of a single lifetime. You can be sure they'll help develop the atom's promise so this nation will continue to have the best and the most electric service in the world.
**Video Tops Leisure, New Report Concludes**

The American public spent more time watching television than any other leisure time activity during the week ending Sept. 1, according to the first issue of Activity, a new report of Sindingler & Co. designed to measure all such activities on a common basis that will provide comparable ratings for major advertising media as well as continuing a record of other activities.

Total time spent that week in watching tv by all viewers of 12 years old or older in the nation was 1,311.3 million hours, according to Sindingler. Radio listening, second most popular activity, consumed 1,011.3 million hours; auto travel took up 873.3 million hours, newspaper reading 367.1 million hours (although more people read newspapers than watched tv or listened to radio: 92.6 million newspaper readers to 71.2 million tv viewers and 67.5 million radio listeners); 265.5 million hours were spent in movie theatres and 259.9 million hours in watching free movies on tv.

Based on approximately 1,000 interviews a day or more, the Sindingler's Activity reports will shortly be expanded to include reading magazines and books, attendance at sporting events and time spent watching them on tv, shopping, visiting doctors and dentists, etc. The research firm emphasizes the flexibility of its interview techniques to cover any activity in which any client is interested.

**Dabadei to Community Coffee**

J. ROY DABADIE, manager of WBRZ (TV) Baton Rouge, La., has been named advertising and sales promotion manager of Community Coffee Co., Baton Rouge, according to an announcement by H. N. Sauage Jr., president of the coffee company. Mr. Dabadei began his broadcasting career in 1937, joining WIBO Baton Rouge as a salesman. When he left WIBO to join WBRZ, he was vice president and general manager of the radio outlet. He is a past president of the Louisiana Assn. of Broadcasters and a member of the employer-employee relations committee of NARTB. Mr. Dabadei has resigned from his position with WBRZ.

**'See It Now' Sponsor**

SHULTON Inc. (toiletries), Clifton, N. J., through Wesley Assoc., New York, has signed as participating sponsor of the first CBS-TV See It Now program of the 1956-57 season. The Edward R. Murrow-Fred W. Friendly series begins Oct. 7 with a special one-hour (5-6 p.m. EDT) report on the current Suez Canal crisis. It will be the fifth report on Egypt since the program's inception and its third in little more than six months.

**Berk, Friend-Reiss Merge**

IRVING BERK Co., New York, has been consolidated with Friend-Reiss Adv., New York, effective immediately. Among the accounts of the Berk Co., which Friend-Reiss now has, are Greenwood Foods Inc., Vanity Corset Co., and George Kern Inc. Irving Berk, founder of the advertising firm, has switched to F-R as account group head.

**LATEST RATINGS**

**TOP 10 TV PROGRAMS, WEEK OF SEPT. 1-7**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Net-work Stations</th>
<th>No. of Stations</th>
<th>Day &amp; Time</th>
<th>Rating</th>
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<tr>
<td>1</td>
<td>6,000 Question</td>
<td>Revlon</td>
<td>CBC</td>
<td>166</td>
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<td>2</td>
<td>Edward Sullivan</td>
<td>Lincoln-McCarron (K&amp;E)</td>
<td>CBS</td>
<td>180</td>
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<td>4</td>
<td>What's My Line</td>
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<td>Jackie Gleason</td>
<td>Buick Div. of General Motors</td>
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**TOP 20 REGULARLY SCHEDULED ONCE A WEEK SHOWS**

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<td>The Makers</td>
<td>Revlon</td>
<td>NBC 187</td>
<td>10-10-52</td>
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Emil Mogul to Drop Block Drug Accounts

BLOCK DRUG Co., Jersey City, which last month withdrew its $1 million-plus account from the Harry B. Cohen agency [Closed Circ.-Oct. 27] last week found itself on the opposite side of the advertiser-agency seesaw when Emil Mogul Co., New York, announced it would terminate its three-year association with Block.

Involved are Omega Oil, Laxium, Sentrol and Poslum, billing well over $200,000 annually, a substantial part of it in broadcast media. At the same time, the Mogul agency said it had been offered "two additional products" by Block which it refused to identify, but which, it understood, comprise the Block products currently being handled by Dowd, Redfield & Johnstone, New York: Minipoo shampoo and Stera-Kleen. A Mogul spokesman said the resignation was sparked by "product conflicts and other considerations." He did not elucidate.

The termination becomes effective as soon as Block names another agency for the four products now handled by Mogul. Alfred L. Plant, advertising manager of Block, said a new agency would be picked "within the next few weeks."

Edmund F. Johnstone, executive vice president of Dowd, Redfield & Johnstone, which now services Minipoo and Stera-Kleen, said "we have not been notified that we have lost the Mogul account." Mr. Johnstone said that the agency has no contract with Block and that it could conceivably lose the account overnight if the client felt so disposed. Minipoo and Stera-Kleen bill approximately $200,000. Of this $150,000 is in broadcast media, "most of it in tv," Mr. Johnstone said.

Named as successor agency to Harry B. Cohen Adv. for Nytol, Green Mint and Py-Co-Pay was Sullivan, Stauffer, Colwell & Bayles [B&T, Sept. 17]. Block Drugs did not assign Amm-D-Tent to SSS&H, and Mr. Plant indicated that no choice had been made as of Thursday.

Block also retains Grey Adv. for several of its accounts in the U. S.

Monarch Wine Will Launch Strong Consumer Drive Oct. 1

MONARCH Wine Co. (Manischewitz wines). Brooklyn, N. Y., will launch what was described last week as a "record coast-to-coast," consumer advertising campaign Oct. 1, using both radio-tn and spot and some local programs. Starting that date for 13 and eventually 26 weeks, Manischewitz will penetrate more than 100 top markets on more than 300 radio-stations. Emphasis will be on tv spot. The agency, Emil Mogul Co., New York, could not specify the budget involved for spot.

On Oct. 7, Monarch will begin sponsoring Hy Gardner Calling on W RCA-TV New York (Sun., 11:15-11:45 p.m. EDT) for 26 weeks. It is also backing the Big Wilson sports show on KYW-TV Cleveland, Mondays through Thursdays, 11:20-11:30 p.m. EDT.

For radio, Emil Mogul Co. has a new version of the "Man, Oh Manischewitz" jingle, and for television, the agency will set the jingle to sight, using "Three Men of Manischewitz." Although all of Monarch's Manischewitz wines are being pushed, the bulk of the copy centers on its medium dry Concord all-purpose wine, introduced last year.

L. A. Video Habits Charted by Survey

TWO tv and three radio sets in every family; preference for cartoon commercials; no desire to own a color tv set at the current price tag; little preference between filmed and live programs; shows picked in advance; the purchase of nine out of 12 items motivated by tv.

These are characteristics of the average Los Angeles home, Earl J. Hudson, vice president of western division of ABC, told the Hollywood Advertising Club last week. They were brought out in a recently-completed survey conducted for ABC and the network-owned KABC Los Angeles by Dr. Jesse A. Bond, director of teacher training at UCLA. Mr. Hudson's address was the start of a week-long celebration in honor of the seventh anniversary of ABC-TV.

Of 1,500 questionnaires sent to employees of the Title Insurance & Trust Co. in Los Angeles, 1,381 were filled out and returned. Very surprising, Mr. Hudson reported, is the number of two-or-more set homes, with some reporting four sets. The respondents had 2,455 tv sets and 4,222 car and home radios.

The top five tv commercials, in order of preference, were Ford, Rheingold beer, Hamm's beer, Bank of America and Lucky Strike.

The best-liked radio commercials (not necessarily in order of popularity) were Rheingold, Firestone, Lucky Strike and Ziv. The worst, Chevrolet-Chevy-let, Lucky Lager beer and the gas company.

To the question "If good color tv sets were available for $500, would you purchase one?", more than two to one answered in the negative; yet, 421,000 of the respondents seemed to care "some" whether the program is live or on film, a large majority cared "little."

To the question, "Which of the following most influenced your decision to purchase the items listed below ... newspaper, radio, magazine, tv and others?", television was the most influential medium in motivating the purchase of nine out of 12 items listed, and in two out of the other three, television was second. Generally speaking, radio followed close behind tv.

Radio to Promote 'Times'

THE New York Times will use radio, but within its normal schedule, to promote its "team" coverage of the national election campaign. Copy will stress the team technique, in which groups of newsmen are assigned to different key states for comprehensive reports on political developments and trends at all levels, and is tentatively scheduled to begin about Sept. 27. It will be part of Times current schedule totaling approximately 75 spots weekly on three New York City stations and 11 suburban outlets. Agency is BBDO, New York.

SPOT NEW BUSINESS

Great Atlantic & Pacific Tea Co. Ltd., Toronto, through Paul Phelan Adv. Ltd., Toronto, has bought CBS-TV Film Sales Under the Sun package of half-hour tv films (edited versions of Omnibus) in seven major Canadian markets, for use starting Oct. 17.

Colonial Stores (supermarket food chain), Atlanta, to sponsor Ziv Television's Dr. Christian tv film series in 15 major southeastern markets, starting in late October. Agency: Lilter, Neal & Battle, Atlanta.

SPOT RENEWALS

Laugendorf United Bakers, through Compton Adv., both San Francisco, has renewed NBC Television Films "Steve Donovan, Western Marshal" for a third run in 13 western markets in three states. The program is seen regionally in 150 U. S. markets.

NETWORK NEW BUSINESS

General Mills (Cheerios), Minneapolis, through Dancer-Fitzgerald-Sample, takes one-minute participations in nine-station portion of Panamerica Pacific (BCTV) CBS Television Pacific Network for 26 weeks terminating March 1, 1957.

Sweets Co. of America (Tootsie Rolls), through Moselle & Eisen, both N. Y., will alternate, effective Oct. 6, with General Mills in sponsoring CBS-TV's Tales of Texas Rangers (Sat., 11:30-noon EDT).

Switt & Co. (meat packers), through McCann-Erickson, both Chicago, has signed for alternate sponsorships (general through Dancer-Fitzgerald-Sample) of ABC-TV's The Lone Ranger (Thurs., 7:30-8 p.m. EDT), effective Oct. 25.

U. S. Rubber Co., through Fletcher D. Richards Inc., both N. Y., signed for alternate sponsorship (with American Tobacco Co.) of Navy Log series moving from General to ABC-TV Oct. 17, Navy Log will be seen Wednesdays, 8:30-9 p.m. EDT.

Mentholatum Co. (cold preparations), Buffalo, N. Y., reported "dickering" for an NBC-TV show earlier this summer [B&T, Aug. 27], signed for participations in NBC-TV's Tic Tac Dough
WHEN YOU BUY ATLANTA...BUY WAGA-TV
AND GET A BETTER RIDE FOR YOUR MONEY

YOU NEED THIS BOOKLET which gives all
the facts and figures about WAGAland—the
Atlanta market as you know it, plus an addi-
tional coverage that adds more than 300,000
people to the market. It is yours on request
direct from us or our reps.

TOP DOG IN THE NATION'S 21st MARKET

100,000 watts
channel 5

CBS-TV in Atlanta

Represented Nationally by
THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES
NEW YORK—118 E. 57th St.—TOM HARKER, Vice President and National Sales Director • BOB WOOD, National Sales Manager
CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.


A&A PEOPLE


Shelley Platt, producer, Norman, Craig & Kimmel, N. Y., named radio-tv production manager. Ben Coloradori, recently with Biow and Geyer agencies, N. Y., to NCBK as art director.

Frank W. Julsen joins Cunningham & Walsh, Chicago, as supervisor of food accounts.

Frank J. Gillespie transferred from Ford Motor Co.'s midwest public relations office, Chicago, to Special Products Div. of Ford Motor Co., Dearborn, Mich., as assistant to Gayle Warnock, public relations manager.

Hill Blackett Jr., account supervisor on Toni and member of plans board, Clinton E. Frank Inc., Chicago, elected vice president of agency.

William J. Brittain, formerly advertising and sales promotion manager, American Kitchens Div. of Avco Mfg. Co., to Krupnick & Assocs., St. Louis, creative staff.

Richard H. Conner and Robert M. Brown, both public relations account supervisors, Ketchum, MacLeod & Grove, Pittsburgh, elected vice presidents.

Walter P. Glenn, manager of art department, and Jack M. Anthony, executive art supervisor, Young & Rubicam, N. Y., elected vice presidents.

Joseph Daffner, formerly vice president and general sales manager, Norex Labs, division of Schenley Labs, named director of advertising and merchandising, Lanolin Plus.

Irwin Rosenau, sales promotion director, Exquisite Form Brasiere, N. Y., appointed director of advertising and sales promotion of Exquisite Form and affiliated companies.

Joe H. Serkowich, vice president of Aubrey, Finlay, Marley & Hodgson, Chicago, elected a director of agency.

Vernon S. Mullen Jr., formerly advertising manager of Miller Brewing Co., Milwaukee, to Leo Burnett Co., Chicago, as account executive on Pabst Blue Ribbon Beer account.

Douglas L. Smith promoted from advertising manager to director of advertising and merchandising at S. C. Johnson & Son, Racine, Wis. He succeeds Stuart D. Watson, resigned to join McCann-Erickson Inc., N. Y., in executive capacity.

Richard D. Trentlage, formerly with Rusel M. Seeds Co., Chicago, to creative staff of McCann-Erickson, same city.

Al Sembrief, formerly with Biow and McCann-Erickson, both N. Y., to Maxon Inc., N. Y., as art director.

Jules Leannard, director of marketing and merchandising, Emil Mogul, N. Y., elected chairman of national executive council, Pi Lambda Phi, national collegiate fraternity.

Willard Mackey, product manager, General Foods Corp., for the past three years, to Sullivan, Stauffer, Colwell & Bayles, N. Y., as account executive.

Chris F. Anderson, account executive, Endorsements Inc., N. Y., to executive vice president. Robert C. Brittmeyer, also of the account staff, to vice president in charge of motion picture and tv operations.

Randy Goetz, formerly with the Boston office of Weed & Co., to WCPB Boston.

Richard J. Farricker, with McCann-Erickson, N. Y., for the past year, appointed management service director on Chrysler account. Ammon B. Godshall named vice president and group head on the Chrysler account in Detroit.

Robert A. Fox named account executive in Newark office of Lewis, Williams & Saylor, N. Y.


Dorothy Gill, formerly in charge of media for Leo Burnett Co. and Grant Adv., both in Canada, to Kenyon & Eckhardt Ltd., Toronto, as media supervisor and senior space buyer.

Constance Valesy, formerly with Kenyon & Eckhardt, N. Y., to Norman, Craig & Kimmel, N. Y., as group art director.

James R. Cannon, media department, Compton Adv., N. Y., to account handling department as assistant account executive.

Pete Coley, timebuyer, Al Pali Lefont Inc., N. Y., to Crusade for Freedom there as newswriter.

Kenneth D. Clapp, at one time with Yankee Network, to Charles F. Hutchinson Inc., Boston.

Dick Zimbart, formerly assistant to Raymond A. Jones, AFTRA Chicago office, to staff of Leo Burnett Co., same city.

Jack Galuh, public relations consultant, appointed managing director, Bennett Assocs., Inc., N. Y., public relations division of Victor A. Bennett Co., N. Y., advertising agency.
11° - 9 months ago, I didn't even have a Pulse.

New Pulse Shows Fabulous Growth of WGTO Florida Audience

Here is up-to-the-minute proof of WGTO's fabulous growth in the booming Florida market. Only nine months after WGTO went on the air this lustrous "regional" station is beating "local" stations right in their own back yards.

Pulse survey of four Florida counties; Hillsborough (Tampa), Pinellas (St. Petersburg), Orange (Orlando) and Polk (Lakeland) shows that WGTO tied for the morning audience and a close second in the afternoon. These four counties have a large percentage of the total radio families in WGTO's primary coverage area of 30 Florida counties. Project the Pulse survey and you'll see the tremendous coverage that only WGTO offers in this rich expanding Florida market having a total population of a million and one half and retail sales of one billion, 800 million.

Why buy 45 stations when WGTO gives you coverage with one station, one contract, at a fraction of the cost? Every minute is a good minute on WGTO with the best radio news coverage and finest musical programming in Florida. Why not spend a minute with Adam Young, Inc. or Gene Hill, WGTO General Manager?

UNDENIABLY FLORIDA'S BEST RADIO BUY

10,000 Watts

540 K. C.
NO OLYMPIC TV-NEWSFILM COVERAGE

World-wide tv and theatrical newsfilm interests decline to accept Olympic Games Committee's proposal for "limited coverage" of event.

THE ISSUE of television's access to news events that embody "commercial value" flared up again last week when world-wide television and theatrical newsfilm interests announced they will not be able to exhibit any film of the Melbourne Olympic Games because of "restrictions imposed by the Australian Olympics Committee." The games will be held Nov. 22-Dec. 8.

After more than one year of negotiations, first with the committee and later with Talbot, the American, British and European theatrical and television news film organizations today advised "Talbot:"

"In view of your reply, dated Sept. 1, 1956, to the letter of Sept. 11, it is clear that the film news pool will not be able to provide the minimum proper news service to the public. You have made it impossible for the pool to cover the XVI Olympic Games because of the restrictions you have imposed."

"With reference to your suggestion that the Olympic Committee provide the film material, every member of the film pool, each a legitimate news gathering organization, is most strongly opposed to a method which interferes with legitimate news Gathering and denies them basic editorial and production rights. We are quite certain that the Australian Olympic Committee has not made the same offer of restricted coverage to newspaper associations or agencies or radio organizations of the world."

A spokesman for the tv-theatrical newsreel interests told B&T that the history of "difficult relationship" with the Australian Olympic Committee dates back to a year ago, when the committee at first was reluctant to recognize theatrical-tv newsfilm as news media and planned "outright" commercial sponsorship of newsfilm coverage. After considerable negotiations, he said, a meeting was held at NBC headquarters last July 23, at which notes were taken on various proposals and a "verbal agreement" reached by spokesman representing both the tv-theatrical newsreel interests and the Olympic Committee.

Key Item in Proposal

One of the key items in the "verbal agreement," he said, called for a total of nine minutes a day on tv news programs, but does not include re-use of the films. As an example, he added, a station could use three minutes on one program, three minutes on another program, one minute on a third, and if it so desired, could repeat any or all of the three-minute segments on subsequent news or sports programs. The industry spokesman said this "verbal agreement" was mimeographed and sent to all parties concerned. Mr. Talbot rejected the "verbal agreement" on Sept. 13 and substituted a proposal that tv and theatrical newsreel interests cannot accept, the spokesman said.

Mr. Talbot, in a telephone interview with B&T, contended that a "verbal agreement" was not reached at the July 23 meeting. He claimed that what the Tv-Theatrical Newsreels now call a "verbal agreement" was "merely the notes of the meeting." After the meeting was held, he said, "these notes" were mimeographed and distributed to the persons who had attended the July 23 meeting, but we were led to believe that these notes constituted a "verbal agreement." He continued.

"In the meantime, the political conventions intervened and we found it difficult to hold a meeting until after the conventions. The committee decided to reject this proposal and we offered the three-minute proposal, which the tv-theatrical news film group suggested themselves last April."

Mr. Talbot also challenged the joint statement on various points. He said the news-gathering organizations could have freedom of selection of film, if they elected to form a pool for coverage. In this event, he said, he offered

[Note: This package will be corrected to press time of each issue of B-T]
The Special Hospitality...

The special hospitality of the South is a distinctive hallmark, enduring from generation to generation. Warm welcome for friend or stranger alike begins with earliest Southern history.

Today, this distinguishing characteristic finds its reward in more tangible ways as the enthusiastic welcome and special consideration of our Southern communities attract increasing numbers of industries.

Richmond's newest television station, WRVA-TV, also combines traditions of the past with today's progress. For well over a quarter-century WRVA Radio—forebear of WRVA-TV—has been winning thousands of Richmond listeners through excellence of entertainment, strong civic cooperation and experienced, competent management.

These same qualities are handed along to WRVA-TV—equally pledged to the service of Richmond and its environs. To the television families of Richmond, these traditions are a powerful catalyst. They mean that WRVA-TV belongs to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.

WRVA-TV
Richmond, Va.
CBS Basic Channel 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager
them the right to choose a 'senior editor,' who could select the three minutes of footage for exhibition on tv and in theatrical newsreels and including re-use privileges. Mr. Talbot objected to that procedure is not interfering with 'legitimate newsgathering,' as charged in the joint statement, in that three minutes of coverage on tv and newsreels is accepted practice in a sports event having "inherent commercial value."

Mr. Talbot said it has not been decided what type of program will be offered for commercial sponsorship on the tv network, adding the program probably will be offered twice a week and will run either 15 or 30 minutes.

UA Said Readying Release Of Post '48 Films to TV

UNITED ARTISTS CORP. last week was reported to be in the process of arranging for distribution to television of 200 additional post-1948 feature films following recent sales to WBCA-TV New York and KNXT (TV) Los Angeles of 39 post-1948 films [BW, T, Sept. 10].

Spokesmen for both United Artists and the stations were declined details, but pointed out that since the company does not have a distribution company exclusively, it has no contract with the various talent unions. He added that some of the films were produced abroad and therefore not bound by any agreements with unions in this country. The UA official indicated that clearance problems also were smoothed by "certain circumstances," mentioning that some features were obtained on foreclosure and others from producers who are no longer in business, but he declined to elaborate.

He reported that the initial package of films has been "tentatively cleared" by the American Federation of Musicians and said UA expects "no difficulty" in reaching a final agreement with the musicians union. He hinted that clearance was not necessary from other unions, but preferred not to discuss the matter.

Hygo U-1 Series in 14 Markets After Six Weeks Distribution

HYGO Television Films, New York, has announced the sale of its package of 31 Universal-International serials in 14 markets in the six weeks the package has been in distribution. Among the major market sales reported: CKLW-TV Detroit-Windsor, KOTV (TV) Tulsa, WKY-TV Oklahoma City, KSL-TV Salt Lake City and KRON-TV San Francisco.

A Hygo spokesman said the company currently is negotiating a distribution arrangement with Telefilm of Canada to handle the Universal serials there. The serials were produced by U-1 from 1935-48 and contain over 400 episodes, with titles including Royal Mounted Rider Again, Jungle Queen, Master Key and Gang Busters.

Disney Productions Issues $7.5 Million Debentures

WALT DISNEY Productions, Burbank, Calif., last week filed a registration statement with the Securities & Exchange Commission, Washington, relative to the issuance of $7.5 million in debentures.

The debentures are to be dated Sept. 1, 1956, and are to mature Sept. 1, 1976, with interest payable semi-annually. They will be in denominations of $500 and $100 and may be converted into common stock prior to Sept. 1, 1966, unless previously redeemed.

The securities may not be sold nor may offers to buy be accepted prior to the time the registration statement with the SEC becomes effective.

Mr. Walter A. Disney, president, Peabody & Co., Chicago, and the trustee is the Bank of America National Trust & Savings Assn., Los Angeles.

National Telefilm Seeks 20th Century-Fox Movies

NATIONAL Telefilm Assoc., New York, last week was reported to be in the closing stages of a transaction with 20th Century-Fox for the acquisition of tv distribution rights to "a large number" of the studio's pre-1948 feature films.

Though spokesmen for both companies acknowledged that discussions were underway, neither would give details. It was indicated that if agreement is reached, NTA would not acquire rights to the entire library but to several hundred films. Several months ago, NTA obtained rights to 52 20th Century-Fox features under a leasing arrangement and it was considered probable that a similar transaction was underway.

Reports of these discussions and announcement on Sept. 11 of the start of operations of the NTA Film Network [BT, T, Sept. 17] apparently stopped up trading of NTA's common stock on the American Stock Exchange. Prior to the NTA Film Network announcement, stock stood at about 4% and last Wednesday had risen to 7%. An NTA spokesman said more than 50,000 shares of stock were traded during the first three days of last week.

Eight Added, Two Return As TPA Account Executives

IN what was termed "the largest one-time sales staff for a tv film distributor," Television Programs of America last week reported eight new account executives have joined the sales staff and two others have rejoined the company.

New TPA account executives and their former business association are: Russell (Russ) Clancy, Ziv Television Program; Saul Malinow, 20th Century-Fox's Minneapolis office; Mark Finley, promotion manager of the Boston Post; Arthur Spirt, real estate business; Warren Glinert, MCA TV Film Syndication Div.; Richard C. Hunting, Schmidt Lito Co.; Bruno Lasting, Louis G. Cowan Inc. and Howard (Don) Smolen, sales manager of the Baby Butler Corp. The two account executives who have rejoined TPA are Barry Winston, who became part owner of WQSN Charleston, S. C., several months ago and will retain that interest, and Harvey Fichter, who resigned from TPA recently for reasons of health.

ABC Film Plans New Series

PLANS for a half-hour tv film adventure series based upon news stories written by foreign correspondents who are members of the Overseas Press Club were announced last week by George T. Shuppert, president of ABC Film Syndication and Bernard Luber, producer of the series.

Tentatively titled Byline, the series will be produced by Mr. Luber on location in the countries where the stories happened and at the Associated British Pictures Corp. studios in London. The series will be available for sale through ABC Film about Feb. 1, 1957.

RKO TO ENLARGE OUTPUT OF TV FILM PRODUCTION

Distribution rights to two new series, 'Aggie' and 'Sailor of Fortune,' also acquired, RKO Teleradio executive says.

ACCELERATION in activities at RKO Television was indicated last week when Robert L. Manby, vice president, RKO Teleradio Pictures, announced plans to enlarge tv film production output and disclosed signing of a distribution contract for two new series.

Since its reorganization into General Teleradio Div. of the parent company last spring, RKO Television's activities in the tv film distribution field have been modest. In the past few months, Mr. Manby said, the unit has organized a distribution organization of more than 40 sales representatives throughout the country and is prepared to operate more extensively.

The two new half-hour tv film series to be distributed by RKO Television, Mr. Manby revealed, are Aggie, a comedy-adventure series based on the adventures of a young fashion buyer in Europe, and Sailor of Fortune, an adventure series produced by Walt Disney. American and Canadian tv distribution rights to the series were obtained by RKO Television from BDA Inc., New York.

Although plans are underway to activate the production facilities of RKO Pathe for the creation of television films for RKO Television's future distribution needs, Mr. Manby pointed out that "for immediate needs," programs must be procured from outside producers. As to plans for the future production, he said Peter Robeck, RKO Television's general manager was to leave for Hollywood over the weekend for conferences with William Dozier, RKO Teleradio Pictures' vice president in charge of production, and Fred Ahern, RKO Pathe vice president.

Other product in the current RKO Televisiion catalogue includes 52 RKO Radio feature films for national sale only, 48 other feature films, cartoons and the following tv film series: The Big Idea, War in the Air, Greatest Drama, Gangbusters and Uncommon Valor.

Before leaving for Hollywood, Mr. Robeck announced that William Finkeldy has been named syndicated sales manager for RKO Television for the first time. Fred Ahern, RKO Pathe vice president, assumed charge of production, and Fred Ahern, RKO Pathe vice president.

Widling Appoints Three

THREE executive appointments have been announced at Wilding Picture Productions Inc., Chicago, as part of a realignment dictated by the company's expansion in the film production field. C. H. Bradford Jr. announced the appointments of L. S. Thompson as executive vice president; James A. Widling, vice-president and general manager, and Jack A. Rhein- strom, vice president in charge of sales. Wilding produces tv, industrial, sales training and other films.

Asher Contract Renewed

IRVING ASHER, executive in charge of production for the 20th-Century-Fox subsidiary, TC TV Film Production has had his contract extended for an additional two years, it was announced Thursday by 20th-Century-Fox.
KLTV Channel 7
TYLER—LONGVIEW

NBC • CBS • ABC
for Rich, Industrial East Texas

is proud to make three
Important Announcements

● NEW REP—H-R Television, Inc.
  effective October 1, 1956

● NEW POWER—From 100,000 to
  MAXIMUM 316,000 WATTS
  on or about October 1

● NETWORK COLOR
  on or about October 1

The only TV Station for 500,000 EAST TEXANS in the Rich,
Industrial Area of East Texas—the 4th largest market in Texas.

MARSHALL PENGRA, GENERAL MANAGER
### THE 10 TOP FILMS IN 10 MAJOR MARKETS

**AS RATED BY ARB IN AUGUST**

#### NEW YORK

**SEVEN-STATION MARKET**

1. *Highway Patrol* (Ziv)  
   Mon. 7:00 WRCA-TV 18.4
2. *D. Fairbanks Presents* (ABC Film)  
   Mon. 10:30 WRCA-TV 10.8
3. *Guy Lombardo* (MCA-TV)  
   Thurs. 7:00 WBTC-TV 10.8
4. *Ellery Queen* (TPA)  
   Sun. 9:00 WPXJ 9.6
5. *Science Fiction Theatre* (Ziv)  
   Fri. 7:00 WRCA-TV 9.6
6. *Death Valley Days* (McC-E)  
   Wed. 7:00 WRCA-TV 9.3
7. *Great Gildersleeve* (NBC Film)  
   Tues. 7:00 WRCA-TV 7.6
8. *Racket Squad* (ABC Film)  
   Thurs. 10:30 WABC-TV 7.4
9. *City Detective* (MCA-TV)  
   Sun. 9:30 WPXJ 7.1
10. *The Falcon* (NBC Film)  
    Fri. 10:30 WABC-TV 7.1

#### MINNEAPOLIS-ST. PAUL

**FOUR-STATION MARKET**

1. *Search for Adventure* (Bagnall)  
   Tues. 8:30 WCCO-TV 23.0
2. *Man Behind the Badge* (MCA-TV)  
   Fri. 9:30 KSTP-TV 18.1
3. *Studio 37* (MCA-TV)  
   Thurs. 9:30 KSTP-TV 16.9
4. *Cross Current* (Official)  
   Sun. 8:30 WCCO-TV 14.6
5. *Secret Journal* (MCA-TV)  
   Thurs. 7:00 WCCO-TV 14.8
6. *Celebrity Playhouse* (Screen Gems)  
   Sun. 8:30 KSTP-TV 14.1
7. *Life of Riley* (CBS Film)  
   Mon. 8:30 KSTP-TV 14.1
8. *Rosemary Clooney* (MCA-TV)  
   Mon. 9:00 WCCO-TV 14.1
9. *Highway Patrol* (Ziv)  
   Sat. 10:00 WCCO-TV 13.8
10. *I Led 3 Lives* (Ziv)  
    Wed. 8:30 KSTP-TV 13.4

#### CHICAGO

**FOUR-STATION MARKET**

1. *Great Gildersleeve* (NBC Film)  
   Mon. 9:30 WBBQ 19.8
2. *Highway Patrol* (Ziv)  
   Thurs. 9:00 WBBK 17.8
3. *Science Fiction Theatre* (Ziv)  
   Sat. 10:30 WBBQ 17.7
4. *Mayor of the Town* (MCA-TV)  
   Sat. 10:00 WBBK 14.2
5. *Susie* (TPA)  
   Sat. 9:30 WBBK 13.9
6. *Badge 714* (NBC Film)  
   Tues. 8:00 WGN-TV 13.9
7. *City Detective* (MCA-TV)  
   Fri. 9:30 WGN-TV 13.2
8. *Racket Squad* (ABC Film)  
   Tues. 8:30 WGN-TV 12.6
9. *San Francisco Beat* (CBS Film)  
   Thurs. 9:00 WGN-TV 10.6
10. *Mr. District Attorney* (Ziv)  
    Fri. 10:00 WBBK 10.4

#### ATLANTA

**THREE-STATION MARKET**

1. *City Detective* (MCA-TV)  
   Sat. 10:00 WSB-TV 21.8
2. *I Led 3 Lives* (Ziv)  
   Mon. 9:30 WSB-TV 18.0
3. *Superman* (Flamingo)  
   Fri. 7:00 WSB-TV 17.4
4. *Highway Patrol* (Ziv)  
   Fri. 10:00 WAGA-TV 16.2
5. *Science Fiction Theatre* (Ziv)  
   Tues. 9:30 WAGA-TV 15.7
6. *Man Behind the Badge* (MCA-TV)  
   Sun. 2:30 WSB-TV 14.9
7. *Racket Squad* (ABC Film)  
   Sun. 10:00 WSB-TV 14.9
8. *Secret Journal* (MCA-TV)  
   Sun. 10:30 WSB-TV 14.2
9. *Celebrity Playhouse* (Screen Gems)  
   Sun. 2:00 WSB-TV 14.1
10. *Wild Bill Hickok* (Flamingo)  
    Thurs. 6:00 WLWA 13.8

#### CLEVELAND

**THREE-STATION MARKET**

1. *Highway Patrol* (Ziv)  
   Tues. 10:30 WJW-TV 26.1
2. *Man Behind the Badge* (MCA-TV)  
   Wed. 10:30 KYW-TV 16.3
3. *Range Rider* (CBS Film)  
   Sun. 7:00 WEWS 15.7
4. *Science Fiction Theatre* (Ziv)  
   Tues. 7:00 KYW-TV 15.9
5. *6 O’Clock Adventure* (ABC Film)  
   Wed. 6:00 KYW-TV 13.1
6. *Looney Tunes* (Guild)  
   Sat. 11 a.m. WJW-TV 12.2
7. *Captured* (NBC Film)  
   Sat. 10:30 WJW-TV 11.7
8. *I Led 3 Lives* (Ziv)  
   Fri. 9:00 WEWS 11.5
9. *Annie Oakley* (CBS Film)  
   Sat. 6:30 WJW-TV 11.3
10. *Captain Gallant* (TPA)  
    Sat. Noon KYW-TV 11.2

#### BOSTON

**TWO-STATION MARKET**

1. *I Led 3 Lives* (Ziv)  
   Tues. 8:30 WNAC-TV 29.7
2. *Man Behind the Badge* (MCA-TV)  
   Sun. 10:30 WNAC-TV 23.4
3. *Mr. District Attorney* (Ziv)  
   Tues. 10:30 WNAC-TV 21.1
4. *Ellery Queen* (TPA)  
   Fri. 10:30 WNAC-TV 17.5
5. *Superman* (Flamingo)  
   Fri. 6:30 WNAC-TV 15.1
6. *Highway Patrol* (Ziv)  
   Wed. 10:30 WBZ-TV 13.8
7. *City Detective* (MCA-TV)  
   Fri. 11:00 WNAC-TV 13.6
8. *Studio 57* (MCA-TV)  
   Tues. 10:30 WBZ-TV 13.4
9. *The Falcon* (NBC Film)  
   Sun. 11:00 WNAC-TV 12.3
10. *Dr. Fu Manchu* (Hollywood)  
    Thurs. 8:00 WNAC-TV 12.0

*Wild Bill Hickok (Flamingo)*

*Foreign Intrigue (Official)*
SURE IT'S THE SAME PICTURE...
BUT IT'S THE SAME OLD STORY TOO!

The Pacific Northwest explodes with more interest and excitement in the hydroplane race held on Seattle's Lake Washington every summer than in any other single event. And the spectacle annually proves KING-TV's dominance of the Seattle-Tacoma market.

More competitive than the race itself is the battle of the two television channels covering the event to win the audience ratings.

The only thing consistent about the finish of the big race among the world's fastest powerboats is that KING-TV always clobbers the competition. The picture and story are the same again this year.

According to ARB, KING-TV had more than two out of every three viewers. The station "lapped" the opposition with 69 per cent of the audience tuned to Channel 5.

Month after month, year after year, KING-TV is top-rated in the booming Pacific Northwest—morning, noon and night. Check any rating. Channel 5's coverage of the annual hydroplane race is just another example of KING-TV's unrivaled local acceptance.

Average Telepulse rating for duplicate coverage of Gold Cup race, Seattle, August 5, 1956

Channel 5 (KING-TV) 43.15
Second Seattle Station 20.27

FIRST IN SEATTLE
KING-TV
Channel 5 - ABC 100,000 Watts
Ask your BLAIR TV Man

Otto Brandt, Vice President and General Manager
local events that make the news make every newscast outstanding on wfdf

wfdf - flint, michigan
nbc affiliate

Represented nationally by the Katz Agency

Associated with: WFBM AM & TV Indianapolis—
WOOD AM & TV Grand Rapids—
WTCN AM & TV Minneapolis-St. Paul

Triangle Pays $1 Million For Popeye, Warner Films

ASSOCIATED Artists Productions, New York, last week reported the sale of its "Popeye" and Warner Bros. animation packages for about $1 million to Triangle Publications for use on Triangle's five tv stations. It is believed to be "one of the largest cartoon purchases on record."

The stations which will carry the cartoons are WFLI-TV Philadelphia, WNBC-TV New Haven, Conn., WHGB-TV Harrisburg, Pa., WNBH-TV Binghamton, N. Y., and WNBF-TV Altoona, Pa. AAP said other sales on the two cartoon packages have been made to KFSD-TV San Diego and KOAT-TV Albuquerque, N. M.

Transfilm Inc. Announces Expansion Into Tv Programs

IN AN expansion of its activities, Transfilm Inc., New York, last week announced plans for the production of tv film programs and for feature-length motion pictures for theatres.

Walter Lowendahl, executive vice president of Transfilm, observed that the company up to this point has been engaged almost exclusively in the production of tv film commercials and industrial films. Mr. Lowendahl said that Transfilm has various properties under consideration for tv film production and also plans to be active in the live tv programming field.

With its news plans, Mr. Lowendahl said, Transfilm has appointed Gary Stevens to develop some of the properties the company is considering for tv and theatrical production.

Mr. Stevens, who has been a writer-producer-director, recently was associated with Warner Bros. as executive producer and general manager of its tv division. Previously, he had been with Walt Framer productions. Mr. Stevens also has been given the assignment of seeking out other properties that might be suitable for the different entertainment media, including tv, motion pictures and broadway stage.

Allen Named Vice President Of Lewis & Martin Films

APPOINTMENT of Spencer M. Allen as vice president of Lewis & Martin Films, Inc., Chicago, effective Oct. 1, was announced last week by Herschell Lewis, president of the tv and motion picture company.

Mr. Allen, veteran newsmen who recently resigned as director of news operations at WGN Inc. (WGN-AM-TV Chicago), will be responsible for public relations and sales promotion activities of the film firm, according to Mr. Lewis. Mr. Allen announced his resignation from the Chicago Tribune broadcast properties last month (CLOSED CIRCUIT, Aug. 20). He was credited with developing the award-winning Chicagoland Newshool on WGN-TV, and was recipient of a Sigma Delta Chi national journal-ist fraternity award in 1955.

Rich Joins Gold Productions

RESIGNATION of Martin (Mickey) Rich from the management of Telson Studios, Long Island City, N. Y., to join Mel Gold Productions, New York, as production supervisor was announced last week by Melvin L. Gold, president. Mr. Rich replaces Robert E. Gips, who has returned to Hollywood after a four-year association with Mr. Gold. Mr. Rich earlier had been producer-director in charge of tv commercials for Archer Studios, New York, and a film consultant with the San Francisco office of the National Safety Council.

Page 52 • September 24, 1956
Louisville's
BEST KNOWN FIGURE

The WHAS-TV Channel 11 figure advises viewers to watch "Weathervane" at 10:40 nightly. He doffs his weather beanie on other promotion slides and appears in triplicate, attracting viewers to the "I Led 3 Lives" series of Lincoln Income Life Insurance Company.

Every hour of the day, the Channel 11 figure reminds viewers of WHAS-TV's well produced local programs and selected national spot shows. He stands for the best... and everyone knows where he stands.

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

Are you participating?

VICTOR A. SHOLIS, Director
NEIL CLINE, Station Mgr.
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times
Increased Movie Role In Tv Logs Stressed

THE MAGNITUDE of movies' role in television programming is pointed out in a study just completed by WOR-TV New York.

It shows that in New York alone, in a single week, feature films accounted for 27% of all program hours televised—and that families spent a total of 23,150,100 hours watching those films during that week.

Robert M. Hoffman, WOR-AM-TV director of sales planning and development, whose department made the study, hesitates to try to project the New York findings into national figures. It can hardly be done with certainty, he points out.

But, as an indication of what the national scope might be, he estimates that New York viewing amounts to 5 to 10% of the U. S. total. If New York were 10% and New York programming and viewing habits typical of the rest of the country, then time spent in watching feature films in the U. S. would come to more than 230 million hours a week.

The WOR-TV study was based on Telepulse ratings for April 1-7. Highlight findings—and the figures would be higher, except that feature-length westerns were omitted from the analysis—include the following:

- New York's seven tv stations carried 195,500 hours of feature film programs during the week. This total represented 27% of all program hours on New York tv that week.
- The seven stations carried a total of 92 different movies during the week (those shown more than once during the week, as in the case of WOR-TV's Million Dollar Movie, were counted only once).
- The 23,150,100 hours spent watching feature films represented an average of four hours 55 minutes per family. Eliminating the approximately 11% of families which do not watch feature films at all, WOR-TV figures that those who do watch movies on tv average five hours 32 minutes a week with tv movie fare—and that time was spent on four different films.

The analysis also turned up one other finding that WOR-TV is not trying to hide: That its own Million Dollar Movie accounted for 16.7% of all the time spent watching movies on tv in New York during the study week—or a total of 3,869,150 family hours. This viewing total for one series (actually, one program shown several times during a week), WOR-TV maintains, exceeded the viewing garnered by all film programs on some of the stations.

By stations, the number of hours devoted to feature films during the study week, and the number of films shown on each, are as follows [but Mr. Hoffman emphasized that these figures are not representative of all programming, since several stations are adding more feature films to their lineups]:

<table>
<thead>
<tr>
<th>Station</th>
<th>Hours Films</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOR-TV</td>
<td>43½ 14</td>
</tr>
<tr>
<td>WABD (TV)</td>
<td>42½ 14</td>
</tr>
<tr>
<td>WABC-TV</td>
<td>35 12</td>
</tr>
<tr>
<td>WPIX (TV)</td>
<td>23¾ 18</td>
</tr>
<tr>
<td>WCBS-TV</td>
<td>24¾ 18</td>
</tr>
<tr>
<td>WATV (TV)</td>
<td>19½ 12</td>
</tr>
<tr>
<td>WAMX</td>
<td>5½ 4</td>
</tr>
</tbody>
</table>

Films predominante in WOR-TV's new fall lineup, accounting for approximately 88% of its programming. Feature films alone represent approximately 65% of its fall schedule [BWT, Aug. 27].

LAST MINUTE plans for the introduction of the new Dr. Christian series on tv stations in three eastern cities are made by (l to r) C. Frederick Mueller, executive vice president of Mueller's Macaroni Products Co., sponsor; Leonard Firestone, New York City sales manager of Ziv Televison, producers; Wolter Wore, tv director of Scheideler & Beck agency, and Macaroni star of the series. To premiere the week of Oct. 1, the show will be sponsored by Mueller on WABC-TV and WPIX (TV) New York, WRCV-TV Philadelphia and WNAC-TV Boston.

Increased Billings Reported By Roach's Commercial Div.

The Hal Roach Studios Commercial Div. expects a 67% increase in total billings this year over the $2,225,000 figure accrued in 1955, according to Sidney S. Van Keuren, vice president-general manager.

Mr. Van Keuren has advanced his report from billings to date, which nearly equal total figures for the entire year of 1955, plus scheduled business for the remainder of this year. Eleven new major accounts, together with six clients currently active on the story boards, account for the overall increase, Mr. Van Keuren said.

National advertisers who bought Roach commercial film service for the first time this year: Menen productions, Procter & Gamble, Sledgell International, AT&T, Hills Bros. coffee, Chevrolet Div. of General Motors, Richfield Oil, the Nestle Co., and Lucky Lager and Eastside beers.

TCTV to Film 'Mason'

Pilot film of the hour-long Perry Mason series starring Raymond Burr will be filmed by TCTV Television Productions for CBS-TV, according to John K. Brent, TCTV-TV studio manager. Producer Ben Brady and Executive Producer Guilt Patrick Jackson plan to film the first show on a five-day shooting schedule around the first week in October.

The series is based on the mystery novels of Erle Stanley Gardner and the regular cast, in addition to Mr. Burr, will include Barbara Hale, Ray Collins, William Talman and William Hopper.

Seven Buy Big 10 Football

SALE of Big 10 Highlights filmed football series to seven stations has been announced by Alfred L. Levine, Chicago, who is handling Midwest sales. Stations which have contracted for the weekly series, produced by Sports Television Inc., Hollywood, WTMJ-TV Milwaukee, WBN'S-TV Columbus, Ohio, KRON-TV Des Moines, WREX-TV Rockford, Ill., WISC-TV Madison, Wis., WTVV (TV) Evansville, Ind., and educational WKAR-TV East Lansing, Mich.

Terrytoons Sets Art Course To Develop New Animators

IN AN ATTEMPT to develop new animators, new animation techniques and attract fresh talent to the Terrytoons organization, the studio is offering a free course in animation to all beginners in cartooning.

This search for creative talent was announced last week by William M. Weiss, general manager of Terrytoons, a division of CBS-TV Film Sales. He observed that the project is related directly to Terrytoons' expansion into tv film production, encompassing programming, animated commercials, special video effects, as well as its yearly production of Cinemasecope theatrical cartoons for 20th Century-Fox release.

The classes will begin Oct. 1 and probably will be held two evenings a week at Terrytoons' New Rochelle (N.Y.) studio, according to Mr. Weiss. The course will be under the supervision of Gene Deitch, creative director of Terrytoons, and will be given by two of the organization's art directors. Students for the course are being recruited from art schools and the tv film industry.

Noble Takes Museum Post

JOSEPH V. NOBLE, a television pioneer and most recently executive vice president of Film Counselors Inc., a creative and planning firm for tv and motion picture films for industry, has been named operating administrator of the Metropolitan Museum of Art, New York, a new position. Mr. Noble was one of a small group of people which, in 1941, helped to set up WPTZ (TV) Philadelphia. He told BnT that one of his functions at the museum will be to effect a closer tie between art and television.

Niles Increases Staff

ADDITION of new personnel at Fred A. Niles Productions Inc., Chicago, was announced Thursday by Fred A. Niles, president of the Chicago-Hollywood film company. New staff members include Burt Kosmen, former radio- tv and Broadway actor, as director; Robert Sinese, editor; Betty Stack, artist; Ruth Carlson, assistant to the controller; and Margaret Anderson, production secretary.

FILM SALES


Screencraft Pictures, N. Y., announces sales of Judge Roy Bean tv film series to KBTV (TV) Denver, KSBW-TV Salinas, Calif., and KTBS-TV Shreveport, La., and of Mickey Rooney Show tv series to KBTV, KEYT (TV) Santa Barbara, Calif., and KGO-TV San Francisco.

FILM PEOPLE

Ray Falk, ABC news correspondent in Tokyo, named far eastern sales representative for ABC Film Syndication. He will continue repororial duties.

Broadcasting • Telecasting
It's a whirl of glamour, a gold-lit wine brocade sheath sheltered by its own coat, designed in California by Don Loper.

It's a world on wheels, the second biggest U.S. auto-assembly center and America's leader last year in automotive sales.

It's millions of lasting impressions, made on big-earning, big-spending Southern Californians by advertisers who use
Billy Rose (continued)

and Cole Porter, and added: “In other words our best musical talent seemed to be having an easier time crashing through the Iron Curtain than the electronic curtain which the broadcasting companies have set up through their three-way control of the airwaves.”

Quizzed on his statement that Gen. Sarnoff would lift the “electronic curtain” if he knew about it and whether Mr. Rose thought the RCA board chairman did not know “of these operations that you mention,” Mr. Rose replied that he had received a telephone call “last night” from an NBC vice president who “assured me that Mr. Sarnoff did not know these things and asked that I meet with him and brief him on them.”

There came a rejoinder from Rep. Keating that “you may be able to accomplish more than this committee, Mr. Rose . . . because you apparently have some connection with the broadcasting companies.”

Mr. Rose said that Gen. Sarnoff’s offices are on the 52d floor of the RCA Building—“some 40 floors above the ones who carry out the detail work.”

Rep. Celler was interrupted to say, “He ought to come down a peg.”

Mr. Rose continued that Gen. Sarnoff “needs no defense from me, and if you will pardon my saying so, I have got $2 more than Gen. Sarnoff and I do not need his good-will. . . . I just think . . . if he knew about these inequities . . . he might do something about it.” The Antitrust Subcommittee’s activities, he said, are “the first important breath of fresh air in this business for a long time.”

Asked about the “lower echelon” in NBC whose activities he claims are not known b Gen. Sarnoff, Mr. Rose said he referred to “the fellow who might get a mere $40,000 a year. . . . That is a real low echelon in the broadcasting business.” Gen. Sarnoff cannot know all the activities of the “several hundred” such executives under him because RCA is so big it has a $1 billion business a year, Mr. Rose added, adding that “is something like the income of Austria.”

Questioned as to whether he shouldn’t have told Gen. Sarnoff “what is happening,” Mr. Rose said he told the Songwriters of America that Gen. Sarnoff would “be a good idea” to find out how much the boss knew. . . .

Mr. Rose said ASCAP membership includes all the best composers, and that while BMI writers occasionally turn out good music, “the man in the street would find it impossible to name any BMI songwriter. If many of the greatest songwriters were beginning to write today, they would have difficulty being heard while the BMI was heard.”

BMI should be separated from the networks, Mr. Rose opined, and so should Columbia Records and RCA Victor Records.

Rep. Celler said he hoped that NBC, CBS and ABC would “see the light and will—well, I am almost tempted to say come to their senses” before “there is a long, long, very costly antitrust suit filed, and it is bound to come to filing if the situation does not change.”

Herman Finkelstein

ASCAP General Attorney

Mr. Finkelstein said that broadcasters now can have the courts fix their ASCAP performance rates if they don’t like them and that today the question arises whether there is any justification for BMI to continue to be owned by the broadcasting industry, regardless of what modification there may have been in 1939-40.

ASCAP, he said, subscribes to the principle that competition is a good thing, but there is a question as to whether a rival organization, controlled “by the people who are your customers” in “concert and agreement,” should “concentrate on those things that are in the BMI catalogue.” This concentration on BMI “means the elimination of ASCAP,” he said, and there is a serious question as to whether “that thing which they had been justified in doing in 1939 is justified at this time.”

As Mr. Finkelstein saw it, the market which the BMI organization may be, per se, a violation of the antitrust laws, Mr. Finkelstein said he felt such was the case, “whether they engage in any unfair practices or not.” He said he had taken the matter up with the Justice Dept. in 1952 but “made no impression on them.”

Questioned about the difference in consent decrees reached by the Justice Dept. in 1941 with ASCAP and in 1950 with BMI, Mr. Finkelstein said an ASCAP member became entitled to appeal to a special panel if he was dissatisfied, whereas he was receiving, but that no such provision was made for dissatisfied writers licensed by BMI.

Resuming testimony Wednesday, Mr. Finkelstein said the activities of BMI affect competition by ASCAP members because BMI activities are under ASCAP control. “There are some songs and exploit them, which ASCAP does not do.”

He agreed with subcommittee counsel questioning that songs must be broadcast to be popularized and that the “two largest record companies” are owned by the networks, which are likely to “favor their own.” He said BMI can give one writer or publisher better terms than another, something no performing rights society may do. ASCAP does not try to influence the use of ASCAP songs, but merely publishes a catalogue of ASCAP tunes, he said.

Mr. Finkelstein said ASCAP attends NARTB “public” meetings, but is not invited to “do its own business sessions.” Asked by Rep. Keating what broadcasters do in closed sessions, Mr. Finkelstein said, “we have our suspicions, but I don’t think we want to engage in a big battle over this.”

To ascertain performance by stations, Mr. Finkelstein said, ASCAP monitors about 300 local stations around the country as a sample, working out averages for each ASCAP tune. Performance is based on reports by the networks themselves, he said.

Mr. Finkelstein said BMI fixes its own license assessments to stations, a thing ASCAP never would be permitted to do, and that all broadcasters are willing to pay the rate only because they know the 600 broadcaster-stockholders of BMI are not receiving BMI dividends.

He said he was “amazed” at BMI’s “in- creation” in promoting BMI songs.

The ASCAP attorney said he is not so sure the networks practice discrimination in favor of BMI, because songs are made popular through being played by disco jockeys at individual stations; after they become popular, then the networks broadcast them. Although the networks have not vanished, they no longer are the “great showpieces” they used to be, and the impetus has gone to the local stations, he continued.

BMI has become the program-building department for these stations, he said. Mr. Finkelstein said he had to divestiture of BMI from the broadcast industry. BMI’s present contracts would enable it to compete with ASCAP in such an event, he said. BMI, he said, “licenses” ASCAP songs to BMI members and turns them from “thinking in terms of merit” to “the fast buck.”

Mr. Finkelstein said he did not believe the broadcasting industry would “fear” to tax, ASCAP music off the air when the contract comes up again in 1957, although broadcaster have the physical power to do so. He thought ASCAP could get a temporary injunction from the court to prevent ASCAP from charging broadcasters, anyway, would not risk public protest.

Robert E. Kintner

President, ABC

Mr. Kintner’s reading of his 14-page prepared statement was interrupted early and often by questioning from committee counsel.

In his statement, Mr. Kintner emphasized that close government supervision makes broadcasting different from most other industries. Moreover, he said, during radio’s development “identical charges were made about television” and controlling programming. This led into a colloquy in which counsel Maletz stressed that the Justice Dept. had filed an antitrust suit against CBS and NBC in 1941, and the suit was not dismissed until after the FCC had adopted its Chain Broadcasting Regulations.

In any case, Mr. Kintner asserted, the broadcast charges stemmed from a scarcity of stations. Now there are some 2,800 radio stations and the charges have disappeared, he noted.

Challener Celler agreed that many of today’s television problems would not exist if there were more television stations in operation.

Returning to his prepared statement, Mr. Kintner asserted that ASCAP and BMI are “tying up talent” and controlling programming. He said he was “amazed” at BMI’s “in- creation” in promoting BMI songs.

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This is the place.

Iowa is an Indian word meaning "this is the place" or "beautiful land."

The first Europeans known to have entered Iowa country were Marquette and Joliet in 1673. In 1680 Father Henepin travelled across the area.

Julien Dubuque established the first white settlement after 1785, to mine lead, but Indians drove most of the miners permanently underground in 1810. In 1804 the Lewis and Clark expedition camped in "Ioway," as it was then known, and roasted buffalo without benefit of charcoal. Fort Madison, built in 1808, was temporarily abandoned in 1813 because of the tonsorial talent of its reluctant Indian host.

Iowa was governed as part of the Territory of Indiana in 1804 and 1805; by the Louisiana Territory from 1805 to 1812; by the Missouri Territory to 1821. Unorganized for the next thirteen years, it was part of the Michigan Territory from 1834 to 1836, then part of the Wisconsin Territory until 1838, when it became a separate territory. No matter which body administered it, the Indians insisted on their right to practice archery and roast settlers. Not until peace pipes were smoked after the Black Hawk War in 1842 did warwhoops begin to subside and corn start growing in earnest.

Iowa's 55,586 square miles of soil are drained to the east by the Skunk, Iowa, Wapsipinicon and Des Moines Rivers into the Mississippi, which forms the entire eastern boundary. Westward drainage is into the Missouri, which separates Nebraska from Iowa, and the Big Sioux, which comes between South Dakota and you know what. The northern, or Minnesota, boundary is entirely, and the southern, or Missouri, boundary, is almost all legal fiction; each runs due east-and-west as the surveyor flies.

About one-tenth of the nation's food supply currently comes from the area that entered the Union as the 29th state in 1846. Over 95% of the state is in farms. Soil fertility is unsurpassed; 25% of all the Grade A land in the country is in Iowa. The first president of the U. S. to be born west of the Mississippi came from Iowa (hint: he wears high collars). Yet, puissant though Iowa be in the agriculture department, the value of her manufactured products exceeds that of farm products. This is a handy thing to remember when you hear someone singing "that's where the tall corn grows." It is, but we're polysided.

WMT CBS for Eastern Iowa
Mail Address: Cedar Rapids
National Representatives: The Katz Agency
live or film production. Mr. Kintner replied affirmatively but noted that some of the details have "trade significance" and that he would like ABC and committee counsel to work together in seeing what private material could be kept off the record.

After a short conference with Chairman Celler, he reported that the shows on ABC-TV in calendar 1955, ABC had profit-sharing arrangements as was true in 1949-50, 4.5% of the programs carried by ABC-TV: Ozzi & Harriet, gets 40% of profits; Ray Bolger Show no longer on ABC-TV, 33.3% Danny Thomas Show, 33.3%; Wyatt Earp, 50%

For the 1956-57 season, Mr. Kintner said, ABC has similar rights in five shows scheduled in prime evening time: Danny Thomas, 33 1/3%; Ozzi & Harriet, 40%; Wyatt Earp, 50%; Jim Hovis, 50%, and Wire Service, 50%.

The ABC chief asked if he might volunteer some other figures "in this connection." Of all the programs on ABC-TV during calendar 1955, he said, 13.1% were originated by the network; 10.2% by ABC-owned stations; 9.4% by advertising agencies; 4.5% by individual film producers, and 31.4% by individual packagers of live shows.

He also mentioned that ABC produced and was 100% owner of seven series presented during calendar 1955: Dean Pike (sustainer), Walter Winchell (now off ABC-TV), Outside USA (sustainer), Fight Talk (now off), Super Circus (now off), John Daly and the News (partially sponsored), and Elgin Hour (now off).

Mr. Kintner estimated that the John Daly news strip costs ABC around $1 million a year more than it receives from sponsors.

The committee wanted to know what ABC did in order to get profit-participation rights in Ozzi & Harriet. Mr. Kintner said Ozzi and Harriet Nelson "came to us" about 1949-50, wanting to do a tv series and wanting the project financed and sold, and that ABC handled these matters. The arrangements in the case of the Ray Bolger, Danny Thomas and Wyatt Earp shows followed a similar pattern, he added.

He didn't have the figures on the amount of ABC's investment in these cases, but said he would supply them for the record.

Mr. Maletz asked him also to supply copies of each agreement in which ABC gets profit-sharing rights in independently produced programs. Mr. Kintner said he "naturally" would prefer committee and ABC counsel to try to work out an arrangement that would keep unnecessary confidential matters off the record. Mr. Maletz said he was confident a solution could be found.

Asked whether ABC also had merchandising rights in the programs whose profit it shares, he said he thought the network has 50% in the case of Wyatt Earp and that, as he recalled, merchandising is not mentioned in the contracts for the others. But, he noted, the contracts "will speak for themselves."

Committee counsel quoted Victor Hansen, assistant attorney general in charge of the Justice Dept.'s Antitrust Div., as testifying that networks try to make the use of one of their own programs (or programs in which they have a profit-sharing interest) a condition to the sale of prime time (Hansen testimony text, page 34).

Mr. Kintner denied that he had ever done so, but he pointed out that ABC does believe in balanced programming and has certain key programs (Disneyland, for instance) which "are available to everybody" and which the network will not remove in order to make way for some other program an advertiser might want to install in one of those time spots. ABC has not, he reiterated, required profit-participation as a condition to the sale of a time period.

Mr. Kintner was questioned closely on his version of the discussions in which, the Assn. of Television Film Distributors had charged, ABC demanded 50% profit participation in an hour-long film series it was considering with Screen Gems [BT, Sept. 17].

Mr. Kintner said ABC was interested in getting its shows on ABC-TV—that in fact two SG shows, Ford Theatre and Rin Tin Tin, are now on the network. Last spring, he said, ABC networks, General Foods and others on the Wednesday 8:30-9:30 p.m. period, immediately following Disneyland. ABC suggested to Screen Gems, William Morris, Agency, MCA, and others, he said, that "we might be interested" in an hour-long western for that spot, if sponsors could be obtained.

He said Screen Gems Vice President-General Manager Ralph M. Cohn—key witness in the film group's attack on network practices 10 days ago—and SG associates visited ABC and "very preliminary" discussions were held. He said there was a discussion of the possibility of ABC getting sharing rights, to which ABC felt entitled because of its role in financing and selling the series and the assistance its program department would give. Mr. Cohn, he said, took the point that ABC "ought to have the sharing rights, although earlier he had suggested to other ABC people that perhaps ABC should have 10% of profits.

No Sponsor Interest

Mr. Kintner said he then suggested that they'd better see if there was any sponsor interest; that subsequently he checked American Tobacco and was told it was not interested in an hour-long western, and that General Foods was not interested in the time period. "It was dropped," he said, referring to the discussion with Screen Gems.

Mr. Kintner denied that he had "called in" Screen Gems for the discussion, and stressed that "there was never any statement or indication that Screen Gems could not have the time period after Disneyland unless they gave us a participation."

He felt Mr. Cohn's recollection must be faulty if he thought that ABC might have been in position to reserve the time period for possible sale of the program to Screen Gems in the time period, he pointed out, was already reserved by American Tobacco.

Mr. Kintner appeared to startle some of the committee members when he reported that what American Tobacco signed, and ABC accepted, for that time period was Navy Log, a show bought from CBS-TV Film Sales, a division of CBS.

The committee wanted to know if Mr. Kintner knew of any instance in which time was bought on ABC-TV, except through an agency. Mr. Kintner knew of none.

Did ABC have a policy against direct sales?
The question has never come up, Mr. Kintner replied.

But wouldn't an advertiser save himself the 15% agency commission by buying direct? Mr. Kintner said he could not answer "in that context."

He assumed that the reason advertisers prefer to deal through agencies is that agency services are "very real"—that agencies have "knowledge." And perform many services that, presumably, advertisers would rather entrust to them than handle themselves.

Counsel Maletz, entering ABC-TV's rate card in the record, questioned the network president at length about discounts.

Mr. Maletz tried at some length to get Mr. Kintner to say that the discount provisions are in effect a "quantity discount system." Mr. Kintner insisted that the continuity and contiguity of advertising, which the discount struct-
Just Look At That Coverage!

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • PETERS, GRIFFIN & WOODWARD
"Sheena" Leads All Syndicated Shows in Roanoke

Out in front in many other markets, too.

Los Angeles — #1 show in its time period for months, audience share over 30% in this seven station market.

Tulsa — 60.7% share of audience in competition with two popular westerns.

Memphis — First in time period, 45.9% share, 11.9 rating.

Hitch your sales message to the show most bought by audiences, SHEENA, QUEEN OF THE JUNGLE.

Source: ABB

Write, wire, phone

ABC FILM SYNDICATION, INC.
10 East 44th Street New York City
Oxford 7-5880

ABCDEFGHIJKLMNOPQRSTUVWXYZ


ture recognizes, are important to the network and help assure stability of operation, but finally he agreed to the "quantity discount" term.

Doesn't this discriminate in favor of the large advertisers as opposed to the small advertiser? Mr. Maletz wanted to know if "reasonable" assurance was forthcoming of clearance of certain hours, morning, afternoon and night, an assurance necessary to sell time to national advertisers.

Mr. Kintner's reference to "talent" set off a long discussion. Mr. Carter, of course, Mr. Pierce leading the questioning—on performer contracts ABC has in force. Mr. Kintner said ABC had about four performers under contract. And promised to supply all data on such contracts to the subcommittee. The extent the material would not be revealing to competitors.

He said ABC had no artists signed up for more than 10 years but that there were examples of such contracts which ran between 5 and 10 years (Walt Disney is said to have a seven-year contract with ABC).

How Long the Life Span

Questioners then tried to research the life span of a star or other creative person on television. Mr. Kintner, who smiled a hope that "Disney goes on forever," thought the TV-life span was relative but finally conceded that the major star was 10 to 12 years, stars from 5 to 10 years. He explained, in answer to subcommittee wonderment, that long-term payments were made for the star's "economic security," and added, "It is true that some of these payments were given in this way for tax purposes as well.

"Exclusively" in contract provisions was discussed, with subcommittee counsel intimating that an independent producer would be placed at a disadvantage because of network tie-ups of talent. Mr. Kintner said he could not agree with this thinking that independent producers had access to good talent and stars and ABC, as one network, would enter into negotiation for its contracted stars to appear. He noted that, after all, the network certainly was interested in having its stars exposed to the public as much as possible.

The subcommittee shifted its gears and drove into the methods ABC uses to compensate its stations. In general, Mr. Kintner said, ABC-TV had a "must buy" system in which, for example, "a star or other creative person makes a deal with ABC, which assigns the project to the subcommittee to the extent the network wanted to purchase it. And he was told that "ABC TV" was signed up by ABC.

Returning to one of his earlier points, Mr. Maletz asked if "basic affiliated stations" receive the same percentage of compensation. Mr. Kintner said yes.

In an apparent attempt to prove a wide variance in the rate of compensation paid to affiliates, subcommittee assistant counsel Julian H. Singman cited various provisions in contracts negotiated by ABC with certain stations. In the case of KHSL-TV Chico, Calif. (also CBS affiliate), for example, Mr. Singman noted the station obtains from ABC 15% for live commercial programming and 30% for film. In the case of WBZ-TV Boston (NBC affiliate), he said, was paid 50% as was KSD-TV St. Louis (also CBS & NBC).

Mr. Kintner explained the variance as being due to the importance of the network to the station's "must buy." For this reason, network compensation can be higher. Asked about a sliding-scale percentage

Broadcasting • Teletcasting

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get the true picture...

Of increased sales and profits in the Prosperous Piedmont section of North Carolina and Virginia with WFMY-TV. No matter how you look at it — there's no station or group of stations that gives complete coverage of this fabulous market as does WFMY-TV

50 prosperous counties • 2 million population
$2.5 billion market • $1.9 billion retail sales

Call your H-R-P man today.

Greensboro
Winston-Salem
Durham
High Point
Martinsville, Va.
Danville, Va.
Reidsville
Sillock
Chapel Hill
Pinehurst
Sanford
Fort Bragg

WFMY-TV...Pied Piper of the Piedmont

WFMY-TV
Channel 2
GREENSBORO, N.C.

Represented by Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

Since 1949
used in certain contracts (cited was WATR- TV Waterbury, Conn.) Mr. Kintner said that the percentages averaged out to 30% but that "sometimes composers prefer this arrangement.

Mr. Singman noted that WFLI-TV Philadelphia received 30% for the first four hours per month in excess of the 22 free hours and 35% for hours in excess of 60 hours. Mr. Haverlin said that this was an old contract which is being changed in October to "the regular free hours, plus a percentage." Mr. Kintner said he "would like to object" to this contract with BMI and that BMI said they claimed their affiliation into ASCAP was discriminatory. He said that BMI was the only organization besides ASCAP and BMI that would not be available for public inspection. spokesmen for another network, nevertheless, were doubtful that the contracts could be kept from the public, once entered in the record. Various exceptions to the standard waiver were cited by Mr. Singman in ASCAP agreements. Mr. Kintner explained them, noting for example that KKEO-TV Enid, Okla., was required to pay a $3,750 compensation because of the line haul and for the reason that there is a "very low rate" on the station because it is trying to build itself up to cover the Oklahoma City market.

Mr. Kintner received authorization from the subcommittee to substitute new contracts either now in effect, or about to go into effect, in the place of outdated contracts for the record.

Walter C. Bridges
President, WEAU-TV Eau Claire, Wis.

Mr. Bridges said WEAU-TV Eau Claire picks up and rebroadcasts the NBC programs of KROC-TV Rochester, Minn., about 75 miles away, with both KROC-TV's and the network's annual purchase service. The station has a private pickup station, KSG-47, near Mendon, Va., about 20 miles away, built at a cost of $12,500, WEAU-TV gets the KROC-TV signal for only $150 per month.

But Mr. Bridges' special temporary authorization from the FCC would be jeopardized, he said, should AT&T decide to furnish regular service into Eau Claire, and the station would have to pay about $4,109 a month (this amount reduced in later quoted figures to $3,805). For the seven years WEAU-TV expects the relay station to be serviceable, the difference in the costs it is paying at present and what it would be paying to AT&T is $25,107 and $391,620, respectively. Mr. Bridges said WEAU-TV also could, if necessary, use KSG-47 to retransmit programs from Los Angeles, with no additional cost, and the relay station could serve as one of two relay links to bring programs from Minneapolis-St. Paul. Similar AT&T services would cost over $1 million for seven years, compared to only $50,000 with use of WEAU-TV's own relays, Mr. Bridges added. Mr. Bridges stated that his private relay system has been "indispensable" to its construction and development and without such a system the station probably would have not been able to stay on the air.

If the FCC adopts its proposed rulemaking, begun Sept. 15, 1954, toward permanent authorization of private inter-city relay stations where AT&T charges more. Rep. Celler told Mr. Bridges that it "seems absolutely essential, as I see it, from your statement, for the FCC to change the rule concerning inter-city relay. AT&T's power and influence in this regard I think should be resisted by the FCC. It would appear that the only benefit of the station probably would have not been able to stay on the air."

If the FCC adopt its proposed rulemaking, begun Sept. 15, 1954, toward permanent authorization of private inter-city relay stations where AT&T charges more.

Rep. Celler told Mr. Bridges that "I will state for the record that if that is true I think it is outrageous, and the FCC certainly ought to render some sort of a decision after a short inquiry. I will instruct counsel to send this part of the testimony to the FCC."

Vance L. Eckersley
WGBI-TV Scranton Lawyer

Mr. Eckersley, representing WGBI-TV Scranton, Pa., said it is one of four UHF stations in the Scranton-Wilkes Barre-Hazleton area.

WGBI-TV, he said, also has a private inter-city relay system from which it picks up CBS programs from WCBN-TV New York and WEAU-TV Philadelphia with no charge from the network.

If WGBI-TV were forced to use common carrier service, it would have to pay $25,000 a year more than its costs now if the station ordered the service from the network and $66,000 more if it simply leased common carrier service to bring the signal from Philadelphia or New York.

WGBI-TV's private relay costs $500 a month or $6,000 a year, he said. If WGBI-TV used common carrier service to bring the signal from Philadelphia or New York it would cost $72,000 a year. For network service, CBS would charge 150% of WGBI-TV's weekly basic hourly rate of $400, he said, amounting to $31,200 yearly.

If the two more expensive systems would provide better service to WGBI-TV, both in quality of service and in the number of programs WGBI-TV could get, since in the latter

Broadcasting • Telecasting

MANY SAD SONGS FOR SONGWRITERS

AN OFF-BEAT session sang a Songwriters' lament over the ASCAP vs. BMI issue, nearly as old as Broadcast Music Inc. itself, last Tuesday at the House Subcommittee on International Trade. A crowded and hetic news conference was held by a group of songwriters in the same building at the close of the morning session.

A similar theme to that presented by anti-BMI songsters yesterday was the song written for the newsmen. Spokesmen included Oscar Hammerstein II, Arthur Schwartz, Richard Adler, Steve Allen and Otto Harbach.

Represented was the $15 million damages suit filed three years ago in Federal District Court in New York by the Songwriters of America, a splinter group of 33 ASCAP members. That suit was filed in the interests of some 2,500 songwriters and composers (Nov. 16, 1953), and asked among other things, for the dissolution of NARTB and the divorce of Broadcast Music Inc., from broadcasting industry ownership. The SOA complaint listed 43 defendants, including 16 companies and 27 individuals. CBS, RCA, NBC, AB-PT, General Teleradio (now RKO Teleradio Pictures), Storer Broadcasting Co., NARTB and BMI were named as defendant companies and organizations. The suit is still pending.

The Songwriters stated at the news conference that they "welcomed" the Celler investigation into broadcaster practices in view of their competition against ASCAP in the radio-TV broadcasting industry which they claim is leveling by broadcasters through control and ownership of BMI.

Mr. Hammerstein asserted "the broadcasting interests can determine whose music shall be heard and how often." Gist of the complaint is that the broadcasting industry uses its own facility, BMI, giving those BMI published works preference over ASCAP published works preference over ASCAP. He said ASCAP made "substantially the same charges" in 1952 before the Justice Dept. "which, after thorough investigation, decided to take no action.

Mr. Haverlin declared, "We hope to dispose of these charges, once and for all, in the proper forum, the law suit, which is now pending." He described the "facts" of the situation as:

A federal court found eight years ago that ASCAP was a monopoly in violation of antitrust laws. "Relative position" of ASCAP and BMI is about the same today as it was then.

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CLEAR HEARINGS
WHAM

ROCHESTER

announces the appointment of

THE HENRY I. CHRISTAL CO., INC.

as

National Sales Representative

Effective Immediately

As one of America's pioneer stations, WHAM takes pride in becoming associated, through distinguished representation, with these leadership stations:

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

50,000 WATTS  CLEAR CHANNEL  1180 KC  NBC
Where $481,893,432 was spent at retail establishments last year!*

When more than three thousand families each year start "keeping up with the Joneses" in one of the richest (per capita) markets in the nation . . . you can be sure you will sell them . . . particularly when you use their favorite combination — KVOO RADIO and KVOO-TV . . . THE stations in THE Oklahoma market.

Call Blair-TV or Petry-RADIO for specific details.

*Research Department,
Tulsa Chamber of Commerce
For your best network entertainment throughout the 1956-57 telecasting season

Screen Gems inc.
cordially invites you and your entire family to enjoy

ON ABC-TV Ford Theatre FOR FORD MOTOR CO.
ON ABC-TV Adventures of Rin Tin Tin FOR NATIONAL BISCUIT CO.
ON NBC-TV Father Knows Best FOR SCOTT PAPER CO.
ON CBS-TV Playhouse 90 (PREMIERE) FILMED PROGRAMS
ON NBC-TV Circus Boy (PREMIERE) FOR REYNOLDS METALS CO.
ON NBC-TV 77th Bengal Lancers (PREMIERE) FOR GENERAL FOODS CORP.
ON NBC-TV George Sanders Mystery Theatre (PREMIERE SOON)
ON CBS-TV Tales of the Texas Rangers FOR GENERAL MILLS CORP.
ON NBC-TV Cowboy Theatre (PREMIERE) MULTI-SPONSORED
ON CBS-TV Capt. Midnight FOR WANDER CO.
freeze was "more than a coincidence." Asked to elaborate, he said he thought the CBS and NBC controversy over color was "just simply to prevent a final decision being made." He said he thought CBS was smarter than to think its system of color would be approved and that he felt CBS was trying to stall color while NBC was trying to push it.

Dr. DuMont said he did not agree that FCC's all-uhf proposal is better than a deintermixture system. Such a shift to uhf would take five to ten years, at least, if "you were not going to hurt a lot of people." In the meantime, uhf people would not be any better off for four or five years than they are now, he continued.

The DuMont board chairman said he thought the FCC's proposal for research and development on uhf "is the same sort of stall that Columbia pulled... It is simply something that is going to take two or three years to go through and it just stalls the decision so they do not have to make a decision until... I think they have ample information right now to go ahead with it."

Proposals to increase the power of uhf stations will not help much, he said, because the cost of putting up the high tower is not going to be commensurate with the slight additional coverage that will result.

**John G. Johnson**
Chairman, Uhf Industry Coordinating Committee

Mr. Johnson, chairman of the Uhf Industry Coordinating Committee and of the Committee for Competitive Television, representing a majority of uhf stations, testified Wednesday afternoon he doubted if uhf could ever catch up to vhf. Mr. Johnson, who is general manager of WFOO-8 Winston-Salem, N. C., was interested in other stations, said 28% of sets made in 1953 had uhf compared to a current level of 12%.

Networks tend to abandon uhf when vhf comes into a market, according to Mr. Johnson. He traced many of uhf's troubles to presence of vhf in the market. A possible 75% transition of tv stations to uhf was suggested. "If it (uhf) is worth moving to in 10 years, it is worth saving today," he said during a line of testimony covering FCC's proposed deintermixture. All uhf stations would suffer is a shift to equality with all other outlets, he contended.

**Louis J. Appel Jr.**
President, WSBA-TV York, Pa.

Mr. Appel said WSBA-TV York and Triangle Publishing Co. of Philadelphia were in contest for ch. 8 in York in 1948 when the FCC imposed a freeze on tv. After the freeze, ch. 8 was moved to Lancaster and given to pre-freeze WGAL-TV (then on ch. 4). WSBA-TV then got ch. 43. WSBA-TV pioneered against many difficulties, he said, but the FCC struck a "lethal blow" to uhf tv in the York-Harrisburg area when it authorized WGAL-TV in 1954 to increase to maximum power and move 15 miles closer to York and 14 miles closer to Harrisburg. Five York and Harrisburg stations requested that the FCC set aside its grant pending results of a hearing or stay the grant until uhf stations were more able to compete on an equal footing. FCC denied both requests, he said.

Two uhf stations in Reading have gone off the air, one in Chambersburg and another in Lebanon, he said. Revenue from national accounts has gone down steadily ever since at WSBA-TV, Mr. Appel said, although its viewers have increased "at least 10-fold". In its 45 months of operation WSBA-TV has yet to show a profit, he added.

With ABC affiliation, WSBA-TV's situation is improving, Mr. Appel said, but he expressed fear that WSBA-TV would lose its ABC affiliation to the uhf station being reactivated in Lebanon by WFIL-TV Philadelphia, which holds the ABC affiliation in that city. He asked that the committee obtain WGAL-TV revenue figures for 1953-55 and compare them with uhf losses in the area for the same period. ABC, he said, has been helpful and has refused advertiser pressure to place individual programs on WGAL-TV.

**A. K. and Richard Redmond**

*WHP-TV Harrisburg*

The Messrs. Redmond of WHP-TV Harrisburg said they applied for ch. 8 at Harrisburg in 1947, but it was moved to York, and ch. 10 was moved to Harrisburg, for which they applied. No FCC decision had been made by the time of the freeze, they said, and when the freeze was lifted there was no vhf channel assigned to Harrisburg.

Eventually, they received ch. 55 and went on the air April 1, 1953. WHP-TV was among the uhf stations trying to stop WGAL-TV Lancaster from increasing power and moving its transmitter, they said. WGAL-TV's transmitter now is 22 miles from Harrisburg, the witnesses continued. Although WHP-TV is a CBS affiliate, it loses programs to WGAL-TV, which carries both CBS and NBC programs, they testified, adding that losses of programs to WGAL-TV means loss of prestige in addition to money. They described WGAL-TV as "a powerful giant, an octopus stretching out its arms and putting other people out of business."
**TELEVISION MAGAZINE**

**AND**

Standard Rate & Data Service (SRDS)

**CREDIT**

**WTOV-TV**

as the best buy in **NORFOLK**

as to number of sets and cost

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<td>.75</td>
<td>.47</td>
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*Television Magazine, July 1956
**(SRDS) 1956 National Rates for AA time.

**Note:** ARB & Pulse, Inc. rate WTOV-TV with 177,000 sets

See Joseph Hershey McGillvra, Inc.
Network's 1956-57 season fare to include drama, opera, musical comedies, ballet, concerts and 'telemetal.' Many to be 90 minutes in length and in color.

PREVIEW list of NBC-TV's special programs for the coming season, those of the spectacular length and mass, was revealed last week by Thomas A. McAvity, executive vice president in charge of NBC-TV programming and sales. In the 1956-57 season photos are drama, opera, musical comedies, ballet, concerts and "telemetal."

In his breakdown, Mr. McAvity, listed 29 hour-and-a-half spectacles (13 Producers' Showcases, 10 Saturday Night Spectaculars and six Hallmark Hall of Fame programs), six NBC-TV opera theatre presentations (including two 'premieres'), three or four special "Holiday Spectacles," four Project 20 documents and at least two new Telescope telemetal.

A roster of outstanding stars and producer-directors are mentioned, among them Alfred Lunt and Lynn Fontaine, Maurice Evans, Anatary Litvak, Mary Martin, John Huston, Arthur Rubinstein, Garson Kanin, Marian Ander-son, Gordon Jenkins and Sol Hurock.

The network has turned to the great works of literature in presenting "new" material, such as "War and Peace," to phonograph records ("Manhattan Towers"), to Greek drama ("Lysistrata"), to Broadway ("Born Yesterday").

NBC-TV's list of programs, starts and dates scheduled:

Saturday, Sept. 29 (9-10:30 p.m., EDT) — Easther Williams in "Aqua Spectacle of 1957," the Saturday Night Spectacular season opener.


Tuesday, Oct. 16 (7:30 p.m., EST) — Mary Martin and Paul Douglas will star in "Born Yesterday," produced and directed by Garson Kanin.

Monday, Nov. 12 (8-9:30 p.m., EDT) — "Jack and the Beanstalk," an original musical produced by Gordon Jenkins and starring Pete Marshall, Helen O'Connell, Phil Harris, Ethel Waters and Cesar Romero.

Sunday, Oct. 28 (7:30 p.m., EST) — Mary Martin and Paul Douglas in the title role in "Cinderella," starring Margaret Fonteyn, Frederick Ashton, Michael Somes and Beryl Grey, on Producers' Showcase.

Sunday, Nov. 24 (9-10:30 p.m., EST) — "High Button Shoes," starring Nanette Fabray; music and lyrics by Jule Styne and Sammy Cahn.

Sunday, Nov. 25 (9-10:30 p.m., EST) — Maurice Evans stars in George Bernard Shaw's "Man and Superman."

Thursday, Dec. 10 (time to be announced) — "Call to Freedom" in Project 20 series.

Sunday, Dec. 10 (8:30 p.m., EST) — Arthur Rubinstein, Marian Anderson, Andre Segovia and others to be announced.

Sunday, Dec. 16 (7:30 p.m., EST) — Hallmark Hall of Fame.

Saturday, Dec. 12 (9-10:30 p.m., EST) — Sonja Henie in a 90-minute color spectacular, all on ice.

Monday, Jan. 7 (8-9:30 p.m., EST) — John Huston's production of Aristophanes' comedy "Lysistrata." A guest to be announced.

Sunday, Jan. 13 (time to be announced) — The American premiere of Prokofief's "War and Peace" by NBC-TV Opera.

Saturday, Jan. 19 (9-10:30 p.m., EST) — The Saturday Night Spectacular.

Monday, Feb. 4 (8-9:30 p.m., EST) — "May-erling," Anatoile Litvak's production with Audrey Hepburn and Mel Ferrer in lead roles.

Sunday, Feb. 10 (time to be announced) — Verdi's "La Traviata" by NBC-TV Opera.

Sunday, Feb. 10 (9-10:30 p.m., EST) — Hallmark Hall of Fame.

Saturday, Feb. 16 (9-10:30 p.m., EST) — The Saturday Night Spectacular.

Monday, March 16 (9-10:30 p.m., EST) — "Te "Emmy" Awards.

Sunday, March 17 (7:30-9 p.m., EST) — Hallmark Hall of Fame.

Monday, April 8 (9-10:30 p.m., EST) — Alfred Lunt and Lynn Fontaine in the "Great Sebastians" on Producers' Showcase.

Wednesday, April 10 (8:30-10 p.m., EST) — Hallmark Hall of Fame.

Saturday, April 13 (9-10:30 p.m., EST) — Saturday Night Spectacular.

Sunday, April 21 (time to be announced) — NBC-TV Opera — Richard Strauss' "Electra."

Monday, April 29 (8-9:30 p.m., N. Y. Time) — Sol Hurock's Wilt's Ballet production of "Cinderella," starring Margot Fonteyn, Frederick Ashton, Michael Somes and Beryl Grey, on Producers' Showcase.

Saturday, May 11 (9-10:30 p.m., NYT) — Saturday Night Spectacular.

Monday, May 27 (8:30-9:30 p.m., NYT) — Producers' Showcase.

Saturday, June 8 (9-10:30 p.m., NYT) — "Ice Capades of '57" on Saturday Night Spectacular.

Monday, June 24 (8-9:30 p.m., NYT) — Producers' Showcase.

Monday, July 22 (8-9:30 p.m., NYT) — Producers' Showcase.

Monday, August 19 (8-9:30 p.m., NYT) — Producers' Showcase.

WROC-TV Makes ABC Tie

ABC-TV last week announced the signing of an agreement with Transcontinental Television Corp., new owner of WROC-TV Rochester (formerly WHAM-TV) (At Deadline, Sept. 17), whereby the ch. 5 station will carry some ABC-TV programs that cannot be cleared on the network's primary affiliate in Rochester, WHEC-TV, WVT-E, which share ch. 10. WROC-TV continues as an NBC-TV affiliate.
ARE YOU GETTING INDIVIDUAL MARKETING ATTENTION WITH YOUR ADVERTISING?

You do in Milwaukee at WISN

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

and it doesn't cost station advertisers a cent!

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

In the food field, for example, WISN arranges for displays in A&P, IGA and Sentry food stores; runs product ads for station advertisers in a monthly publication sent to 1,992 grocers; explains advertising programs to local sales outlets; makes regular calls on distributors and sends monthly reports to advertisers on services rendered.

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

Why not let us solve your marketing or merchandising problem, today?
<table>
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**September 24, 1956**

Explanations: Listings in order: Network, name of program, number of stations. Red means a screening; "Y" to be announced. Time EDT.

**ABC**

1:30-5:00 a.m., Les Griffith & The News. (625)
Wed. and Fri. 11:00 to 11:00 p.m. on NBC. Name: Griffith—News (625)

**CBS**

5:00-9:00 a.m. Supt. Gen. Fd.—Galen Drake (1101)
11:30-11:30 p.m. Supt. Les Clegg—News (1101)

**NBC**

* Morning—Network & Local Participating Stations, sponsored by Texas Col. in each of four time zones. 13 hours on Sat., 11 hours on Fri.

**Fox**

* fri. 6:30-7:00 p.m. "What's My Line?"—Can. Suche, 13:00-13:00 p.m. Sat. 10:30-10:30 p.m. Fri. 10:30-10:30 p.m. In select areas of the country in terms of local time.

**WBS**

* Queen for a Day—Braun Brothers (62-F)

**Series**

* Football Game of the Week—Network Participating Stations (620)

- "Bible Study Hour"—J. Royce Hulme, 6:30-6:30 p.m. Sun. 6:30-6:30 p.m. Sat. 6:30-6:30 p.m. Sat. 6:30-6:30 p.m. Sat. 6:30-6:30 p.m. Sat.
Mutual’s Gross Gets $2.25 Million Boost

SIGNING of $2.25 million in gross billing for MBS this fall was reported last week by Sales Vice President Harry Trenner, who announced four new MBS clients and expanded use in schedules by three other sponsors.

The latter three are J. B. Williams Co. (J. Walter Thompson Co., New York), Whitetail Pharmacal Co. (Sullivan, Stauffer, Colwell & Byles, both New York) and Kraft Foods Co. (Needham, Louis & Brorby, both Chicago). Signed as new sponsors were American Molasses Co. (Charles W. Hoyt Co., New York) Sleep-Eze Co. (Milton Carlson Co., both Los Angeles), Mentholatum Co. (Walter Thompson Co.) the Christian-Herald Magazine (direct). J. B. Williams, a past sponsor of MBS sports programs, will back the world series with pre and post game shows starting Oct. 3 and similarly with Notre Dame U., football games scheduled to kick off this past weekend. (Pon-tiac Division, General Motors Corp. sponsors the Notre Dame contests on Mutual.)

Whitehall (American Home Products), for BiSoDol, will join new sponsor Sleep-Eze and old-time sponsor Belltone Hearing Aid Co. (through Ollan & Bronner, both Chicago) in enlarging Gabriel Heatter's news schedule.

Kraft, in its second year as sponsor of MBS' Kraft Five Star News, will add three Sunday time periods to its Mon.-Sat. schedule; American Molasses will participate in the new weekday series of five-minute dietary programs conducted by Gayelord Hauser beginning Oct. 16; The Christian Herald Assn. will sponsor publisher Rev. Dr. Daniel A. Poling's program, Opportunity Is Yours, starting Sept. 30, and Mentholatum Co., as announced earlier, will buy into MBS’ week-night mystery block as well as Queen For a Day effective Nov. 19 [B&T, Aug. 27].

Fetter Will Join ABC-TV

As Director of Programming

TED FETTER, CBS-TV staff producer since 1953 (The Morning Show, Jack Paar Show, Christmas with the Greatest Show on Earth), will join ABC-TV Oct. 1 as director of programming, Robert F. Lewine, ABC-TV vice president in charge of programming and talent, is announcing today (Monday).

He will fill the vacancy created last January when Mr. Lewine, then program director, succeeded Robert Weitman as programming vice president of the network. Mr. Weitman resigned to accept a top creative post at CBS-TV. Before joining CBS three years ago, Mr. Fetter served as agency co-producer at BBDO on NBC-TV's Hit Parade program.

ABC Radio Sunday Format

To Music, News, Sports

ABC RADIO will program two-and-a-half hours of music, news and sports as Sunday evening fare starting Oct. 14 under the title Sunday Music Hall.

The program, scheduled for 7:35-10 p.m., replaces ABC Radio's co-op All-Star Country Show, a series of remote broadcasts of hillbilly music. It will feature such prominent jazz sidemen as "Peanuts" Hucko, Buddy Weed, Vern Brown, Bobby Hackett, Mel Powell, Billy Butterfield, Hank D'Amico and announcer Milton Cross.

New Format for Sheen

BISHOP Fulton J. Sheen's program will mark its return to ABC-TV this season with a new format, the network announced last week. Starting Oct. 15 (9-9:30 p.m.), the bishop's program will "leave the abstract" and enter the realm of the dramatic narrative. Bishop Sheen attributed his desire for a change to "the great popularity of dramatic programs," believing that "listeners will, in many cases, identify some of their own experiences with those whose personal histories we will tell." The delayed audio portion of the Monday night telecast also will be heard via ABC Radio eight days later on Tuesdays, 8:30-9 p.m., starting Oct. 23.

Booth to Portray Mesta

ACADEMY Award-winning actress Shirley Booth has been signed by CBS-TV for the role of Perle Mesta in the network's forthcoming Playhouse 90 presentation of "The Hostess with the Mostes." Under terms of the agreement announced last week by CBS-TV Exec-utive Vice President Hubbell Robinson Jr., Miss Booth will appear exclusively on CBS-TV in this and an unnamed presentation.

Page 72 • September 24, 1956
We’re selling more cosmetics in beautiful San Diego!

Beautiful San Diegans had a 1955 net effective Buying Income of $1,551,950,000 *

That ranks San Diego 20th in the nation, above Dallas, Miami, Atlanta, Portland, Denver and New Orleans.

San Diego has more people (and dogs) spending more and watching Channel 8 more than ever before!

* Sales Management 1956 Survey of Buying Power
FCC 'CRASH' PROGRAM TO SAVE UHF GETS OFF GROUND AT INDUSTRY PARLEY

Five groups represent tv segments: Merryman fails in bid for Hometown inclusion as member of broadcaster-manufacturer group. Organizing subcommittee named, sets Oct. 2 meeting.

THE FCC-inspired "crash" uhf research and development program—which may result in the jolting of all television out of the vhf spectrum and into the uhf portion of the airwaves—got under way last week with an organizational meeting in Washington of five groups representing all segments of the television industry.

The meeting was attended by 20 delegates representing all facets of tv broadcasting and manufacturing.

Under the temporary chairmanship of former FCC Comr. Edward M. Webster, an organizing subcommittee was formed which agreed to meet Oct. 2 in Washington. General Electric's Dr. W. R. G. Baker was named acting chairman of the five-man group.

The founding session, attended by standing-room-only observers from all segments of the industry, was marred by one squabble. This centered on the bid of Philip Merryman, ch. 43 WICC-TV Bridgeport, Conn., to have the Committee for Hometown Tv Inc. included as one of the organizing members of the broadcaster-manufacturer committee.

Harrington, Righter and Parsons, Inc., the only exclusive tv national representative
New York
Chicago
San Francisco
Atlanta

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

Webster, an organizing member of the Hometown committee, indicating that it was already affiliated with the Committee for Competitive Tv, one of the invited organizers. CCT represents uhf stations.

Mr. Merryman defended Hometown's right to participate in the founding activities on the ground that his organization had wired the FCC immediately after notice of the organization meeting was announced last month [B&T, Sept. 3] asking that it be included as one of the sponsoring groups.

Harry M. Plotkin, counsel for Mr. Merryman and the Hometown organization, reported that he had been assured by FCC Chairman George C. McConnaughey that the Hometown group would be included in the organization sessions.

Mr. Merryman's move occasioned three other bids, more or less qualified, to be included in the organizational group. These were from Westinghouse Broadcasting Co., Federal Communications Bar Assn. and the West Virginia Broadcasters Assn.

Mr. Webster ruled that it was the intent of the FCC to have the research body organized by the five groups directly invited to do so.

Purpose of the uhf research and development program is to determine whether uhf is capable of supplanting vhf in whole or in part of the country. The call for the "crash" program was first made by Chairman McConnaughey in a speech before the NAR TB convention in Chicago last April. The FCC's June 25 report took the position that a possible way out of the uhf-vhf impasse was to move telecasting from its present dual spectrum and status to all uhf—nationally or in a major geographic area. This move, which was projected as a long-range approach, was predicated on the ability of uhf to deliver comparable service to that now furnished by vhf.

The research-development program is the fact-finding and research group which will advise the FCC whether this criterion can be met.

At present at the founding session were representatives of NAR TB, RETMA, Assn. of Maxi-
mum Service Telecasters, Joint Council on Educational Tv, and CCT. Delegates were:

NAR TB—Harold Fellows, Thad H. Brown, A. Prose Walker, Vincent Wasilewski; RETMA—Dr. Baker, Paul V. Galvin (Motorola), Larry F. Hardy (Philco), Dr. E. W. Engstrom (RCA); AMST—Jack W. Harris, KPBC-TV Houston, Tex; John H. DeWitt Jr., WSM-TV Nashville, Tenn.; P. A. (Buddy) Sugg, WKY-TV Oklahoma City, Okla., and Donald D. Davis, KMBC-TV Kansas City, Mo.; JCET—Ralph Steele, Cy Braun, Dr. William L. Everist, (dean, U. of Illinois Engineering School), Edgar Smith, Roger Putnam, WPTV-F West Palm Beach, Fla.; NARTB, RETMA, CC TV—Dr. John G. Johnsth, Youngstown, Ohio.

The organizing committee was formed comprising the following representatives of each of the five groups: Messrs. Fellows, Baker, DeWitt, Steele and Johnson, Allermeier, in the same order. Messrs. Brown, David B. Smith (Philco), Sugg, Everitt and Putnam.

Mr. McConnaughey opened the meeting by calling it the most "significant" step taken by the industry in many years. He iterated the June 25 report by stating that 12 vhf channels were insufficient to provide a nationwide competitive television "as contemplated by the Communications Act." He also repeated what he had said before the Radio-Television Executives Society meeting in New York earlier this month: that the FCC was "not wedded to uhf, nor to the protection of vhf."

"Time," Mr. McConnaughey declared, "is of the essence."

One vital point was almost immediately raised by Dr. Engstrom. This was whether the FCC had checked with the Attorney General on the legality of bringing together representatives of competing manufacturers in the light of the antitrust laws. Mr. McConnaughey answered that only generalized information on apparatus was required, and that he did not think this would be taken amiss by the Justice Department.

Mr. DeWitt, reading a prepared statement in behalf of AMST, announced the beginning of an AMST-sponsored field intensity survey in Wilkes-Barre early in October.

Mr. DeWitt's statement was as follows: "... There is considerable disagreement about the problems the television industry faces today. There is even more disagreement about what should be done to solve these problems. But one subject on which there is apparently unanimous agreement is the need for facts—for cold, objective engineering facts against which these problems and proposals can be judged.

"This need for engineering facts has been emphasized by the Federal Communications Commission in its Report and Order of June
The Timebuyer Asks...

WHO OWNS KTRK-TV?

...a good question that every smart timebuyer wants to know about every station he buys. With ownership go those intangible assets...prestige and influence in the community...reputation for effectiveness...promotional plusses...in short "the company you keep!"

* * *

LEO BURNETT CO., Inc., timebuyers and media supervisors, left to right, Harry Furlong, John Huckstep, Dick Coons, Doug Burch, Helen Stanley, and Arne Nordmark, talk with Warren Nelson of George P. Hollingbery Co., national representatives for KTRK-TV.

KTRK-TV is owned by Houston Consolidated Television Company...a company that merged all the great forces that have made Houston America's most amazing city! The Jesse H. Jones interests, owners of the powerful Houston Chronicle, are major stockholders and manage KTRK-TV for a score of influential Houstonians whose interests include Oil, Cotton, Cattle and Ranching, Banking and Finance, Law Securities, Industry, Public Utilities, Public Relations and outstanding governmental service.

This solid ownership, plus better shows and showmanship on the local level, plus ABC's increasingly strong network lineup, have made KTRK-TV the family favorite and your best buy in the $3 billion dollar Houston market!
25, 1956, in Docket No. 11,532. It has been repeated by Chairman McConnaughey and other members of the FCC in recent addresses and it is one point agreed to by virtually all members of the Senate Committee on Interstate and Foreign Commerce, in the recent Interim Report and Separate Views released by that Committee.

"Our organization welcomes and enthusiastically supports a thorough, careful, objective and energetic study of the engineering data necessary to determine how the uhf can be made and kept an integral part of the broadcast band. This is one of the principal reasons for the existence of the Association of Maximum Service Telecasters."

"... We believe that the American people should receive the best television service possible and we believe that precipitous action based upon faulty or inadequate engineering data which would degrade or deteriorate the service that so many millions of Americans receive today would be a dissonant error."

"Many telecasters have been aware of the need to understand and revise the propagated data curves which served as the basis for the FCC's Sixth Report and Order and the present system of television allocations. They have felt that until up-to-date and reliable propagation data are developed, we would all be shooting in the dark."

"Thus last spring and summer a good many of us spent a good deal of time going through all of the information. As a result of this being and just a little bit over a month ago, in Chicago on August 10, it was formally organized. At present more than 100 television stations throughout the United States are members of this organization, including both uhf and vhf stations."

"Because the need for reliable, up-to-date propagation data is so great, we have initially placed our primary emphasis on this aspect of research. Our Budget Committee has approved a substantial budget for this purpose and we have purchased two vehicles and all of the necessary equipment for uhf and vhf field intensity surveys using both vehicles simultaneously. These mobile measuring units are now being outfitted and will be placed in the field in actual service during early October. The first measurements will be made at Wilkes-Barre, [Pennsylvania,] on station WBRE-TV, a uhf station and a member of our organization. Our present schedule calls for measurement of three markets each month during the next year. The information which will be gathered through this collection of data will be directly and responsive to the Commission's call for information relating to field testing and propagation. We will be most happy to make reports of our findings available as an integral part of our contribution to the activities of the industry organization."

"We also intend at an early date to put into effect a second aspect of our engineering study program—the collection of reliable data on the performance of existing receiving equipment—receivers, transmission lines and receiving antennas. This, too, we believe is an essential part of any engineering study to be used as a basis for future planning."

"We contemplate other projects, but in the main we plan our principal emphasis on obtaining the facts as to propagation and as to the performance of existing equipment. We are broadcasters, not manufacturers, and although we will have a very active interest in all aspects of the various research problems, we feel that our principal contribution in the way of original research will be best accomplished through technical study programs, to join together in a common effort. In general, we feel that this can best be accomplished by establishing an industry study committee made up of these organizations. As we see it, the individuals or members of those organizations, would undertake research tasks along the lines of their special talents. The overall committee would have the two technical study programs, of co-ordinating the work of the various groups and of evaluating the results. This, we feel would be a practical, effective and sensible method of operation."

"Fourth. Of course, these are rather general statements and they must be reduced to prac.
The above picture, taken shortly after the actual birth of a baby, announces a mighty exciting and important event.

It's the birth of a healthy, sound, spirited new television network—the NTA Film Network.

As with most parents, it represents the fulfillment of a long-cherished dream. But unlike most new arrivals, this one already has an objective in life. In fact, it has two:

1. To provide better entertainment for the public...
   and to offer a significant new marketplace for the advertiser.

Actually, its whole reason for being is a happy marriage between the two! You will be hearing a good deal more about the NTA Film Network from now on. But meanwhile, wouldn't you agree that...

When the public gains...and the advertiser gains...and the station gains...the birth of the NTA Film Network is a decidedly blessed event for everyone?

4 good reasons for the 4 dimension network

1. 102 Stations Covering 82% of U.S. TV Homes. They offer access to the nation's top markets...where 38,173,106 families live in 28,145,500 TV homes...with about 211 billion dollars in buying power. To say the least, it's a vast market, with vast opportunities for the national advertiser.

2. At a Fantastically Low Cost Per Thousand. If appalled by the high cost of TV advertising, the NTA Film Network is the answer. It offers enormous audiences at a remarkably low cost per thousand. Thanks to top talent for below the cost of the average TV show and no staggering coaxial cable costs.

3. With the Greatest Flexibility in TV Network History. No costly "must-buys"...buy what you want...when you want...where you want it. One contract for everything—time and program...no worry about time differentials. You get the prestige of network plus the flexibility of spot purchase.

4. And Guaranteed Clearance of Time and Programming. No waits or debates about station clearances. You can get the availabilities you want and need now...without standing in line. Whatever your present TV situation, look to the NTA Film Network—The Four Dimension TV Network!

For the full story, call, wire or write

NTA FILM NETWORK

a subsidiary of National Telefilm Associates, Inc.
60 West 56th Street, New York, N. Y. • Phone: Plaza 7-2100
GOVERNMENT

We urge and, at an appropriate time, I shall make a motion, that the acting chairman of this meeting appoint an organizing committee made up of one representative of each of the five organizations invited by the Commission to work out these organizational problems. This committee should be authorized and directed to come up with recommendations as to organizational plans, including officers, sub-committees, panels and the like, and to clarify the objectives, the work, the manner of operation and the financing of this cooperative industry study committee. I see no reason for delay in working these problems out and it would seem to me that a date of two weeks from now could be set as the time for the organizing committee to report back with detailed and specific recommendations to this full group meeting here today.

The reference to a non-profit organization was based on earlier recommendations that a foundation be established to coordinate the activities of industry groups in the research and development program and to be the repository for financial grants.

Bocks Sixth Report

James D. Secrest, executive vice president of RETMA, read a statement in behalf of the manufacturing representatives which held that the 1952 Sixth Report and Order was fundamentally sound and that television service needs both vhf and uhf. The statement was actually made in an Oct. 20, 1955 letter to Mr. McConnaughey, which read as follows:

"The recently formed Frequency Allocation Study Committee of the Radio-Electronics-Television Manufacturers Association held its first meeting on October 19, 1955. Our committee is composed of executives of equipment manufacturing companies—not only uhf and vhf transmitters and receivers but also equipment used in many other radio services which may be affected directly or indirectly by the many proposals which have been recently made to the Federal Communications Commission concerning television frequency allocation problems.

"We recognize that a problem of great complexity is before the Commission and that it involves many technical, economic and regulatory aspects. We subscribe wholeheartedly to your recent statement that all American citizens concerned with this problem should come forward and participate with the FCC in its solution. We also feel we should give what assistance we can toward assuring the most effective and efficient utilization of the spectrum in the broad public interest."

"Accordingly we wish to submit the following views to the Commission at this time:

"(1) Despite the many statements of a pessimistic nature that have been made recently to the Commission and in the press, we do not believe that the allocation system provided by the Sixth Report and Order has been proved fundamentally defective or inadequate.

"(2) The television service in our opinion needs both the uhf channels and the vhf channels now assigned to it.

"(3) Television has had approximately three years of experience under the Sixth Report and Order. With this experience we can now make fruitful studies to reveal the respects in which the Sixth Report and Order may need adjustments, if any. Such studies are needed because many conflicting statements have been made which are not properly supported by factual information.

"(4) The members of RETMA have a great reservoir of technical talent which has been useful to the Commission in other important
KABC-TV IS LOS ANGELES

Every month America's number one retail market continues to magnify in size and importance.

...And like the mighty city that it serves, KABC-TV grows in stature and rated position.

Keeping pace with the ABC network, KABC-TV is "the station with life" in a city of destiny.

Channel 7 KABC-TV, Los Angeles
KGO-TV, San Francisco — WBKB, Chicago
WABC-TV, New York —WXYZ-TV, Detroit

Owned and operated by the American Broadcasting Company
problems such as television standards for black and white and television standards for color and protection against spurious radiation. If the Commission so desires, we would be pleased to organize a program of study which would be designed to put this talent to work to pro-
duce sound objective studies of the technological phases of the many problems and pro-
posal before the Commission respecting the Sixth Report. These studies would cover tech-
nical matters and would not be directed pri-
marily to economic or regulatory problems.
They might encompass, for example:
(a) Measurements to indicate the effective
coverage of UHF broadcasting under various
conditions of terrain and power; authorita-
tive information of this kind has never been
available; and
(b) reliability and cost of receiving equip-
ment in the UHF together with potentials
for improvement.
Any such studies would be organized into
task groups to cover appropriate segments of
the field of study and should be participated in
by the broadest possible cross-section of
talent including members and non-members of
REMTA, representatives of the broadcasting
industry and other persons representing the
Commission. . . .
Also raised during the two hour morning
meeting was the question whether there was
to be a paid director or a voluntary chairman,
and if the latter there should be two unpaid
vice chairmen, presumably one
representing the broadcasters and one the
manufacturers.
The FCC's suggested research program, out-
lined last month, included the following:
(a) Transmitters
(1) A comparison between the potential
performance and costs of modern VHF and
UHF television systems including transmis-
ters, antennas and transmission lines.
(2) Measures required to provide UHF
coverage capability equivalent to VHF.
(b) Receivers
(1) Comparative potential performance and
and color receiving systems including receivers,
transmitters and transmission lines embodying
latest developments.
(2) Requirements for circuits and tubes for
an efficient UHF monochrome and color re-
ceiver.
(3) Requirements for an effective UHF re-
eceiving antenna system including transmission
lines.
(4) Feasibility of design of a moderately
priced receiving system capable of being utilized
efficiently for both VHF and UHF in color and
monochrome.
(c) Field Testing
(1) Determine uniform methods for measur-
ing field intensity and appraising the quality of
television service.
(2) Field intensity measurements of per-
formance of UHF and VHF transmission over
the same terrain conditions. These should include
measurements and observations in one
or more
Canyon type cities
Average type cities
Prairie area locations
Station-competition locations
The field testing should include not only
field intensity measurements but also actual
observations of the technical quality of the
service rendered under the various conditions
and, comparison thereof between a median
VHF channel and three UHF channels (includ-
ing low band, medium band and high band).
(d) Propagation
(1) An evaluation of the practical results
obtained from field testing, a review of the
theoretical literature and a correlation between
practical and theoretical performance of
VHF and UHF under various conditions.
(2) Suggest methods for improving UHF
performance if such is considered feasible.
(e) Multiple VHF Channel Usage
(1) A study of the techniques required to
make the most effective use of 12 VHF chan-
els only for television.
(2) An evaluation of the television service
which can be achieved by the application of
the techniques developed in (1) above.

Magnuson Voices Opinion
On Number of FCC Actions

A NUMBER of recent actions by the FCC
have come under the scrutiny of Chairman
Warrne G. Magnuson, of the Senate Interstate
& Foreign Commerce Committee, leading him to
appose several cases in considerable detail.
He commented on the following in a letter to
FCC Chairman George C. McConnaughy,
dated Aug. 24:
Duluth-Superior--Notes with concern June
26 notice of proposed rule-making suggesting
VHF educational deletion and replacement with
UHF.
College Station-Telex--Wonders about educa-
tional change from ch. 3 to 48. In this and
Duluth-Superior (Wis.) case he trusts that FCC
will move very slowly and carefully despite fact
schools haven't utilized facilities as soon as
originally hoped.
Uggs FCC to take no action allowing first or
second VHF service to come into areas now
having uhf stations with substantial set conver-
station, conditioning steps be taken to reverse
trend toward continued interference.
Approves vhf grants to Hartford (Conn.),
Pe-
oria (111.), New Orleans and Springfield (111.),
but forbidding construction pending final de-
intermixture.
Has trouble understanding different treat-
ment of vhf grant in Raleigh, N. C., where de-
intermixture proposal has been long pending.
Urges early action to prevent further entrench-
ment of vhf in Evansville (Ind.), Madison
(Wis.), Fresno (Calif.), Corpus Christi (Tex.),
Miami (Fla.), Norfolk (Va.), Spartanburg
(S. C.), and any other areas in which existing
uhf outlets may be suffering from vhf grants made
since Nov. 10, 1955.
Is pleased with proposal to deintermix
New Orleans and Albany but agrees with Commis-
sioners who voted to delete all vhf in those
markets; is at a loss to understand different
treatment accorded Miami and Norfolk, which
he feels are good places for all-uhf operation.
Elmira (N. Y.), Evansville and Madison
proposed deintermixture could be reassigned to
some other predominantly vhf community; Hat-
field ch. 9 should be allocated elsewhere.
Likes ABC proposed reallocation of all-uhf
in Miami (Fla.), New Haven (Conn.), Jackson-
ville (Fla.), Utica (N. Y.), Erie (Pa.),
Lancaster (Pa.), Baton Rouge (La.), Columbus
(Ga.), Champaign-Urbana (Ill.) and St. Joseph
(Mo.), plus others where FCC has proposed
action. Has some doubts about Utica, Cham-
paign-Urbana and St. Joseph, but not ¢ serious
consideration. Hopes for prompt action to
deintermix.

WMFJ, ABC-XETV Protests
Heard in Oral Arguments

A QUESTION as to whether the FCC can
take judicial notice of a court decision in
deciding a particular case was raised during oral
argument before the FCC last week on the
disputed sale of WMFJ Daytona Beach,
Fla., to W. Wright Esch to WMFJ Inc.
(Harold Kaye and associates).
During the oral argument the FCC
counselor was Theodore Granik and William
Cook, who allege saw
their own case to the
Commission for further hearing. Early
this month [317. Sept. 10], a Florida circuit
court judge denied a breach of contract suit
filed by Messrs. Granik and Cook. After
examination of the consultant report, it was
brought to her attention that the court
decision. Attorneys were given 10 days in
which to file briefs on the FCC ruling.
Also heard this week was oral argument on
a protest against an ABC-TV-proposal to feed
live programs to XETV (TV) Tijuana, Mex.,
across the border from San Diego. The FCC
approved the arrangement last November but subsequent
ly ordered a hearing on protests by San Diego
stations KFMB-TV (CBS) and KFSV-TV (NBC), both secondary ABC affiliates. In
June, an FCC hearing officer indicated that
the Commission reaffirm its earlier approval
[317. June 11]. During oral argument, the
KMFM-TV attorney charged that his
"proof was cut short" in the hearing, that a
ruling by the examiner precluded the protesters from
obtaining certain documents necessary to their
case. The ABC attorney asked the FCC to
expedite its final decision.

Mormon Ownership Group
Ordered to Drop One VHF

THE FCC ruled last week that the Corp. of
the President of the Church of Jesus Christ of
Latter-Day Saints (Mormon) must divest itself
of one of the six interests it presently holds in
vhf stations. The ruling was as a condition to
the Commission's grant of renewal for license
of ch. 5 KSL-AM-FM-TV Salt Lake City,
which is 63.5% owned by the corporation.
Other interests of the group are: 64% of
Radio Service Corp., which in turn owns 23% of
ch. 3 KID-TV Idaho Falls, Idaho, and 6% of
ch. 2 KBOI-TV Boise, Idaho; and 67.3% of
Hawaiian Broadcasting System Ltd. [ch. 9
KPOI-TV Honolulu, Hawaii; ch. 7 KGMB-TV,
Honolulu; ch. 3 KMAU [TV] Walaitu]. Current
FCC rules allow ownership in seven tv stations,
with no more than five.

Page 50 • September 24, 1956
Folks get a bang out of WWDC Radio

"1st on week ends, 2nd on week days in Washington, D.C." — May-June Pulse

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
GOVERNMENT

Four Station Transfers Win Commission Approval

FOUR station ownership changes were approved by the FCC last week, but not without incident. The transfer of control of WDAM-TV Hattiesburg, Miss., to the WDSU Broadcasting Corp., brought votes for a McFarland letter indicating the necessity of a hearing from Comrs. Robert T. Bartley and T. A. M. Craven, and all 7 for WQOW Wisconsin Rapids, Green-Florid Radio & Television Corp., drew a dissent from Comm. Robert E. Lee. Approved without comment were the sale of WTSP-AM-FM St. Petersburg, Fla., and the realignment of control of WVLOW ITV, Kansas City, Kan.

WDSU Broadcasting Corp., gains control of WDAM-TV through purchase of 51% interest from equal partners Harold Matison, D. A. Matison Jr., Milton J. and Alvin H. Fine, each of whom relinquishes 51% of his quarter interest. Consideration was $51,000. Comrs. Bartley and Lee voted for the McFarland letter due to questioned ownership concentration by WDSU Broadcasting Corp., which owns WDSU-AM-FM-TV New Orleans and 57.8% of WAFB-AM-FM-TV Baton Rouge, La.

Ch. 9 WDAM-TV, NBC and ABC affiliate, began operation last June. When an application for this transfer was first filed at the FCC last August [1-E, Page 20], the station listed a loss of $5,502.

WGOV was sold by WGOV Inc. to Georgia-Florida Radio & Television Co. for $100,000. Comrs. Lee dissented because he thought excesses and misuse of funds by the commercials had indicated. MBS-affiliated WGOV operates on 950 kc and uses 5 kw daytime, 1 kw night. It went on the air in 1940. Three brothers—Farris E. Rahall, N. Joe Rahall and John D. Rahall—who sold WGOV to AMP-FM from Pinellas Broadcasting Co. for $200,000. Other Rahall interests are WQCY (TV) Allentown, Pa.; WNR Norristown, Pa.; WBNR Berea, Ky.; WWIR Beckley, W. Va.; WIFE Manchester, N. H., and 40% of WCHS-TV Charleston, W. Va. WSPF, affiliated with MBS, operates on 1380 kc with 5 kw. The outlet went on the air in 1940.

The Commission's approval of the KAKE ownership realignment brings the outlet under the same control as KAKE-TV. To accomplish this, the following stockholders had to decrease their holdings in the am station: Mark H. Allen; Al Thomas; Owen McBeth; Newby, Martin Umansky, Robert Dockum (who sold his complete interest), Dwight Rounds (who also sold his complete interest) and H. E. Zoller. Increasing their ownership were C. O. Beren, George Bruce, Sherrill Corwin, Ralph Gore, Theodore Gore, Tom Palmer, Lloyd Pickrell and members of the H. E. Zoller family; $120,494 was involved in the deal. MBS-affiliated KAKE operates on 1240 kc with 250 w. The outlet went on the air in 1947.

WSIX-AM-TV Sole Filed

APPLICATION seeking FCC approval of the transfer of control of WSIX-AM-TV Nashville, Tenn., to Louis R. Draughon was filed at the Commission last week. Mr. Draughon, present 33.3% stockholder, is buying 33.3% from W. H. Residents. Mr. Crowell is leaving the station. Other principal is S. D. Stanford Jr., 33.3%. Ch. 8 WSIX-TV, affiliated with ABC, went on the air in November 1953. The am station, also affiliated with ABC, operates on 980 kc with 5 kw. Last week's application listed $1,685 profit for the am outlet for 1955 and a $122,353 loss for the tv station.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 7

Figures in parentheses indicate dates oral arguments were held.

Miami, Fla., ch. 1 (10-30-55); Beeston, Wash., ch. 7 (10-30-55); Frederick, D. C., ch. 6 (12-30-55); Indianapolis, Ind., ch. 3 (10-28-55); St. Louis, Mo., ch. 5 (10-20-55); Gary, Ind., ch. 9 (6-25-56); Orlando, Fla., ch. 9 (6-19-56).

AWAITING ORAL ARGUMENT: 7

Figures in parentheses indicate dates initial decisions were issued.

Bristol, Va., ch. 4 (4-23-56); Buffalo, N. Y., ch. 7 (4-26-56); San Francisco-Oakland, Calif., ch. 3 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-26-56).

AWAITING INITIAL DECISION: 3

Figures in parentheses indicate dates records were closed after hearings.

Hatfield, Ind.-Owenboro, Ky., ch. 9 (1-2-55); Toledo, Ohio, ch. 11 (1-26-56); Onondaugas-Farma, Mich., ch. 10 (5-5-56).

IN HEARING:

4

Bensalem, Pa.; Richmond, Tex., ch. 4; Chestertown, Md., ch. 1; Mayaguez, P. R., ch. 3.

Vail Mills Ch. Allocation Tabbed by Court of Appeals

THE U. S. Circuit Court in Washington last week agreed to hold up on its July decision approving the FCC's allocation of ch. 10 to Vail Mills, N. Y. (Albany area), but refused to continue the stay any further. The action was taken after ch. 35 WTRI (TV) Albany asked that the court's "mandate" be stayed pending the preparation of a petition to the Supreme Court to review the decision [CLOSED CIRCUIT, Sept. 17]. In an 8-2 decision last July, the circuit court held that the FCC's allocation of ch. 10 to Vail Mills was properly done under the rules [8-T, July 16].

The decision was against WTRI and ch. 19 WMGT (TV) Pittsfield, Mass., both of which claimed that the vhf drop would adversely affect their operations. An application for Vail Mills ch. 10 was filed the same week by Hudson Valley Broadcasting Co. (WROW, WCDA (TV) Albany), but has never been accepted by the FCC. This was because [the Court ordered a stay against the allocations pending granting the outcome of the appeal by the shf stations.

On Thursday, the FCC advised Hudson Valley that its application for Vail ch. 10 was being accepted for filing, but that it was being placed in the pending file until 30 days after the Commission decides the Albany debate-interruption proceeding or 30 days after issuance of a public notice that the application was being removed from the pending file.

Close Named to VOA Post

JOSEPH K. CLOSE, president of WKNE Keene, N. H., and WKNY-AM-TV Kingston, N. Y., has been named special assistant to Theodore C. Streibert, director of U. S. Information Agency. He will work with the agency's new, general publicity unit, Voice of America, of which Robert E. Button is head. During World War II, Mr. Close was with Office of War Information in London. Previously, he was in the advertising business in Toledo, Ohio, and St. Louis. He bought WKNE at the close of the war. WKNY-TV recently conducted a 26-month experiment in uhf in the mid-Hudson River Valley.

Construction Permits Given For Two New Radio Stations

AUTHORIZATIONS for two new am stations were made by the FCC last week. Construction permits were awarded to:

Sanford, Fla.—Sanford Broadcasting Co., granted 1310 kc, 500 w daytime. Principals are equal partners Jack Siegel, 16.666% owner of WLOW Portsmouth, Va., and director of WMJF Daytona Beach, Fla., and WALT Daysboro, N. C., and Robert Wadson, 16.666% owner of WLOW and also director of WMJF and WALT.

Odesta, Tex.—Mid-Cities Broadcasting Co. granted 1310 kc, 500 w daytime. Principals are equal partners E. L. Roskelley, former day news editor at KLIF Dallas and presently private producer, and L. J. Roskelley, milk products firm employee.

Late or Not Late Question Facing Court of Appeals

ARGUMENT was heard last week before the U. S. Court of Appeals in Washington on the bellwether case involving late filings at the FCC. The matter goes back to last November [8-T, Nov. 28, 1951] when a shareholder checked back on tardy filings and made clear that anything received after 5 p.m. would be dated as having been received the following day.

First to be affected by the ruling was Valley Broadcasting Co. [WLAN, Lanett, Ala.-West Point, Ga.] on its protest against an unannounced grant at West Point to Confederate Radio Co. Valley's protest was filed Nov. 21—last day for exceptions—and was stamped as having been received that day. The FCC, however, ordered the receipt date changed to Nov. 22, the day after deadline.

The WRLD attorney who filed the "late" protest, Russell Rowell of Spearman & Roberson, argued that he was in the FCC secretary's office before 5 p.m., but, because it was necessary to rearrange papers, he didn't hand the protest to FCC personnel until about 5:20. This, he contended, should not be considered a late filing. The Commission has since ruled to reconsider its action. Whether the FCC erred is now up to the Court of Appeals to decide. The argument was heard by Judges Wilbur K. Miller, Charles Fahey and Warren E. Burger.

Another Round in KOB Case

ABC asked the appeals court in Washington last week to order the FCC to put KOB Albuquerque back on its assigned 1030 kc wavelength. The argument, before Circuit Judges Wilbur K. Miller, George T. Washington and David L. Bazelon, was based on an appeal by ABC from a 1952 FCC extension of KOB's 15-year-old special service authorization to operate on 770 kc. It was made by Vernon K. Wilkinson, McKenna & Wilkinson. KOB originally was granted 1180 kc, but this was changed to 1030 kc in 1941 when the North American Regional Broadcast Treaty came into operation making 1180 kc a protected frequency for Mexico. After a few months operation on 1030 kc, KOB was moved to 770 kc. KOB's authorization has it remains on that frequency since then.

The FCC position, which maintained that this is part of the clear channel case, was presented by Richard A. Solomon, FCC asst. general counsel. Representing KOB was Harold D. Cohen, Pierson, Ball & Dowd.
"A PACKED HOUSE EVERY PERFORMANCE"

In Erie, old friends who haven't seen one another for 20 years quickly adjourn to watch WICU. Girls on vacation write home to Mother and mention WICU.

You'd think tv sets were installed without knobs or wonder if the station's giving groceries away!

Indeed, this loyalty is a good sign — but it makes for even better ratings!

Flip through a rating book yourself and check the national averages against the WICU scoreboard. If you're getting 30's, WICU can deliver 40's or even 50's (who knows, you may be our first 60!). WICU's top-of-the-pinnacle ratings and "packed programming" means "prime attention time"

That's WICU — "the pack with the packed house". Ideal for spot campaigns — especially yours. Now's the time to contact your Petry man.

WICU ERIE, PA. CHANNEL 12

An Edward Lamb Enterprise — Ben McLaughlin, General Manager

Represented Nationally By

EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles

"Cat On A Hot Tin Roof" starring Barbara Bel Geddes, Alex Nicol and Thomas Gomez

<table>
<thead>
<tr>
<th>A LOOK AT THE BOX OFFICE*</th>
<th>National</th>
<th>WICU</th>
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<tr>
<td>Medic</td>
<td>25.6</td>
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*Telepulse February, 1956
Johnson Charges Bias
In FCC Booster Stand

STILL PURSUING his campaign to win FCC approval of "booster" tv stations, Colorado's Gov. Edwin C. Johnson has now shifted the onus for the Commission's attacks on unlicensed booster outlets to eastern bias.

In a letter to Comr. T. A. M. Craven, acting as FCC chairman at the time, the Coloradoan declared that the translator system was "aptly named for the Atlantic Seaboard, but it is not necessary in the Rocky Mountains." He said stations in the west were "thousands of miles apart" and separated by mountains.

"I am floundering with two systems in the big United States?" the former chairman of the Senate Commerce Committee asked. "Just because you have found something that fits the area with which you are familiar, please don't force it down our throats arbitrarily."

Gov. Johnson said he could not "refrain" from observing that the FCC has taken no action against the 400 community television operations. "... the FCC goes out of its way to comb the West down, was quiet as a little mouse when the Community Antenna System was being installed everywhere. Why are you picking on us mountain folks? We are people, too."

Gov. Johnson has become the champion of booster systems in the far western mountain states. Last month he "authorized" a Steamboat Springs, Colo., booster to continue operating and since then he is understood to be more than half-dozen operating under his blessing.

The FCC has moved against boosters (which are usually established cooperatively in remote areas, of 15-20 miles block, up, amplify and rebroadcast on low power tv signals from big city stations) for operating without authorizations. A test case of the Commission's jurisdiction is awaiting decision in the federal appellate court in Washington. Involved is a booster which operates in Bridgeport, Wash.

In a move to ameliorate this problem, the Commission has established a "translator" system, which is now under establishment. Low-power, low cost repeaters—where the tv signal is received, amplified, and rebroadcast on the higher uhf channels. The FCC authorized the first translators earlier this month [B&T, Sept. 10].

FCC Receives Applications
For Five New Tv Stations

A SUDDEN BURST of activity by aspirants for new tv stations saw applications for five outlets filed at the FCC last week. Proposed were facilities for ch. 7 in Amarillo, Tex.; ch. 10 in Flint, Mich.; ch. 11 in Elko, Nev., and ch. 21 in White Heath, Ill.

Amarillo, Tex.—Application for ch. 7 was filed by Southwest States Inc. The group plans 45 kw power with an antenna 806 ft. above average terrain. Construction cost was estimated at $167,500 and first year operating cost at $388,029. Principals are equal owners Robert D. Houck, general manager-47% owner of KAMQ; Herbert Robie holds business interests and also owns 50% of Mahncke-Bay Casters Inc. In Elko, Nev., licensees of KELK TV plan to install at $400,764, fir year operating cost at $376,730.

Elko, Nev.—Application for ch. 10 was filed by Elko Broadcasting Co., licensee of KELK Elko. The group plans 451 kw power with an antenna 335 ft. above average terrain. Construction cost was estimated at $50,000, first year operating cost at $84,000.

John Johnson

White Heath, Ill.—Application for ch. 21 was filed by The Plains Television Corp., licensee of ch. 20 WICs (TV) Springfield, Ill. Proposed are 30 kw power and an antenna 664 ft. above average terrain. Construction cost was estimated at $175,000, first year operating cost at $75,000.

FCC Initial Decisions Favor
Hal Gade, Saline Bcstg. Co.

RECOMMENDATIONS that the FCC grant two applications for new am stations in Eatontown, N. J., were made last week by hearing examiners J. D. Bond and Thomas H. Donahue. Mr. Bond recommended Harold M. Gade for an Eatontown daytime outlet (1410 kc, 300 w) and urged that Monmouth County Broadcasters, which sought the same facilities in Long Branch, N. J., be held in default. Mr. Donahue proposed a day-time grant at Saline (1290 kc, 500 w) to Saline Broadcasting Co., the lone applicant.

The reasoning was similar behind both initial decisions: both localities would receive a first local station and although some interference would result (WNJR Newark, N. J., from the Eatontown group) WABC Dearborn and WXYZ Detroit, both Mich., from the Saline grant), the examiners decided that the need for the new services outweighed the need for the service which would be lost to the existing stations.

New Britain Hearing Ends

HEARING on the proposed $600,000 purchase of ch. 30 WKNB-TV New Britain, Conn., was completed last week before FCC Hearing Examiners James D. Cunningham and Herbert Sharfman. The hearing, ordered on the Commission's own motion following new-dismissed protests by WLinda the Waterbury, Conn., and WATR-TV Waterbury, Conn., began Sept. 7. Issues involve purported concentration and overlap.

Presenting the case for NBC last week was Charles P. Sarokin, vice president in charge of operations, and Hugh M. Beville Jr., vice president in charge of planning and development. The two executives held that there are multiple overlapping facilities in the area, and that NBC's operation of the outlet would aid development of uhf there. Exhibits pointing up NBC's ch. 17 WBUB (TV) Buffalo uhf promotional activities were submitted. Date for filing opening arguments was set for Oct. 7, and date for filing replies to proposed findings was set for Oct. 13.

WMAM-WMBV-TV Purchase
By Guild Films Co. Stayed

THE $600,000-plus purchase of WMAM-WMBV-TV Marinette, Wis., by Guild Films Co. approved July 18 without hearing, and protested by WFRV-TV Green Bay, Wis. [B&T, July 16], was designated for "further proceeding" by the FCC last week. Presumably, the action means that the Commission will at some later date either order oral argument or at least issue a decision on the transaction.

Guild purchased WMAM and ch. 11 WMBV-TV last June from M&M Broadcasting Co. WFRV-TV filed a protest against the transfer criticizing the past operation of WMBV-TV and its promotionion the transfer to the entry of a "film syndication firm into tv station ownership."

In last week's order, the Commission found that WFRV-TV was a party in interest. The FCC also ordered that the grant be stayed "in the event the transfer has not already taken place, gave Guild until Oct. 19 to return control to M&M.

FCC Chairman is Praised
In War on 'Bait' Advertising

FCC CHAIRMAN John W. Gwynne was commended last week by the National Appliance & Radio-TV Dealers Assn. for his work in helping "to curb misuse of radio and television by bait advertising" and asked to turn his attention to other abuses in the appliance industry.

In a letter to Comr. Gwynne, NARDA's managing director, A. B. Bernsnohn, said industry will "benefit" from the probe of bait advertising—"both from the deletion of some of the unsavory competition in it and from the improvement in the programming level that should result."

Mr. Bernsnohn also called for a probe into builder sales practices and abuses in the appliance industry, which he claimed have "hurt many dealers at a serious competitive disadvantage." He alluded to the practice whereby one classification of appliance purchaser (the builder) is singled out for prices appreciably lower than those charged other groups (dealers) for the same merchandise.

Ch. 19 to Bishop, Calif.;
3 Allocation Changes Asked

ACTING on another of its notices of proposed rule-making issued last July, the FCC last week took final action and assigned ch. 19 to Bishop, Calif., giving that city its first tv channel. The rule-making proposed allocating either ch. 3, 8, 17, 19 or 25 to Bishop.

Three new requests for changes in allocations have been filed with the FCC. WBRE-TV Wilkes-Barre, Pa., asked the Commission to delete ch. 56 from its channel of operation and assign it to Binghamton, N. Y., substituting ch. 72 at Cortland. This would give Binghamton chs. 12, 40, 46 (educational) and 56. WBRE-TV indicated it would file an application for ch. 56 in Binghamton if the change should be authorized.

WLAC-TV Old Hickory, Tenn. (ch. 5), asked the FCC to reassign ch. 5 from Old Hickory to Nashville; WLAC-TV also requested issuance of a order to show cause why WBNS TV's license shouldn't specify Nashville instead of Old Hickory.

Gregg Tv Inc., Longview, Tex., a newly formed group, asked the Commission to delete educational ch. 16 from the area, and assign it to Longview as a commercial channel and allocate educational ch. 71 to Denton.
WCAU
PHILADELPHIA
means
personalities

Good show, John Facenda, let's call it a day. This man is really amazing. His 11 p.m. news on WCAU-TV rates an impressive 20.3 average in ARB for the first six months of 1956. Name any other three newscasters heard in Philadelphia—network or local. Their combined ratings will be less than that of Facenda's nightly chat to 851,000 faithfuls. One-time newspaper-man John Facenda does 16 news shows a week. Eleven TV, 5 radio and they all click. The reason? Call it sincerity, magnetism, personality. Personality—that's what makes John Facenda the outstanding newscaster in Philadelphia.

That's what makes WCAU, too.
Jacksonville Ch. 36 Outlet Opposes Local Ch. 12 Grant

GRANT of ch. 12 Jacksonville, Fla., to Florida-Georgia Television Co. [AT DEADLINE, Sept. 3] was attacked last week when ch. 36 WJHP-TV Jacksonville filed an appeal in the federal circuit court in Washington. The Jacksonville NBC-ABC Duhamelt outlet also asked for a temporary stay of the ch. 12 grant pending the outcome of its appeal.

In the FCC grant ch. 12 to the Florida-Georgia company and denied competing applications by WJAX and WPDO in the same city. The Commission voted four to two in making the grant, which reversed an earlier FCC panel that recommended favoring the Florida-Georgia principals of George H. Hodges and Alexander Brest, local businessmen, 26% each; Harold S. Cohen, WHRC Jacksonville owner, 19%; Mitchell Wolfson-Sidney Meyer, also said that Jacksonville is theatres, 20%; Jesse H. Craig, WTVJ operations manager, 3%, and others.

Essence of WJHP-TV's appeal was that Jacksonville should have been included in the deintermixture proposals made by the FCC in its June 25 order. Like New Orleans or Duluth-Superior in those orders, WJHP-TV said, Jacksonville had one uhf and one uhf on the air, WJAX, and was still pending a final decision. On June 29 WJHP-TV asked the FCC to include Jacksonville as one of the deintermixture cities and to stay the ch. 12 grant or issue a final order making the grant but forbidding construction. The FCC denied part of this last month when it issued the ch. 12 grant, and the remainder last week.

In an affidavit accompanying the appeal, John H. Perry Jr., president of the Jacksonville NBC-ABC affiliate, said WJHP has filed further applications for construction, closed the ch. 36 outlet cost $561,575 to build and has sustained a aggregate operating loss from commencement of operation in December 1953 to June 30 of this year of $448,900. He added that Jacksonville is 90% converted to uhf, and that since the grant of ch. 12 he has been unable to gain assurance from NBC that it would continue its affiliation contract.

Henry Kaiser Seeks Approval For New Honolulu Am Station

INDUSTRIALIST Henry J. Kaiser has made his entrance into the broadcasting field, filing for FCC approval of a new am station at Honolulu, Hawaii. The proposed outlet will be 50% owned by Mr. Kaiser and 30% by Hal Lewis, owner of Hal Lewis Assoc., Honolulu station representative firm, and disc jockey on KGU Honolulu.

The application seeks 1040 kc, 5 kw unlimited. Construction cost was estimated $42,800 and first year operating cost at $50,000. Studio location for the station is proposed at Mr. Kaiser's $10 million Hawaiian Village Hotel. Mr. Kaiser reportedly is preparing an application for one of Honolulu's available tv channels—ch. 11 and 13.

WNET (TV) Charges FCC With Flouting the Law

THE FCC has flouted the law, ch. 16 of Rhode Island Inc. (WNET [TV] Providence) charged in filing an appeal in the Federal Appeals Court in Washington against the FCC's refusal to transmit its authority for ch. 12 WPFO-TV Providence to operate.

Now dark WNET claimed that when the appeals court reversed the FCC last January, the Commission was required to suspend its grant (and thus force WPFO-TV to suspend operation). It asked the court to order the FCC to do so.

The case goes back to 1953 when the FCC granted ch. 12 to WPFO, after a merger was agreed among four competing applicants. Ch. 16 WNET, then operating, protested the grant, and the FCC granted a stay against the ch. 12 permission. After the examiner's initial decision, without conclusions, was issued, and in January 1955, the FCC issued a final decision upholding its grant to WPFO, and lifting the stay order. WNET asked this to the court, in the case in January this year. The Commission, which has ordered the 1954 hearing reopened, refused, however, to force WPFO-TV to cease operation. It is this action which WNET is appealing.

Sacramento Uhf Protestors KOVR (TV) 40-Mile Move

PROTEST has been filed with the FCC against a proposed transmitter site move by ch. 13 KOVR (TV) Stockton, Calif. KOVR applied for FCC authority to move from Mt. Diablo to Butte Mts., about 40 miles farther away from San Francisco, which would make it secure ABC affiliation [BET, Aug. 27].

KCC TV Sacramento (ch. 40), protesting the KOVR application, charged that the proposal would create "white" areas and cause service overlap with Ch. 47 KGEO (TV) Fresno. KCC TV claimed that the result of the move would cause almost three million people to lose KOVR's Grade A and B services, depriving Stockton of its only tv station.

KCC TV also pointed out that it has been on the air since 1953 and competes with two vhs—ch. 10 KBTB (CBS) and ch. 3 KCAV (NBC). If the move takes place, KCC TV said it would lose its affiliation to KOVR and be forced to go off the air.

Three Uhf Video Stations Lose Construction Permits

CANCELLATION of the construction permits of three more uhf television stations was announced by the FCC last week. Revoked were ch. 47 WOKA (TV) Macon, Ga.; ch. 32 KTVF for Fairbanks, Alaska; and ch. 18 KRSM (TV) Yakima, Wash. The Commission's action in deleting the three outlets for failure to prosecute brings the total of canceled uhf cops to 173.

WOKA, when Washington was the on air, was owned by J. C. Barnes Sr., (75%), and E. K. Cargill (25%). KTVF, also on the air at one time, was 100% owned by A. James Henry. Principal KRSM stockholder was Robert S. McCaw, who also owns KQW Moses Lake, Wash., and 33.3% of KALE Richland and KYAK Yakima, Wash. Two other stations are principally owned by Mr. McCaw's cousin, J. Elroy McCaw.

KTRK-TV Appeal to Court On KGUL-TV Change Denied

THE FCC last week denied a petition filed by ch. 13 KTRK-Houston, Tex., against ch. 11 KGUL-TV Galveston, Tex., prohibiting from changing its present facilities until the outcome of a court appeal filed by the ch. 13 outlet.

Last February, following a protest hearing, the FCC reaffirmed its grant permitting KGUL-TV to move its transmitter site closer to Houston. The protest had been filed by KTRK-TV, which appealed this decision to the U.S. Court of Appeals for the Fifth Circuit. A KTRK-TV request for a stay was denied by the court.

NABET Takes Huntington Protest to Appeals Court

A UNION of broadcast technicians has taken to the U. S. Court of Appeals the FCC's June 20 grant of the $635,000 sale of WHTN-AM-FM-TV Huntington, W. Va., by Greater Huntington Theatre Corp. to Cowles Broadcasting Co.

The National Assn. of Broadcast Engineers and Technicians filed an appeal last week in the Washington appellate court against the Commission's denial last month of its protest against the sale approval [BET, Aug. 20]. The union claimed that the FCC should have given it a hearing on its protest.

The union protest was hinged on the fact that it had a complaint before the National Labor Relations Board against the former WHTN licensee on the dismissal of five employees, and it requested that the status quo be maintained pending the outcome of an NLRB proceeding. The FCC in its decision last month said that was not sufficient reason to stay the grant.

Community Tv Firm Attacks Palm Springs Translator Bids

CALLING the FCC's newly authorized tv translator service a "will-o'-the-wisp," Palm Springs [Calif.] Community TV Corp. (PSCTC) has asked the Commission to suspend a hearing on applications for five translator stations at Palm Springs. The five applications were filed by one group, Palm Springs Translators Inc. The community system is owned by Paramount Pictures.

PSCTC said it has been in the community antenna system business for more than four years and has invested more than $500,000 in the service. Hitting the FCC with complaints, PSCTC charged that "many people will be led into buying expensive equipment only to find that such service is a will-o'-the-wisp."

The community antenna group also charged that the translator applicant has untruthfully engaged in prior construction and questioned its financial ability—as a non-profit corporation—to build the proposed stations. Other charges leveled by PSCTC, the translator group is asking the stations to the market, which makes no showing that the city will or legally can agree to assume such operation; failure of the applicant to obtain the retransmit broadcast consent of the stations it proposes to retransmit.

FCC Says Majority Rules In Granting WCHS-TV Shift

MAJORITY rule concept was upheld by the FCC when the Commission affirmed hearing examiner's initial decision and granted a transmitter-site move and equipment changes to ch. 8 WCHS-TV Charleston, W. Va. The action ended—at least for the time being—a dispute between two WCHS-TV factions, the FCC said makes no showing that the city will or legally can agree to assume such operation; failure of the applicant to obtain the retransmit consent of the stations it proposes to retransmit.

The FCC's ruling refused to recognize Capital TV as a separate economic entity, the Commission said that to allow participation by minority stockholders in such cases "would tend to turn the Commission's hearing process into a forum for the airing and litigation of intra- company troubles and conflicts..." and hamper FCC processes.

The grant provides for a decrease in power from 316 to 138 kw, an increase in antenna height to 1,236 ft. and a transmitter site move to Coal Mountain, 11 miles from Charleston.
"I have used WKNB-TV for the exclusive advertising of our Martin-Rosol Brand Meat Products. In less than two years our sales zoomed to an all-time high.

"Without reservation... I consider WKNB-TV the finest advertising medium in the Hartford County Market. Continuous results have kept me advertising on WKNB-TV for three successive years."

Says Mr. Martin Rosol
Martin Rosol's Inc.

"Without reservation, I consider WKNB-TV the finest advertising medium in the Hartford County Market"

More and more national and local advertisers use WKNB-TV, because they get more results at lower cost. WKNB-TV reaches more than 375,000 families... situated in the heart of the New Britain-Hartford market... 31st biggest and 3rd richest in the United States.

National Representative: The Bolling Co., Inc.
NIELSEN SAYS 88% OF TV HOMES SAW AT LEAST ONE SESSION OF CONVENTIONS

Democrats, Republicans had equal audiences of 32.1 million households for political events, which Television Bureau of Advertising says were witnessed by largest audience yet.

ALMOST nine out of 10 television homes (88%) viewed at least one session in each of the two major political conventions last month, and "by an interesting circumstance" the Democrats and the Republicans had equal audiences of 32.1 million homes. A. C. Nielsen Co. reported last week.

Television Bureau of Advertising, after analyzing the Nielsen findings in behalf of the tv industry, reported that "the 1956 political conventions were viewed by far more people than have ever witnessed any other event in the history of mankind." TVB offered these highlights:

1) The number of families viewing each of the 1956 political conventions, over 32 million different American homes, represents a gain over the 1952 convention audience estimated to be even greater than that of the growth of television homes, which increased from 7,983,200 in the summer of 1952 to 36,500,000 in the summer of 1956.

2) While the percentage of television homes which watched each of this year's conventions (88%) is estimated to be greater than four years ago, the average tv home in 1956 saw a greater share of this year's conventions' proceedings than four years ago. The public's viewing of the 1956 conventions totals 547 million home hours of viewing versus a potential of 2 billion 190 million home hours of viewing if each television home had watched each minute of the convention during the approximate 60 hours of viewing versus a potential of 1956 saw a greater share of this year's conventions' proceedings than four years ago.

3) Homes viewing television—per average minute—during the 1956 conventions were higher than that for the comparable time periods of the 1952 conventions.

4) The actual level of television viewing throughout the conventions, again expressed as average audience per minute, was slightly higher than for the week of regular tv programming immediately before the conventions and higher than that of the two comparable 1955 weeks when regular programming was telecast.

5) Of the 462 commercial tv stations then on the air, the conventions were carried by 393 which is be seen by 99.7% of the nation's tv homes.

Meanwhile, Nielsen's tv top tens for the two weeks ended Aug. 25, which encompassed both conventions, showed convention coverage in three of the first four places in terms of total homes viewing six minutes or more. A GOP session on CBS-1V placed first, a Democratic session on NBC-1V placed third and a GOP session on NBC-1V placed fourth, while CBS-TV's Ed Sullivan Show was second.

In terms of average—number of homes reached during the average minute of the program—a week—of the conventions did not make the top ten, however. First four places in that category went to Sullivan Show, $64,000 Challenge, G. E. Theatre, and Gunsmoke in that order.

In its report on the conventions themselves, the Nielsen Co. said homes viewing the Democratic convention averaged 9 hours 39 minutes per home, while those watching the Republican averaged 7 hours 22 minutes. The difference was attributed to the extra day and longer sessions by the Democrats.

For the two conventions, daily audiences ranged from 23 to 27 million homes, according to the report, which also noted: "These daily levels, when related to the 32.1 million total for each convention, indicated a great deal of day-after-day tuning-in by millions of homes."

Peak viewing for the Democrats, according to Nielsen, was at the time of their balloting for the presidential nomination, with 17.8 million homes watching this proceedings at 11-11:30 p.m. on Aug. 16, and during the next night's acceptance speeches when 15.4 million homes watched (Aug. 17, 10:30-11:30 p.m.).

For the Republicans, peak viewing in the Nielsen count was at 10:30 p.m. Aug. 21, when 19.2 million homes watched President Eisenhower's arrival in San Francisco, and on Aug. 23 when the President made his acceptance speech.

Nielsen said its radio audience figures, as well as combined radio-tv data, would be released this week.

At bottom of this page are Nielsen's tv audience figures for each convention.

Subcommittee Asked to Probe Sen. Butler's Radio-Tv Plans

THE Senate Elections Subcommittee has been asked to investigate reported plans by Sen. John Marshall Butler (R-Md.) to spend $90,000 for radio and tv this fall in his campaign against Democrat George P. Mahone in a contest for the Senate seat.

John G. Turnbull, chairman of the Maryland Democratic Campaign Committee, said Sen. Butler has budgeted $140,000 for the campaign, of which $90,000 is for radio-tv, and described this as a "fantastically high" amount to spend for "a massive brainwashing of the voters via radio and television paid advertising."

The Senate Elections Subcommittee, headed by Sen. Albert Gore (D-Tenn.), is conducting a running investigation of campaign expenditures this fall (BWT, Sept. 17).

Mr. Turnbull said Mr. Mahoney spent only $9,923.93 for radio-tv in his unsuccessful 1952 campaign against Sen. J. Glenn Beall (R-Md.), $3,713.32 for that purpose in the 1952 Democratic senatorial primary and $4,785.51 last spring in his primary contest with Millard E. Tydings.

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<th>Democratic Convention</th>
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* Convention Total: 32,120

* Number of different homes reached—six-minute audience basis.
Planning a Radio Station?

Here's a helpful folder that shows AT A GLANCE just what you'll need!

The main equipment items that go into the assembly of a radio broadcast station are represented on this see-at-a-glance “pull-out” display folder. Graphic pictures and descriptions of RCA equipments, with their related system functions, are connected by arrows. The signal path is traced from pickup source to antenna radiation, showing equipment requirements at every step. Reduce your station planning to its simplest form with this graphic guide.

Ask your RCA Broadcast Representative to show you this new display folder of Radio Broadcast Equipment (form 3J-2832).
NARTB OPENS REGIONAL CONFERENCES WITH MEETINGS IN MINNESOTA, UTAH

More than 300 station executives take part in two-day sessions held in Minneapolis and Salt Lake City. Time-selling, management problems highlight discussions.

BUSINESS at the nation's radio and tv stations is generally on the upgrade and broadcasters intend to make it even better, they indicated last week at a series of open and closed sessions held during the NARTB regional conferences in Minneapolis and Salt Lake City.

Another week of conferences opens today in Las Vegas, moving to Oklahoma City Thursday-Friday (see story, page 91).

Two members of the FCC took part in the meetings—Comr. T. A. M. Craven, at Minneapolis, and Comr. John C. Doerfer, at Salt Lake City. They reviewed allocation and regulatory problems, with Comr. Craven calling on the industry to cooperate with the Commission in working out a solution to spectrum problems (story, page 92). Comr. Doerfer made major news when he proposed "indeterminate licenses" for stations operating in the public interest.

More than 300 station executives took part in last week's two-day programs. A heavy amount of the discussion centered around time-selling and management problems and such top-level matters as allocation, regulation and investigations.

NARTB's headquarters staff brought delegates up-to-date on Washington regulations and the rash of Congressional investigations that has haunted the industry. One major theme was sounded at the Minneapolis meeting, though delegates spoke highly of most of the programming.

"Why isn't Radio Advertising Bureau here like Television Bureau of Advertising?" many delegates asked.

NARTB explained that RAB was invited but preferred to hold separate clinics. Ben Sanders, KICD Spencer, Iowa, an NARTB board member, who was designated from RAB recently, made this observation:

"Next year we'll have a radio sales clinic and it'll be a good one—whether RAB takes part or not."

NARTB headquarters officials explained that sales activities were transferred several years ago to the two independent agencies—RAB and Tvb.

A dramatic Tvb sales presentation, showing the impact of the medium, was attended by approximately 200 agency and advertiser executives. They saw fast-moving arrays of audience and impact charts and figures, emphasized by novel sound and visual effects.

There was general agreement that the two-day agenda of the 1956 regional series is a big improvement over last year's three-day plan. The pace was faster and attendance in meeting rooms was good. At Minneapolis Monday and Tuesday 208 delegates were registered as against 158 for the same region a year ago. Salt Lake City had 100 registrants Thursday and Friday compared to just 75 last year.

Fifty representatives of film, transcription, programming and other interests took part in the meetings, with several having small exhibits.

Phil Archer, timebuyer of Campbell-Mithun, talked candidly at Minneapolis about some sloppy station practices thatirk timebuyers and suggested ways stations can improve effectiveness of broadcast advertising (see story, page 36).

W. D. Rogers Jr., KDUB-TV Lubbock, Tex., Tvb board chairman, welcomed Twin City agency and advertiser guests at the Minneapolis Tvb presentation. Oliver Trefz, Tvb president and Gene Aucas, operations director, co-narrated a wide-screen Cellomatic presentation showing television's rapid growth and its impact on the viewing public, drawing comparisons with other media (B&T, Sept. 17).

Mr. Trefz observed that Twin City advertisers provide 5% of the total 1956 tv advertising investment in network and national spot time, or a $20 million investment in facilities. He mentioned General Mills and Pillsbury as network advertisers, and Hamms beer and Cream of Wheat as spot buyers. Howard Abrahams, director of advertising department, worked with Mr. Trefz at Salt Lake City.

At Thursday's opening lunch in Salt Lake City, John M. Oulter Jr., WSB Atlanta, pleaded for stabilized rate practices and principles. He related for the first time the "ad biz" and urged observance of code provisions. "The most valuable service rendered by NARTB is the ability and capacity and position to protect the industry from needless and unwarranted government regulation," he said.

In adopting resolutions, the Minneapolis group asked NARTB to study telephone company practices on use of regular phone lines for remote news programs and special events of all types. The resolution commented on "the unique abilities" of radio in covering programs where spontaneity is the essence.

Other resolutions asked NARTB to make a radio presentation at next year's meeting; thanked Tvb for its presentation; endorsed the proposal for five-year radio and tv station licenses, thanked Comr. Craven and the board members for their part in the project.

Ernest C. Sanders, WOC Davenport, Iowa, was chairman of the resolutions committee. Other members were Joe Floyd, KELO Sioux Falls, S. D.; Anthony Koelker, KMA Shenandoah, Iowa; Charles L. Scofield, KEYZ Williston, N. D. and Richard C. Smith, KMBC Kansas City.

The Monday luncheon drew a lively discussion of the proposal to restore at-large directors to the radio board. E. K. Hartenbower, KCMO Kansas City, debated in favor of at-large directors and Jack Dunn, WDAY Fargo, N. D., took...
how the association's directors have discovered trouble at the source and have taken corrective action.

Major corrective steps, he said, have been the radio standards and television code, followed by stepped-up government relations activity. Now, he added, the board has provided funds to expand NARTB public relations efforts. "Each of you . . . is a public relations practitioner," he explained, devoting more time to public relations than to programming and sales. He cited civic and church activities as examples.

NARTB devotes much of its time and energy to public relations, Mr. Fellows said, but in expanding this phase of the work the association will employ "a top executive within the house who will devote his full time to coordinating this effort, and to actual field work as well. Our purpose will be to personify the law to tell more meaningfully, and in every forum, the positive story of broadcasting—and to do this so effectively that there may be no misunderstanding anywhere, at any time, about broadcasting in America."

"This greatest formula for communication among peoples has survived the tortures of investigations and charges and counter charges before, and emerged stronger and more meaningful in its position. It will do so again—if we live by a creed of decency and respect for those whom we serve, and if we seek to explain our actions (not in justification, but in interpretation) as vigorously and courageously as we defend ourselves in the face of injustice."

Station operating problems and ways to handle them were discussed at separate roundtable held for small-market and large-market radio stations and for tv stations. Most of these meetings were held behind closed doors, NARTB officers explaining that delegates could discuss their management situations more frankly if the proceedings were not reported.

The first morning was strictly a roundtable session, with John F. Meagher, radio vice president, presiding. President Fellows spoke Monday noon at Minneapolis and Friday noon at Salt Lake City. The first afternoon program included concurrent radio and tv meetings, with tv programming built around the code and a presentation by Charles Baxley, president, Television Bureau of Advertising.

Second morning radio and tv roundtable included a Washington review by Thad H. Brown Jr., NARTB tv vice president, and a case history analysis of a small-market tv station by Mr. Tower. Vincent T. Waselewski, NARTB government relations manager, discussed the situation on Capitol Hill.

His final radio-television session was an availability formula described by C. L. Thomas, KXSK St. Louis, who presided. Mr. Thomas explained how a group of 10 spot availabilities, spread over night and day but not identified by time, could be supported by data on number and composition of audience. In at least half of the instances in which a time-buyer picked a package of five spots out of the 10 availabilities, he said, about half of the spots would turn out to be in nighttime hours. He said this demonstrated how the unjustified prejudices against purchase of nighttime spots could be overcome.

William B. Quarton, WMT-TV Cedar Rapids, Idaho, vice chairman of the NARTB TV Code Review Board, told Minneapolis delegates how code monitoring had expanded in the last year, with networks given weekly commercial analyses of every program they carry. Over a third of the 287 individual station members have been monitored, he said. He listed three non-industry groups that have monitoring activities—National Audience Board, National Assn. for Better Radio & Television and the new $100,000 project of the Federal Trade Commission.

He warned stations that if they are to keep pressure groups and government from running their business, they must do the same things and do them better, as well. He said, National Better Business Bureau had affirmed what the code board had already found—that bait-switch is rare on tv with fewer than 2% of such advertising existing in tv compared to 93% in newspapers.

Noting that 170 tv stations are not subscribers to the tv code, President Fellows asked stations to enforce its provisions as an answer to the activities of pressure groups. He described nationwide monitoring activities and the stepped-up enforcement campaign, adding that only two stations have resigned. He urged stations to give full publicity to their code participation.

Edward H. Bronson, NARTB tv code affairs director, did not attend the Minneapolis meetings because of illness. Charles S. Cadot, assistant director, took part in the meeting.

In the code discussion, details were explained of the pitch policy and the ruling on piggy-back or split commercials.

Mrs. Hugh McClung, KHSI Chico, Calif., representing the NARTB TV Code Review Board at Salt Lake City, said the so-called "get tough" policy of the board included a wider publicizing of its enforcement work. Some stations have withdrawn from the code structure, she said, but 15 new ones have joined since last June. She told how the code board is moving into the field of tv film producer-distributor activity. She and G. Richard Shafto, KWS-TV Clovis, N.M., with code board staffmen, will meet on the coast this week with tv film interests to work out details of affiliation.

Mrs. McClung reviewed recent changes in code enforcement, including a ruling on intimately personal products as well as others on pitch programs, piggy-back announcements and Hollywood film promotion.

Charles H. Tower, NARTB employee-employer relations manager, unveiled a special employee selection guide he has prepared for broadcasters. The four-page guide provides a series of ratings covering specialized knowledge and technical skills, general abilities and special personality traits. Rating techniques are provided for basic qualities that a good employee should have and a section on job information covers a description of the job and job standards. Finally, a rating formula matches job and applicant qualifications.

Mr. Tower explained that broadcasting labor costs run higher than most industries, ranging from 40% to 45% of total costs. In view of this, he said, selection of employees becomes important. A rule of thumb formula covering the cost of an error in hiring is about six weeks salary, he suggested, but a mistake can easily cost a station $10,000 or more. Another problem is the employee "who is all right but you could do better," he said. He discussed cost of employee turnover, especially at small stations "where you train people who stay six months or a year and then move to another station."

Next NARTB Regional Meets:
San Francisco, Oklahoma City

TWO MORE meetings this week at San Francisco (Mon.-Tues.) and Oklahoma City (Thursday-Friday) will wind up the first half of the NARTB's regional conference series. William D. Pabst, KFRC San Francisco, NARTB District 15 director, is host director at San Francisco. Taking part in a debate on the status of at-large directors will be Charles Hamilton, KFI Los Angeles, in favor of restoring at-large board representation, and Richard M. Brown, KPOJ Portland, Ore., opposed. Mr. Brown, a board member, was chairman of a committee that favored deletion of at-large directors after a study of the problem. FCC Comr. Rosel H. Hyde will speak at the banquet.

L. W. Tromlitz, KERG Eugene, Ore., will preside at a small-market radio roundtable. William Basley, KABC Los Angeles, will moderate a similar session for large-market stations. Colin M. Selph, KEYT (TV) Santa Barbara, will discuss tv sales problems. Calvin J. Smith, KFAC Los Angeles, is chairman of the resolutions committee.

Robert L. Pratt, KGDF Coffeyville, Kan., is host director at Oklahoma City. The direc-

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Community Television Assn. To Hold Regional Conference

THIRD Annual Western Regional Conference of the National Television Assn. will take place at the H. Hotel Multnomah, Portland, Ore., Oct. 4-6.

Among the speakers will be E. Stratford Smith, executive secretary of NCTA, on FCC's translator service and action on unlicensed booster stations; John H. Smith Jr., Vandalia-Linkletter Assoc., and former NARTB public relations director, on public relations, advertising, and promotions, and Henry A. Hoettner, Dept. of Labor, on wage-hour laws.

A luncheon meeting Oct. 4 will hear a discussion of future plans by community tv equipment manufacturers Milton J. Shapp, Jerrold Electronics Corp., H. M. Diambra, Entron Inc., and Fitzroy Kennedy, Spencer-Kennedy Labs. Inc. Closed circuit operation on community systems will be discussed by Chester Murphy, Consolidated T Cable Corp., Wenatchee, Wash.; Norman Hendry, Prescott, Ariz., and Paul McAdam, Livingston, Mont. A technical session will be led by Archer S. Taylor, Missouri, consulting engineer.

RAB Passes $800,000 Goal, Projects New Income Rate

Radio Advertising Bureau, which had set an annual income goal of $800,000 by December 1956, last week announced that it had passed that figure and that it was now projecting for an annual income rate of $840,000 by Dec. 31.

Accounting for the bulk of the rise in income was the addition of 28 members during the past month, which promptly raised the number of members to 78. The RAB budget director, Arch Madsen, had predicted at the September convention that their membership drive was moving with a momentum that surprises even us.

Stations added to RAB roster in the past few weeks include CKW Moncton (Canada); KICK Junction City, Kan.; KUTC Tucson; KW Mini, Ore.; WTVO Springfield, Mo.; WBSW Boston; WCKR Miami; WCUE Akron; WEAU Eau Claire, Wis.; WBGH Boston, Minn.; WEIM Elmira, N. Y.; WHLB Virginia, Minn.; WICE Providence, R. I.; WJMC Richmond, Va.; WOL Allentown, Pa.; WMFQ Hibbing, Minn.; WMNA Grafton, Vt.; WNEB Worcester, Mass.; WOKO Albany, N. Y.; WPTF Atlanta; WSPR Springfield, Mass.; WTVI Titusville, Pa.; WPVO Columbus, Ohio, and WKAS Hastings, Neb.

AVRT Convention at Wichita To Feature Workshop Series

A SERIES of workshops is planned by the Wichita chapter of American Women in Radio & Television for the Heart of America convention in that Kansas city Oct. 6-7. Registration is expected to total more than 100 from a central seven-state area.

Among participants scheduled for workshop sessions are Martha Spaulding, WDAF Kansas City, Mo.; Monsignor Timm, KSWO Oklahoma City; Dorothy Paramore, WBW-TV Topeka, and Doris Murphy, KMA Shenandoah, Iowa. Georgia Neeve Clark, former U. S. Treasurer, will be principal banquet speaker.

Marie MacDonald, KFTH Wichita, is general chairman of the conference and is to be assisted on program arrangements by Colleen Thielker, American Red Cross, and Shirley Smith, KAKE Wichita.

TRADE ASSNS.

CRUZING crew for NARTB headquarters included these nine who took part in the Minneapolis meeting (I to r) (seated): John F. Meagher, radio v.p.; President Harold E. Fellows; Thad H. Brown Jr., tv v.p., and standing: Howard Bell, assistant to president; Joseph M. Sitrick, publication-public relation's director; Vincent T. Wasielwski, government relations manager; William L. Walker, convention manager-assistant secretary; William Carlisle, station relations; Charles H. Tower, employee-employer relations manager. Charles S. Cody, assistant tv code director, was absent when photo was taken.

torship debate includes Richman Lewin, KTRE Lufkin, Tex., affirmative, and George H. Clinton, WPAR Parkersburg, W. Va., negative.

Mr. Clinton is a NARTB board member and served on Mr. Brown's committee. Small-market roundtable will be moderated by George W. Marti, KCLE Cleburne, Tex., affirmative, with Frank S. Lane, KRMG Tulsa, handling the large-market section. FCC Commr. Robert E. Lee will speak at the Thursday banquet. Roy Bucus, WBAP-TV Fort Worth, will speak on tv sales. Loo R. Morris, KSWO-AM-TV Lawton, Okla., is chairman of the resolutions committee.

Craven Urges Patience On Spectrum Headaches

TELEVISION'S spectrum headaches can only be solved by cooperation of broadcasters and industry with the FCC, Commr. T. A. M. Craven told NARTB members Monday at their Minneapolis regional meeting.

In his first public address since rejoining the Commission last July 1, Craven said the FCC "is sympathetic with the sound economic situation" facing some tv broadcasters and considers economic stability part of its public service obligation. He wondered if some broadcasters will "again fly to Congress and suggest all sorts of ill-considered panaceas?" Instead, he felt confident that after the experience of "this last go-around," the industry will take a broadly constructive position and will follow the example of the statesmen on the Senate Interstate Commerce Committee by refusing to make hasty and ill-considered decisions in this highly complex technical field.

Back of tv's troubles, Craven explained, is the fact that spectrum space was assigned far in advance of technological development of transmission and receiving sys-

tems. In addition, the government spent billions on a communication system that utilized part of the space formerly assigned tv broadcasters, an investment that "just cannot be written off abruptly by a nod of the head" in view of the huge cost.

Land, sea and air services also urgently need more space, he said, and new services are demanding space in the tv band.

Comr. Craven said he felt he could speak "with some degree of authority" in view of his experience—12 years on the FCC, board membership on the old NAB, station manager and engineering consultant. "At least you might expect such a person to understand your problems," he modestly observed.

He recalled that a decade ago censorship was one of the industry's worst problems. The present Commission has no intention of interfering with the broadcaster's right of free speech, he said, but he also said censorship charges are still heard "with respect to programs which have been broadcast, its the Commission's attitude as to what it considers to be a proper program balance, and its attitude with respect to the broadcasting of horse race news."

A Clear-Cut Policy

"It is my hope," he added, "that the Commission will clarify its position and that it will adopt a policy which will remove once and for all any industry fear of Commission reprisal for what is or what is not broadcast."

If tv's problems are to be solved, Comr. Craven contended, "all of us" should be able to anticipate technical progress in transmission, and reception will be compatible with allocation.

He felt the Sept. 20 FCC conference on a uhf crash research program is an approach to the long-range solution of the problem. He urged broadcasters to become familiar with the broader technical and economic aspects of this complex problem and to support NARTB in its cooperation with the Commission in a constructive research program.
MEET THE MILLERS...
another prestige program on the
Prestige Station in Western New York

Since 1948, Bill and Mildred Miller have been the voices of good
cuisine and culinary art to the interested Western New York homemakers on
their popular "Meet the Millers" show.

Their wide and varied talents which include Bill's years as a top Broadway
dancer, Mildred's piano virtuosity, and their combined business acumen in
many enterprises, give them an equally wide scope of interests. And it's their
interests that have made them a vital factor in captivating audiences.

Consistently the highest-rated food merchandising show in Buffalo, "Meet the
Millers" sells everything from copper ware to biscuits with proved results for
the advertiser in New York State's second largest market.

The "Meet the Millers" show—as well as the other WBEN-TV locally-produced Prestige Programs—has the appeal and the audience to profitably
accommodate all saleable products and services. Call our national repre-
sentatives: Harrington, Righter & Parsons, Inc. for full information.

WBEN-TV  BUFFALO  •  CH. 4
CBS BASIC
SPECIAL PROGRAMS LAUNCH TV WEEK


NATIONAL Television Week, devoted exclusively to the visual broadcast medium, was opened yesterday (Sunday) with special programs on networks and stations. A series of broadcasts, community events and retail-wholesale promotions will climax the week's observance Saturday night.

Taking part in the observance are Radio-Electronics-Tv Mfrs. Assn., NARTB, National Appliance Radio-TV Dealers Assn. and Television Bureau of Advertising. Dozens of national associations are cooperating with these groups, including the Red Cross, National Association of Musicians, Boys Clubs, National Assn. of Credit Men, National Council of Catholic Men, Loyal Order of Moose and U. S. Chamber of Commerce.

The last national observance last week joined the list of organizations that had previously pledged support.

More than 500 Red Cross chapters are joining the promotion. Other groups have sent out bulletins to members and local chapters.

In Chicago, Mayor Richard J. Daley proclaimed TV Week "in recognition of contributions by the tv broadcasting and manufacturing industries and by local tv stations." WNBQ (TV) Chicago, first all-color operation, will present a behind-the-scenes program looking into the future of tv.

Looking into the future of tv and spotlighting 1975, Don G. Mitchell, chairman of the board of Sylvania Electric Products, predicted that tv sets will change drastically in form and shape and the medium itself will become "a far more flexible form of communication, entertainment and education throughout the home."

In a statement last week heralding National Television Week, Mr. Mitchell asserted that tv's accomplishments to date will be awarded by its achievements by 1975, and added:

"The small picture and bulky cabinets of 1946 are a far cry from the big, beautifully-designed and highly-dependable sets that are coming off our assembly lines today. And by 1975, we probably will look back on these magnificent 1957 sets as Model T's... I see television 1975 as a built-in entertainment, much the same as our heating systems are built into today's homes. We'll have flat, picture-frame type television on the wall in every room. The tv signal, from every available channel, will be picked up by one central receiving unit and the viewer can select any channel for any room."

Pointing out that New York State already is experimenting with educational tv programs, Mr. Mitchell said that 1975 educational programs probably would be beamed into homes for the benefit of students who are ill or otherwise unable to attend classes. Mr. Mitchell added that it is possible that by 1975, public libraries will have television sections, through which the general public may tune in to see selected educational movies or special dramas based on the best books.

The individual room outlets, according to Mr. Mitchell, probably will be no more than two or three inches deep, and in most homes will be built-in, flush with the wall. This will

NETWORK programs are featuring National Television Week, which started yesterday (Sunday). Syd Eiges (c), NBC news vice president, shows the Tw Week NBC schedules to NARTB President Har- ald E. Fellows (l) and Thad H. Brown Jr., NARTB tv vice president.

be possible, he added, through development of electroluminescence, a process whereby images or light are transmitted to a sheet of glass. He cited Sylvania's Panelescent lamp, used in home radios and on automobile instrument panels, as an example of "the present use of this phenomenon."

When not in use, the tv panels probably could be used as mirrors or for decorative effects, Mr. Mitchell said.

RCA pointed out in a tv release that "few industries have advanced so rapidly, or had as much effect on our lives, as tv in its first 10 years. The RCA Victor 630TS was the first mass-produced tv set, with a 16-inch picture tube and a retail price of $375, the company recalled. It also recalled the 16-inch metal-cone tube and other developments.

Paul White Memorial Award To Be Made at RTNDA Meet

THE FIRST Paul White Memorial Award will be presented at the 1956 convention of Radio Television News Directors Assn., Nov. 15-17, in Milwaukee, it was announced last week.

By action of the RTNDA board of directors last year, the award was authorized as a means of paying tribute to the late Paul White, pioneer broadcast newswoman who was an officer of RTNDA at the time of his death.

Nominations or suggestions concerning the award may be forwarded, not later than Oct. 15, to the chairman of the committee in charge, Jack Shelley, newsmaster, WHO-AM-FM-TV Des Moines, Iowa. The committee emphasized, however, that it is not necessary for a person to have been formally nominated to receive the award. Elaborate presentations are not solicited.

Judges named by RTNDA will choose, from names submitted to them and from their own observation as professional newswomen, the individual who in their judgment made the most significant contribution to radio and television journalism during the 12-month period preceding the award date.

AMST Retains D. C. Law Firm; Washington Office Discussed

THE Assn. of Maximum Service Telecasters has retained the Washington law firm of Covington & Burling, it was announced last week following a meeting of the AMST board in Washington. The board also announced that 10 more full-power tv outlets had joined, bringing membership to 107.

AMST previously had retained the Washington engineering firm of A. D. Ring & Assoc. to undertake a $100,000 nationwide field study of uhf and vhf coverage [At Deadline, Aug. 13].

Also discussed at last week's board meeting was the hiring of a managing director and the establishment of a Washington office. Although no decision was reached, a choice will be made in four or five weeks, it was reported by Jack Harris, KPRC-TV Houston, Tex., AMST president.

New members are, according to Mr. Harris: KSD-TV St. Louis, Mo.; KHQ-TV Spokane, Wash.; WISC-TV Madison, Wis.; WFLA-TV Tampa, Fla.; WWJ-AM-PM-TV Detroit; WWJ-AM-PM-TV Chattanooga, Tenn.; WGN-TV Chicago, Ill.; WATE (TV) Knoxville, Tenn.; KVOS-TV Bellingham, Wash.; and WRAL-TV Raleigh, N. C.

Theatre Owners Convene With Eye Cocked Toward tv

The Theatre owners of America opened a four-day convention in New York's Coliseum last Thursday with television a primary concern, though not included on the agenda of the meeting.

The launching on tv this fall and winter of many of TV's top shows will be a focal point of the convention, the first of its kind, scheduled for Oct. 1-4. The convention opening Remarks release was viewed by many theatre owners as still another obstacle to impose their industry. The official program stresses "a positive approach" to their problems, with closed meetings devoted to entertaining and publicity, showmanship, real estate, taxes and insurance, practices and problems of small theatres and drive-in theatres. Discussion touched upon the need for more courteous treatment of patrons, clean and well-kept facilities and availability of top-quality film programs.

Louisiana Assn. Opens Meet; Illinois, Kentucky Set Plans

LOUISIANA Assn. of Broadcasters today (Monday) opens a two-day meeting at Shreveport while two other state associations are planning conclaves—Illinois Broadcasters Assn., Oct. 12, and Kentucky Broadcasters Assn., Oct. 10-11.

Two agency executives will speak at the Louisiana meeting, at Capt. Shreve Hotel, Lee Herzberg, of Hebert S. Benjamin Assoc., Baton Rouge, will discuss what he expect from an agency. Charles Whitesides, of Southland Adv., Shreveport, will speak on what an agency expects from radio and tv.

Other speakers are Charles Wilkins, executive director, Mid-Continent Oil & Gas Assn.; Clark Brown, Dallas; Selby J. Gillis, New Orleans consultant; Gordon McLendon, of the Noeman group, and Robert Schattis, merchandising director of WDSU New Orleans.

Taking part in an LBA film conference will be Dwight M. Martin, WAFB-TV Baton Rouge; W. D. Rogers Jr., KUDV-TV Lubbock, Tex.; Sydney Grayson, KSYD-TV Wichita Falls, Tex., and Dan Moreland, of the State Dept. of Education, will discuss training of technicians. Illinois broadcasters will meet at Abraham
ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?

1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

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

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

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Nighttime averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV delivers Lincoln-Land—200,000 families, 125,000 of them unduplicated by any Omaha TV signal!

95.5% OF LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This big 42-county market is farther removed from Omaha than Hartford is from Providence...or than Syracuse is from Rochester...or than South Bend is from Fort Wayne.

Latest Telepulse figures prove that KOLN-TV gets 194.4% more nighttime viewers than the second station, 138.1% more afternoon viewers!

Avery-Knodel has full facts on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas.

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

KOLN-TV

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives
Chicago Advertising Clubs
To Hold Radio-Tv Workshops

PLANS for radio-tv clinics during the eight-week workshop series sponsored by the Chicago Federated Adv. and Women's Adv. clubs are being laid under co-chairmanship of James L. Burton, vice president of Music Corp. of America, and Norman C. Lindquist, Wlidling Picture Producers.

The clinics will be conducted in the studios of WGN Inc., starting Sept. 25, on color tv, local tv, radio-tv commercials, films for tv, broadcast research and promotion, network tv, and merchandising of broadcast campaigns. Other sessions are scheduled for copywriting, art and layout, public relations, marketing, direct mail, industrial advertising and production.

Jules Herbeuval, NBC vice president and general manager of WMAQ-WNBQ (TV), will speak at the color television session. Overall co-chairmen for the annual workshop are A. B. Stone, vice president of William Hart Adler Inc., and Gloria Workmeister, WGN Inc. A number of network, station, agency, film and manufacturing executives also will participate as speakers.

AIEE Chicago Fall Meeting
To Hear Papers on Radio-Tv

TECHNICAL sessions on television and aural broadcasting are scheduled for Oct. 2 at the fall general meeting of the American Institute of Electrical Engineers in the Morrison Hotel, Chicago.

Among the papers to be read are those on television allocation trends, by O. W. B. Reed Jr., Jansky & Bailey Consulting Engineers; system aspects of tropospheric scatter, by William Collins, Page Communication Engineers; maintenance of tv antennas and transmission lines, by L. O. Krause, General Electric (presented by S. S. Sabelf); the Zenith Royal 500 all-transistor radio, by George Moore, Zenith Radio Corp.; and closed-circuit color tv at Walter Reed Hospital, by L. E. Anderson, RCA.

C. M. Braun, joint council on Educational Tv, is chairman of the AIEE committee on television and aural broadcasting. Other officers are Carl E. Smith, consulting engineer, vice chairman, and Mr. Reed, secretary.

FCBA Outing Set Oct. 2

ANNUAL OUTING of the Federal Communications Bar Assn. has been scheduled for Oct. 2 at the Congressional Country Club, Potomac, Md. Plans call for golf, traditional softball game between FCC and the Washington radio team, tennis and a buffet dinner. Harold Mott, Welch, Mott & Morgan, is FCBA outing chairman. This is the first outing in the last decade not held at Twin Oaks, Vienna, Va., home of the late Horace Lohnes.
zation not of their own choosing and without their knowledge or consent.

An official of WGAE told B/W that NBC "apparently bowed to pressure from NABET," which holds jurisdiction over the NBC Chicago news writers. He claimed that "NBC's action, unless corrected, could have serious implications." He said the top minimum scale for experienced news and special events writers at NBC, under its agreement with WGAE, amounts to about $200 weekly, including commercial fees, while NABET's contract for the Chicago NBC writers amounts to about $750 weekly. Both NBC paid its New York writers in Chicago under the terms of the WGAE contract, he added, there is "no way of knowing what NBC may decide to do in the future if this course of action is not stopped now."

WGAE spokesman said three of its members were handed cards in NABET but added that "we have no idea how many of our members were enrolled in NABET without cards." He claimed that WGAE represents more than 70 NBC employees, assigned to news and special events programs produced in New York, under terms of a contract which names the guild "as their sole and exclusive bargaining agent.

SAG Plans to Sue Producers For Re-run Fees Due Actors

JOHN L. DALES, executive secretary, Screen Actors Guild, announced Thursday that the guild plans to sue and obtain court judgments against a number of television entertainment film producers who are delinquent in their payments for re-run fees due actors.

First in a series of such steps was taken last week when the guild served on Roland Reed Productions Inc. and Roland Reed TV Productions a formal demand for arbitration of claims for re-run fees due actors. The suit was filed in superior court.

Other producers may be involved in these claims and an investigation into this phase of the matter is proceeding, Mr. Dales said.

He explained that under the guild contract with all television film producers, a demand for arbitration is the first step in obtaining a judgment even though there is no dispute as to the amount due. As soon as the arbitration tribunal hands down a verdict for the guild, the suit will be filed in superior court for judgment, SAG explained.

All of the series involved in the action against the Roland Reed companies are in their third or fourth run but no residual payments have been made to the actors, SAG claimed. Mr. Dales noted that a substantial portion of residual payments collected by the guild for actors from all producers is now approaching the $2 million mark.

Desilu Writers Join Guild

DESLIU Productions' writers have voted unanimously to join the Writers Guild of America West, it was announced Wednesday by the guild's executive director, Francis Inglis. Ballots mailed to the writers two weeks ago were opened and tallied at the National Labor Relations Board. Formal certification of the guild as the bargaining representative is expected by the guild soon.

N.C. AP Group's Awards Include Five for WJAN

WJAN Spartanburg received five news awards at the annual meeting of the South Carolina Associated Press Broadcasters in Columbia, with Station Manager Ray Starr taking three. WCS Columbia took home four awards and WMUU Greenville and WAKN Aiken three each. WMUU also won a special award for "Cooperation in News Protection.

Stations were judged in six news categories with two or three awards in each category. Winners and categories:

- 1955-56
  - COMPREHENSIVE NEWS—Bob Truere, WCSS, Superior; Wayne Mashburn and Ronald Martin, WAKN, Excellent; Randy Davidson, WAKN, Meritorious; Elmer Rumming and Jack Buttram, WMUU, Honorable Mention.
  - STATE & LOCAL—Dave Moss, WIS Columbia, Superior; Ray Starr, WJAN, Excellent; Bob Truere, WCSS, Excellent; Wayne Mashburn, WAKN, Meritorious.
  - WOMEN’S NEWS—Louise Childers, WJAN, Superior; Velma Eubanks & Dave Yarrick, WMUU, Excellent.
  - FARM NEWS—Elmer Rumming, WMUU, Superior; Bob Truere, WCSS, Excellent.

News Broadcasting Awards Presented by N. C. AP Group

AWARDS for excellence in news broadcasting were presented at a banquet in Raleigh, N. C., a fortnight ago climaxing the annual meeting of the North Carolina Associated Press Broadcasters. The WBT cup, presented annually by WBT Charlotte for cooperation in news protection, was awarded to WAIR Winston-Salem.

Awards in the broadcasting contest were determined in metropolitan and non-metropolitan categories. Winners in the metropolitan division:

- COMPREHENSIVE NEWS—Phil Ellis, WPTF Raleigh; Clyde McLean, WBT Charlotte; WFAI Fayetteville, meritorious; and Joe Merritt, WMSN Raleigh, honorable mention.
- STATE AND LOCAL—Jim Capps, WPTF Raleigh, superior; Phil Agresta, WBT Charlotte, excellent; Joe Merritt, WMSN Raleigh, meritorious; Paul Mason, WAIR Winston-Salem, honorable mention.
- COMMENTARY—Larry Patrick, WAIR Winston-Salem, superior; Jim Patterson, WBT Charlotte, and W. H. Armstrong, WRAL Raleigh, excellent, tie; and Sam Beard, WPTF Raleigh, honorable mention.
- SPORTS—Jimmy Wynne, WAIR Winston-Salem, superior; WPTF Raleigh, excellent; Phil Agresta, WBT Charlotte, meritorious; and Joe Merritt, WMSN Raleigh, honorable mention.
- WOMEN’S NEWS—Jeanne Alexander, WBT Charlotte, superior; Harriet Prestley, WPTF Raleigh, excellent; Diane Bedell, WRAL Raleigh, meritorious; and Joe Merritt, WMSN Raleigh, honorable mention.

DOCUMENTARY AND SPECIAL EVENTS—Mark Allen, WAIR Winston-Salem, and B. C. Clark, WBT Charlotte, superior, tie; George Hall and others, WRAL Raleigh, excellent; and Dick Perry and Mike Long, WFAI Fayetteville, and Douglas G. Bell, WSOO honorably mentioned.

Women in the non-metropolitan division:

- COMPREHENSIVE NEWS—Bill Taylor, WIRC Hickory, superior, and Harry P. Shrifer, WFTC Kinston, excellent.
- STATE AND LOCAL—Sol Dobbs, WIRC Hickory, superior; Bob Mungunter, WPTC Kinston, excellent; James Willis, WBMA Beaufort, meritorious; and Howard McCurry, WEGO Concord, honorable mention.

COMMENTARY—E. Z. Jones and C. E. Peacock, WBBB Burlington, superior; and James Willis and Ray Cummings, WBMA Beaufort, excellent.

SPORTS—Harry P. Shrifer, WFTC Kinston, superior; Ray Cummings, WBMA Beaufort, excellent; and Morty Schaap, WBBB Burlington, meritorious.

WOMEN’S NEWS—Margaret Smith, WIRC Hickory, excellent.

DOCUMENTARY AND SPECIAL EVENTS—E. Z. Jones, WBBB Burlington, superior.

NBC-TV Said Leading Field For Annual Sylvania Awards

NBC-TV last week appeared to be in line for the greatest number of Sylvania television awards for the 1956 calendar year. Based on ballots received from Sylvania's field critics panel during the second quarter (February-May 1956), NBC-TV programs (other than the network's single-shot type) topped 50 mentions (under such diverse headings as best show, best dramatic show, best musical, best new programs, best women's show, etc.) as against CBS-TV's 32 mentions and ABC-TV's eight.

But with two more quarters (May-August, August-November) yet to be accounted for by the time the final poll is carried out Dec. 6, "the entire list is subject to possible change," according to Sylvania officials.

Figuring most prominently in the first two quarter nominations were Kraft Television Theatre's "A Night to Remember" (NBC-TV), Phil Silvers' "You Never Get Rich" (CBS-TV), and Producers Showcase (NBC-TV), "You Are There" (CBS-TV) and The Lawrence Welk Show (ABC-TV).

Sarnoff Fellowships Awarded

RCA has granted David Sarnoff fellowships to 10 employees for graduate study during the 1956-57 academic year, which was announced last week by Dr. C. B. Jolliffe, vice president and technical director of RCA. Dr. Jolliffe reported that each fellowship is valued at approximately $3,500, and includes full tuition fees, $2,100 for living expenses and $750 as an unrestricted gift to the university of attendance.

Women Honor Woman

GERALDINE ZORBAUGH, ABC vice president and special assistant to President Robert E. Kintner, was given a testimonial dinner last Monday night by the New York chapter of American Women in Radio & Television Inc. Mrs. Zorbaugh, legal counsel to the ABC chapter, is credited with being the first woman in network broadcasting to achieve the office of vice president. During the dinner, a special wire from Mr. Kintner congratulating her said that the network is "very proud to have a woman vice president . . . and I'm sure you have set a precedent for many more."
MANUFACTURING

DEMON LABS JOINS CHROMATIC TO PUSH SINGLE-GUN COLOR TUBE SET PRODUCTION

Working arrangement made between two organizations to hasten mass manufacture of Lawrence tube and set using that tube. Year of 'preparatory work' planned, firms announce.

THE RESEARCH and manufacturing facilities of Allen B. DuMont Labs have been swung behind Chromatic Television Labs' efforts to place the Lawrence single-gun color tube and a color TV set using that tube into mass production.

A working arrangement toward this end between DuMont, in which Paramount Pictures Corp. owns a substantial interest, and Chromatic, owned 50% by Paramount, was announced jointly last week by David T. Schultz, president of DuMont, and Paul Raibourn, president of Paramount Television Productions and board chairman of Chromatic.

By their pact, DuMont and Chromatic hope to spend about a year on "preparatory work" that will lead to mass production of both the tube and color receiver. Once production starts, the tube will be made available to other set manufacturers in addition to DuMont.

For years, Chromatic has been pinning its faith on the Lawrence tube to pave the way for the manufacture of a low-cost color TV set. Various price tags had been suggested as the aim, all of them lower than $495, the current rock-bottom color TV receiver retail price.

Mr. Schultz summed up the "controlling considerations" in the DuMont decision to join hands with Chromatic as three-fold, and all based on this cost factor.

These, in brief, are that the cost to the consumer (set and servicing) is now too high for a mass market; cost to the manufacturer of present color tubes and sets is too high to permit profit, and there's no "clear road" to obtain necessary cost reductions along the avenue now being traveled.

Mr. Raibourn explained that DuMont will be a licensee of Chromatic and has agreed "to devote its engineering efforts to the attainment" of mass production of both tube and set.

Mr. Raibourn stressed the capabilities of Chromatic's laboratory color TV models. He noted that the simplicity of circuits and closeness to black-and-white operation would indicate easy servicing.

Highlight brightness of the laboratory model is about 60-ft. lamberts compared to the 20-ft. lamberts of color sets on the market, Mr. Raibourn observed. The Chromatic set claims a screen area of 250 square inches and definition "capabilities" beyond that of present color standards and contrast ratios of 50 to 1.

The pilot models, Mr. Raibourn found, have "four or five" more tubes than black-and-white sets and "reliability of operation" which "appeared comparable to black-and-white sets."

The chromatic tube was developed by Dr. Lawrence of the U. of California. It has a single cathode-ray gun compared to three guns in color tubes currently sold.

The DuMont manufacturing enterprise was founded by Dr. Allen B. DuMont, now chairman of the board, who developed the cathode-ray tube or picture tube now commercially used. DuMont's growth in the electronics field was based on that tube and its applications for TV, military, industrial and scientific uses. It also has various patents on color and monochrome tube developments.

Westinghouse Planning Simpler Pickup Tube

WESTINGHOUSE Electric Corp. is working on a new principle in the development of a new TV camera pickup tube that would be perhaps as much as 100 times more sensitive than present day TV tubes.

According to Westinghouse, its scientific program on "Ebicon," as it calls its new tube type, includes a version that would be eight times smaller in volume and weight than existing sensitive camera tubes.

The sensitivity of the tube would lend its use favorably in color TV, closed circuit telecasts (inside manufacturing plants) and to virtually any indoor or outdoor event regardless of the time of day or weather conditions.

The label, "Ebicon," actually stands for the initials of the phrase "electron bombardment induced conductivity" which Westinghouse's Dr. J. W. Coltman, manager of electronics and nuclear physics department, notes "is the phenomenon basic to its operation."

When particles of light strike the tube, electrons are produced and accelerated by a potential of about 20,000 volts. The electrons then are shot through a small aluminum-coated metal screen and a selenium semiconductor which make up the "storage target." The latter stores and multiplies the electrons. Through the multiplying process, a signal is received that is large enough to operate conventional electronic amplifiers.

Westinghouse says the tube, of a simpler design than sensitive tubes now in use, would require less complex associated camera equipment, and that fewer camera adjustments would be needed during the tube's operation.
FRANK FOLSOM OUTLINES COLOR PROMOTION PLANS

RCA president discusses nationwide campaign which started last week with a ‘color Caravan.’ In-store promotions will be main feature.

AS PART of its efforts to promote color television, RCA has enlisted the cooperation of 11 major companies in a nationwide campaign this fall keyed to the theme: “Compatible Colors to See and Wear.”

Details of the cooperative “push” on color were outlined last week by Frank Folsom, president of RCA, at a luncheon of the Philadelphia Fashion Group. Pointing out that color is “having a tremendous impact on the styling and merchandising plans of an ever-increasing circle of designers and manufacturers,” Mr. Folsom revealed that about 150 key stores throughout the country will participate in the project, displaying the newest styles and latest color combinations in such articles as dresses, hostry, pajamas, sportswear and children’s garments.

Mr. Folsom disclosed that the project started last week, with RCA, DuPont and the Allied Stores Corp. and “other progressive stores” launching a coast-to-coast color caravan. He continued:

“It will travel to 40 different cities and will stay one week in each city, televising four one-hour shows each day over a closed-circuit system. The programs will be performed live before an RCA color tv camera and will be seen throughout the participating stores. The programs will consist of a series of well-integrated merchandise demonstrations, featuring children’s and adult wear, home furnishings, cosmetics and other merchandise of interest to women.”

Though the color campaign is not actually a series of color tv programs but in-store promotions, Mr. Folsom stated, it does “graphically demonstrate the fact that compatible color has rapidly become a powerful force in fashion and merchandising.”

He asserted that persons engaged in fashion and merchandising are cognizant of the effectiveness of color tv, and cited a varied list of products that have been “used successfully” on color tv.

“Virtually every big name in merchandising bears dramatic testimony to the fact that the use of color tv is a ‘must’ for selling goods,” Mr. Folsom declared. “There is nothing in fashion that you can create that cannot be sold effectively by color—of that I am convinced.”

Mr. Folsom reported that color set sales are on the upswing and “from every indication, Christmas of 1956 will be the most colorful ever in the realm of television.”

Charles E. McCarthy, president of Allied Stores, hailed the project as one that will attract crowds to stores and demonstrate the effectiveness of color tv as a selling medium for merchandise that will be shown on special colorcasts. He recalled that in 1947, Allied Stores sponsored a black-and-white tv caravan which traveled to 22 cities and attracted more than two million store visitors at a time when network tv had not made an impact in many cities. He said plans for the color tv tour had been under study by Allied Stores since 1947, but added that the caravan was not approved previously because of unfavorable conditions. He said:

“Now, however, the time is right from all angles, for we are on the eve of full-scale acceptance of color tv by a substantial percentage of the American buying public. Color equipment is good, color programming is satisfactory and color tv receivers are available now in excellent quantity and at the lowest prices in their history.”

Mr. McCarthy revealed that the first Allied store will be visited Oct. 1 by the color caravan (Pomroy’s in Harrisburg, Pa.). Fifteen of the 40 stores to be visited in the next year will be non-Allied. Mr. McCarthy said the color caravan will be under the direction of Samuel Cuff, director of radio and tv advertising for Allied Stores. In each city, the week-long stand will be exploited by local promotion in all media and through extensive in-store support.

Cleo Craig Steps Aside
As President of AT&T

Cleo F. CRAIG last week stepped down as president of American Telephone & Telegraph Co., two years before reaching the mandatory retirement age of 65. Named as his successor was Frederick R. Kappel, president of Western Electric Co., an AT&T subsidiary. Mr. Craig becomes board chairman. The action was unexpected.

Mr. Kappel is AT&T’s ninth president since the formation of the company. He joined AT&T in 1924, immediately upon graduation from the U. of Minnesota, as a $25 a week groundman with Northwestern Bell Telephone Co., and rose steadily in the ranks at Bell. He was elected president of WE in January 1954, and his successor was not announced. Mr. Craig, who joined AT&T as an equipment man in 1913, was elected president in July 1951.
**Tv Set Shipments to Dealers Higher in July Than in June**

SHIPMENTS of tv sets from factories to dealers in July were higher than June but were unaltered the July 1955 level, according to Electronics-Tv Mfrs. Assn. RETMA found that 450,158 sets had been shipped to dealers in July 1956, as compared to 388,914 in June and 465,160 in July of last year. Total tv set shipments in seven months of 1956 amounted to 3,225,180, compared to 3,549,877 in the same 1955 period.

Following are cumulative tv set shipments to dealers in the first seven months of 1956:

<table>
<thead>
<tr>
<th>State</th>
<th>Total Shipments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alto.</td>
<td>52,631 N. H. 13,145</td>
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<tr>
<td>Arch.</td>
<td>22,349 N. J. 109,773</td>
</tr>
<tr>
<td>Ark.</td>
<td>35,532 N. M. 11,800</td>
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<tr>
<td>Calif.</td>
<td>320,426 N. Y. 364,293</td>
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<tr>
<td>Colo.</td>
<td>52,516 N. C. 71,819</td>
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<tr>
<td>Conn.</td>
<td>50,100 N. D. 9,205</td>
</tr>
<tr>
<td>Del.</td>
<td>8,109 Ohio 175,494</td>
</tr>
<tr>
<td>D. C.</td>
<td>28,361 Okla. 42,587</td>
</tr>
<tr>
<td>Fl.</td>
<td>61,837 Pa. 34,336</td>
</tr>
<tr>
<td>Ga.</td>
<td>73,972 Pe. 212,138</td>
</tr>
<tr>
<td>Idaho</td>
<td>12,919 R. I. 12,838</td>
</tr>
<tr>
<td>Ill.</td>
<td>172,051 S. C. 32,981</td>
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<tr>
<td>Ind.</td>
<td>70,934 S. D. 11,528</td>
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<tr>
<td>Iowa</td>
<td>34,234 Tenn. 27,457</td>
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<tr>
<td>Ky.</td>
<td>35,284 Utah 12,423</td>
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<tr>
<td>La.</td>
<td>64,705 Vt. 5,731</td>
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<tr>
<td>Me.</td>
<td>19,529 Wyo. 61,186</td>
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<tr>
<td>Mich.</td>
<td>44,695 Wash. 90,219</td>
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<tr>
<td>Minn.</td>
<td>36,408 W. Va. 35,901</td>
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<tr>
<td>Miss.</td>
<td>137,769 Wis. 58,579</td>
</tr>
<tr>
<td>Mo.</td>
<td>13,725 Wyo. 3,597</td>
</tr>
<tr>
<td>N. D.</td>
<td>71,656 Ala. 1,801</td>
</tr>
<tr>
<td>Mont.</td>
<td>25,870 Hawaii 7,146</td>
</tr>
<tr>
<td>Neb.</td>
<td>4,829 Grand Total 3,225,180</td>
</tr>
</tbody>
</table>

**RCA Develops New Camera For Military Use In Field**

DEVELOPMENT by RCA of a "revolutionary" military image-orthicon television camera has been announced by Theodore A. Smith, executive vice president, RCA Defense Electronic Products. RCA claims it is the "smallest and lightest, as well as first completely transistorized camera of its type ever designed."

The camera, Mr. Smith said, weighs only 31 pounds, is independently self-contained, and operates on "less power than is needed to light a 50 w bulb." He added that the camera, designed specifically for military requirements, is "completely portable," and is expected to develop a wide range of applications in ground and air-borne military television operations.

**Tv Equipment Shipped**

SHIPMENTS reported Sept. 14 by RCA included a 46-gain uhf antenna to WBRE-TV Wilkes-Barre, Pa. (ch. 22); 10 kw uhf antenna to KXEL-TV Butte, Mont. Allen B. DuMont Labs announced an order of a 25 kw tv transmitter and associated equipment by Twin City Area Educational Television Corp., St. Paul, Minn. (ch. 2).

**MANUFACTURING PEOPLE**

L. F. Waeltierman, head of own representative company, St. Louis, appointed regional manager, midwest region, Jerrold Electronics Corp., Phila. He will work out of regional office in St. Louis.

Robert M. Estes, counsel to the former General Electric Co. electronics division headed by Dr. W. R. G. Baker, to the recently-established electronic components division with temporary headquarters at Electronics Park, Syracuse.


John Bollato, manager of Mizerany store (tv appliance, white goods), St. Louis, appointed field sales promotion specialist at Magnavox headquarters, N. Y.


Arthur J. Costigan, vice president of communications, Radiomarine Corp. of America, RCA subsidiary, to vice president, Radiomarine Div. Dept., RCA Communications Inc.


Edward R. MacDonald, assistant purchasing agent, National Co. (electronic components), Malden, Mass., to components products manager.


**GE Tests Show Transistors May Never Need Replacing**

RESULTS of various tests conducted by the General Electric Co. on transistor reliability indicates that replacement of transistors in portable radios and other electronic equipment may never be necessary if they are used within the limits set by the manufacturer.

This progress report on transistor reliability was provided last week by C. H. Ziert Jr., engineering consultant in GE's semiconductor products department, at a symposium in New York sponsored by a Dept. of Defense advisory group. Mr. Ziert said life tests started in 1954 on transistors picked at random from regular manufacturing lots show no failure after 18,000 working hours at full power. By comparison, he said, specially-constructed long life vacuum tubes, whose duties transistors are "fast replacing" in electronic circuits, have a "survival record of only 50% after less than half this time at full power." Mr. Ziert claimed vacuum tubes used in home radios have an even shorter life.

**Effects of Automation Cited by RCA Officials**

POSSIBLE revival of "the small workshop in which individual artisans will again practice crafts or skills that have lost their relative economic importance during the past few generations" was seen Thursday by an RCA executive at a meeting in New York of The Instrument Society of America.

While he thought automation may be beneficial in "such areas as the production of basic assemblies," he added, Dr. Douglas H. Ewing, vice president of RCA Labs, told the assembled engineers that "it is bound to be disheartening to the consumer with a basic desire for individual preferences in style, color, size and the like."

Dr. Ewing suggested a way the "problem of over-standardization" can be overcome by developing an electronic means to vary designs on the assembly line "according to a predetermined schedule" or to execute a "complete reversal of the trend toward greater standardization... by restoring the small shop, by the position which he held in earlier society."

Meanwhile, also in New York, E. D. Foster, vice president in charge of economic planning for RCA, told members of the National Industrial Conference Board that the true impact of automation on U. S. production and marketing is yet to be felt. Predicted Mr. Foster: by 1965, potential demand for additional workers will have risen over 40% while the available work force will be up only 14%. By 1975, Mr. Foster indicated, "if current productivity and standard of living increases are to be maintained," 4.5 million more workers than will be available will be required to man the machines.

**Philco Establishes Separate Advertising, Sales Groups**

PHILCO Corp., Philadelphia, has announced the formation of separate departments to handle sales promotion and advertising. The growth of Philco's consumer product lines and expansion into new fields made the move necessary in order to increase activities throughout the company's national distribution organization, according to John M. Otter, executive vice president.

Raymond B. George, formerly vice president-merchandising, has been named vice president-sales promotion and Max Eneolow, advertising counsel, was named advertising manager in line with the reorganization.

**Sarnoff Featured in Collier's**


**MANUFACTURING TELECASTING**
P's and Q's (pints and quarts) do exist in broadcast transmitters. — In fact, the Big Custom Gates BC-5E is the only quart size "five" left in the business. Take that big "back field" of power units weighing more alone than many complete transmitters, or the "walk in to service" feature only possible in quart size design. — BC-5E costs a little more but a quart always comes higher than a pint. — America's best stations are minding their P's and Q's and in generous number too. They have selected the quart size "BC-5E Custom" — the upper classman of the five kilowatt field.
STATIONS

CALIF. BAR SESSIONS SECRETLY COVERED TO PROVE RADIO-TV'S UNOBTURBESIVENESS

Lawyers and judges unaware of cameras and microphones for nearly three hours. Demonstration draws heavy praise.

RADIO-TV's capacity for unobtrusive coverage of court trials and legislative proceedings was effectively demonstrated last week in Los Angeles in a "sneak preview" before the joint meeting of the State Bar of California and the Conference of California Judges. Both groups were in convention all week.

With the consent of the state bar's board of governors, the California State Radio & Television Broadcasters Assn., held live television and radio microphones about the busy lobby room of the Ambassador Hotel for the Wednesday joint session of over 400 lawyers and judges. TV, movie and still cameramen roamed the background. They all functioned unnoticed for most of the three-hours of meeting, until the chairman announced what was in progress and invited the audience to witness the session on closed-circuit tv monitors scattered near the entrance. Sound pickup was tape recorded.

Comment was widespread that the coverage had been effected successfully without disturbance or distraction, although several judges immediately began to question how to be evaluated for admission to specific trials, particularly those involving murder or sex offenses. Observers acknowledged the demonstration showed no interference to dignity or decorum of normal court procedure, because they didn't know radio and tv were there.

California Gov. Goodwin J. Knight, who addressed the joint meeting, admitted he did not realize he was being televised or taped until he was informed later. "I'm astounded," he told reporters. "The demonstration was completely lacking in disturbance or distraction. It was a superb performance."

Phil S. Gibson, Chief Justice of the California Supreme Court, said he wasn't the least conscious of the coverage.

Miller Film Appearance

Judge Justin Miller, NARTB advisor and long the broadcasting profession's advocate of equal access, said in a filmed presentation carried by CBS-owned KNXT (TV) Los Angeles that the demonstration in his opinion was more successful than either the Philadelphia showing two years ago before the American Bar Assn., or the demonstration earlier this year in Denver before the Colorado Supreme Court [B7], March 5, Feb. 13.

On the same telecast, Judge Lester Roth, chairman of the State Bar group's special committee to study the presence of radio-tv in the court room, said "the time is here at hand to investigate fully the job of news reporting in our court rooms."

U. S. Court of Appeals Judge Harold R. Medina told newsmen that despite the fact radio-tv had proved they were unobtrusive in trial coverage, he still opposes even the concealed presence of the camera and microphone in the courtroom. He cited as a case in point his recent trial of top communists.

"The communists and their lawyers put on a noisy show even without radio or television," he said. "If they had had a tv audience to play to, they would have used the courtroom as a propaganda platform and justice would have been debased."

He explained his point of view this way. One of the major functions of justice is to ascertain the truth in the examination of witnesses. The raw material of justice is facts, he said, and facts are sometimes difficult to determine from the testimony of witnesses. It is difficult enough to ascertain facts under the best conditions, he continued, and anything interfering with that should always be avoided.

The federal judge noted that if radio-tv are known to be present, although concealed, one kind of witness will put on an act as demonstrated in televising of congressional hearings. Another kind of witness will freeze, he cited.

Judge Medina said he has been interested in the question for many years and recalled what he believed to be the first courtroom coverage in 1934 at the board of inquiry into the burning of the liner Moro Castle. Microphones were there and witnesses were on the air as they testified, he remembered. He said since then he has followed the subject closely and "the effect has never been anything but bad."

Film footage taken during the demonstration was requested to be reviewed Friday by the State Bar's board of governors.

CSRTBA has retained Judge Miller as counsel on the project of obtaining revision of California legal canons prohibiting courtroom access. CSRTBA will underwrite expenses of the demonstration performed for the association by the news and technical crews of KNXT. Southern California Broadcasters Assn. also is supporting the project.

Judge Miller arranged the demonstration with the State Bar's board of governors. Also active in the planning and staging of the demonstration was Ewing C. Kelly, president and general manager of KCRA-TV Sacramento, chairman of the CSRTBA committee on freedom of information, and George Greaves, staff executive, KCRA (TV) Los Angeles, CSRTBA president.

KNXT crews installed one live camera behind a wall drape in the rear of the room and the second camera behind a false wall at the back of the speaker's rostrum. The station's mobile truck containing the closed circuit tv control center, which also handled audio recording, was outside the hotel near the auditorium but screened from general view.

About two-thirds of the way through the joint meeting, State Bar President James Par-
America's National Forests—where every man's a king

Back in the Middle Ages, the word forest designated an area set aside for the pleasure and profit of the king. And as late as 1776 in New Hampshire's White Mountains, the tallest and straightest trees were marked with the King's Arrow and reserved for masts in His Majesty's royal navy.

Today, many of these same New Hampshire woodlands are reserved for you as part of the National Forest system. They offer scenic drives through famous notches, skiing on the slopes of New England's highest mountain, swimming, fishing and almost everything else that goes into a memorable outdoor vacation.

White Mountain National Forest is typical of 149 National Forests located in 38 states and two territories. These forests total over 180,000,000 acres—an area larger than Texas. Owned by the people of the United States, they are dedicated to the wise use of timber, grass, wildlife, soil and water.

Why not visit one of these great reservations? You can drive through some of the country's most exciting scenery...you can drop your line in a placid mountain pool or pitch your camp overlooking picturesque lakes that make you forget the tensions of twentieth century life.

And if, when you look around, you draw a deep breath and feel like a king—why not? In a very real sense, you are.

FREE Tour Information
If you would like to visit any of the National Forests, or drive anywhere in the U. S. A., let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Avenue, New York 20, N. Y.—also ask for our colorful National Parks map.

SINCLAIR SALUTES THE AMERICAN FORESTRY ASSOCIATION. The oldest national forest conservation group, the AFA is devoted to the advancement of conservation and the fuller use of our forest land to provide more wood, water, wildlife and recreation for all. The Association was instrumental in the creation of the Forest Service in the U. S. Department of Agriculture and has made many other important contributions to the cause of good forestry.

SINCLAIR
A Great Name in Oil
Capper Publications Sold for $7 Million

Two radio outlets and one vhf tv included in sale of group's interests to Stauffer Publications Inc. General policies and personnel will undergo little change.

SALE of Capper Publications Inc., including two radio stations and a vhf tv outlet, to publisher-broadcaster Stauffer Publications Inc. was announced last week.

The stock sale, understood to involve in excess of $7 million, brings Stauffer's interests to five radio stations and the ch. 13 WIBB-TV Topeka station, and 13 daily newspapers, two farm magazines and a number of semi-weekly farm newspapers in Kansas, Missouri, Michigan, Pennsylvania and Ohio. Since no price was allocated to the broadcast properties, the entire transaction is subject to FCC approval.

Capper stations are WIBB-AM-TV Topeka and KCRR Kansas City, Kan. WIBB-TV is affiliated with CBS and ABC. Capper publications are Kansas City (Kan.) Kansas and Topeka Capital, Household and Capper's Farm magazines, and the farm newspapers.

The purchase from the estate of the late Sen. Arthur Capper (R-Kan.) who died in 1951, was handled through media broker Vincent J. Mano, New York, formerly associated with Smith Davis broker company.

Stauffer owns KSEG Pittsburgh and KSOK Arkansas City, both Kan., and KGFF Shawnee, Okla. Stauffer newspapers are Pittsburgh Headlight and Sun, Arkansas City Traveler, Topeka State Journal and Newton Kansas, all Kan.: Grand Island Independent and York News-Times, both Neb.: Maryville Forum, Nevada Mail and Independence Examiner, all Mo.; Shawnee (Okla.) News and Star and the Santa

Mauer Named Sales V.P.

For Both WCUE, WICE

JOHN F. MAUER has been appointed vice-president for sales for both WCUE Akron, Ohio, and its sister station, WICE Providence, R. I., and Hartley Lucas has been named station manager for WCUE, it was announced last week.

Mr. Mauer, a lifelong resident of Akron, has been commercial manager of WCUE since the station went on the air in 1950.

Mr. Mauer Mr. Lucas

WDBJ-TV Goes to 316 Kw

WDBJ-TV Roanoke, Va. boosted its power to 316 kw last Tuesday, according to Managing Director Ray P. Jordan. The ch. 7 CBS affiliate has installed a new DuMont transmitter atop Mountain Peak, with its antenna 2,000 ft. above average terrain. WDBJ-TV's downtown offices will be moved to 201 W. Campbell later in the fall.

Mr. Mauer Mr. Lucas

Cruise Takes Detroit Post

With CBS Radio Spot Sales

RICHARD G. CRUISE, sales development representative in the New York office of CBS Radio Spot Sales, has been named to head the station representation organization's sales development office in Detroit, effective today (Monday), Ray H. Kremer, sales development manager for CBS Radio Spot Sales announced last week.

Mr. Cruise

Mr. Cruise

Mr. Cruise
KLASS LANDSBERG, TV PIONEER, DIES

Forty-year-old vice president of Paramount Television Productions and general manager of KTLA (TV) Los Angeles is credited with creating many electronic devices.

KLASS LANDSBERG, 40, television pioneer, vice president of Paramount Television Productions and general manager of KTLA (TV) Los Angeles, died of cancer at his home in the Hollywood hills early Sept. 16. Although refusing to slacken his extensive activities in programming and technical supervision despite the past several years. He never let fellow workers know of his condition and as late as Saturday told his family he wished to get back to the office within a week or two. Radio-television industry figures throned Rosary services held for him Tuesday evening at Callahan Mortuary in Hollywood. Burial was Wednesday morning with a requiem Mass at the San Gabriel Mission in Alhambra.

Bernard Goodwin, vice president of Paramount Television Productions, New York, announced that his personal representative, Lou Arnold, had been named acting general manager of KTLA after an interim period.

Industry Contributions Cited

Richard A. Moore, president and general manager of KTTV (TV) Los Angeles, issued the following statement in behalf of the six other Los Angeles television stations, including KABC-TV, KCOQ-TV, KHJ-TV,KXNT (TV), and KRCA (TV).

"The television broadcasting industry of Southern California and television as a whole have suffered an irreparable loss in the untimely passing of Klaus Landsberg. From the day he came to Los Angeles, when television receivers were few and the potential of the television camera virtually unknown, he devoted unceasing energy and skill to the progress of television. His contributions to the medium have been specific, important and lasting. Both the industry and the viewers of Southern California can be thankful for his years among us."

On behalf of the television stations of the community, we express our deepest sympathy to his widow, his family and his associates.

Mr. Landsberg is survived by his wife, Janice McDonald Landsberg, a son, Cleve, and by his father and mother, Mr. & Mrs. Franz Landsberg.

Mr. Landsberg was born July 7, 1916, in Berlin, Germany. Even at the age of 9 his interest in radio was apparent as he spent most of his spare time building radio sets and other gadgets. At 16 he amazed the German electronic world by building the most effective shortwave receiver set yet conceived, using fewer tubes than before possible. The set won first prize at a national exhibition. He celebrated his 18th birthday by becoming assistant to Professor Faerber, European pioneer and director of one of the first television laboratories in the world. It was during this association that Mr. Landsberg designed mechanical and early cathode-ray tube equipment and lectured on television principles throughout Europe. He was an avid student, too, obtaining two degrees—electrical engineer and communication engineer—in 1936 from Polytechnical Institute in Czechoslovakia. Earlier he had studied at various colleges in Holland and Germany and later did graduate work at the U. of Berlin. During this period he also became skilled in playing four musical instruments and was an accomplished skier.

In 1936 Mr. Landsberg was called upon to assist in the history-making telecast of the Berlin Olympic Games. The next year he joined the laboratory of Prof. Dr. Arthur Korn, inventor of picture telegraphy.

During this association, the young engineer created many new electronic devices. The most outstanding was an electronic aid to navigation and blind landings, considered so vital the Third Reich declared it a military secret. But Mr. Landsberg was determined to destroy it as a Nazi weapon and he did.

This basic radar principle in 1937 became Mr. Landsberg's passport to America—a story which in itself might be a dramatic thriller. He became a U. S. citizen on Jan. 8, 1943.

Farsworth Television Inc. hired Mr. Landsberg as television development engineer in Philadelphia in 1938, and the following year he transferred to New York to help prepare the first public television demonstrations in the U. S. at the World's Fair.

Next he was signed by Dr. Allen B. DuMont as television design and development engineer for the New York DuMont laboratories. He helped put DuMont's WABD (TV) New York on the air and assisted in producing the first programs for this station.

In 1941 Mr. Landsberg moved to DuMont stockholders of Paramount Pictures Corp. and was sent to Hollywood late that summer to organize W6XYZ (now KTLA), the Paramount outlet. W6XYZ operated six years on an experimental basis before it became KTLA in January 1947, Los Angeles' first commercial television station. As manager of KTLA, Mr. Landsberg innovated many west coast and industry "firsts," including the initial west coast network in 1948, a direct pickup service between KTLA and KFMB-TV San Diego. Both Mr. Landsberg and KTLA through the years have been honored by multiple industry and civic citations for their achievements and service to the community and profession.

WILK-TV Up Another Notch; Power Now 1.5 Million Watts

A NEW broadcasting milestone was reached last Tuesday when ch. 34 WILK-TV Wilkes-Barre, Pa., "pierced the megawatt barrier," attaining an effective radiated power of 1.5 million watts.

The new high-power operation has brought favorable viewer response, according to Tom Sherburne, WILK-TV managing director, who said station has received several post cards from Williamport, Pa.—about 65 miles away—describing reception as "very, very good." Mr. Sherburne stated that an area viewer who previously received a fair WILK-TV picture with an outside antenna informed the station that the new WILK-TV picture was so clear he "threw away the dish." Mr. Sherburne reported that the million-plus-watt power (actual output reached was 1,448,000 watts) was accomplished largely by creating the drive on the klystrons, which boosted the output from a 45-kw GE transmitter to the 60-kw power needed for the new operation. Another important factor, he said, was a new transmission line manufactured by Communications Products Inc. Antenna gain is 25.

CHESTER SAWICKI, WILK-TV transmitter engineer, prepares to throw the switch on the GE transmitter, sending the ch. 34, ABC-affiliated station to new high power of 1.5 million watts.

General Telecast's Morris Named Head of Western Sales

GEORGE MORRIS, former sales manager of WJHT-TV Hartford (now WCHT [TV]), Conn., last week was named western sales manager for General Telecast-owned radio-television stations, with headquarters in Chicago. WHCT (ch. 18) was taken over by CBS earlier this month, following FCC approval of the $650,000 sale by RKO Telecasting Pictures to the network [B&T, Sept. 17].

Mr. Morris joined Telecast in 1953 as a WHCT-TV account executive, and was named sales manager last year. He also has been with KMBC and KCTY (TV), both Kansas City.

NCAA Approves Telecasts Of Notre Dame Grid Games

NATIONAL Collegiate Athletic Assn. has granted permission for WNDU-TV South Bend, Ind., to televise all but two of the U. of Notre Dame's home-and-road football games this fall, it was announced last week by Bernard C. Barth, general manager of the outlet.

Telecasts of seven games have been sold to four advertisers—Seven Up Bottling Co., St. Joseph Bank and Trust Co. of South Bend, West Michigan Electric (RCA-Whirlpool distributors) and Peter Eckrich & Sons.

Station spokesmen claimed the TV schedule appeared to be the most ambitious ever undertaken by a single, locally-operated station, and reported WNDU-TV will order 2,000 miles of coaxial cable for the games.

Aside from those seven games (three at home, four away), U. of Notre Dame also will appear once each on the NBC-TV national and big 10 regional slates, it was understood.

In November it was announced previously it will feed five Notre Dame games to networks, including the Richard K. Foster and Associated Circuits.

Broadcasting • Telecasting

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WRCV-TV Begins Telecasting Local Live Color Programs

WRCV-TV Philadelphia announced last week that the NBC-owned station will begin telecasting local live color today (Monday) and at the same time reported the signing of a 52-week saturation color spot contract.

Lloyd E. Yoder, NBC vice president and general manager of WRCV-AM-TV, and Philadelphia Mayor Richardson Dilworth are to participate in brief opening ceremonies this morning. Following this, the Let Scott Do It programs (9-10 a.m.) will debut in color and will be shown in color everyday, as will the remainder of WRCV-TV's across-the-board live, local shows. These include Newsroom (2:55 p.m.), Funhouse (6 p.m.), Taylor Grant and the News (11 p.m.), Sports Spot (11:10 p.m.), Judy Lee and the Weather (11:15 p.m.) and Talk of the Town (11:20 p.m.).

Beginning Oct. 6, WRCV-TV will introduce a new live show in color, Jazz Festival (11:30 p.m.-midnight). The station will offer 12-15 hours weekly of local color, and with NBC network programs, will have a minimum of 20 hours in color for National Television Week (this week).

Abbotts Dairies Inc., for its ice cream division, has signed the 52-week contract calling for 15 one-minute and 20-second color spots with appropriate announcements, beginning Oct. 15, will be placed in or adjacent to local and network color programs. The spots will be both filmed and live.

The order was placed through Richard A. Foley advertising agency, with Earle Steitter, Foley vice president, handling the Abbott account. The client has used tv regularly since 1946, and F. W. Hooven, advertising manager for the ice cream division, recommended use of the color campaign. The Foley agency operates its own color tv experimentation program.

Arries Leaves WTTG (TV) To Join CBS-TV Spot Sales

RESIGNATION of Leslie G. Arries Jr., as general manager of WTTG (TV) Washington, D.C., was announced last week. Mr. Arries, with the station since 1953, will join the staff of CBS-TV Spot Sales in Chicago in early October. No successor had been indicated by the station as of last Friday.

Promotions by WITH Seen No Hazard for Advertisers

MERCHANDISING PLANS of WITH Baltimore, by which in-store promotional services are offered in connection with time bought at station card rates, do not involve hazards for advertisers under the Robinson-Patman Act, in the opinion of Paul A. Porter of Arnold, Fortas & Porter, Washington law firm.

Answering an inquiry by R. C. Embry, WITH vice president, Mr. Porter noted that retailers provided will join services in exchange for broadcast services provided by the station. Key point of the contract, Mr. Porter said, is the fact that all competing retailers in the area are given an opportunity to participate in the WITH plan.

He said the law firm has considerable doubt "whether the Robinson-Patman Act can properly be interpreted to support complaints against advertisers who purchase time from you considering the terms upon which you have arranged to provide the extra promotional services. In your case, the cooperating retailers are entitled to broadcast services in return for their promise to provide promotional displays and regardless of whether you succeed in persuading any advertisers to deal with you."

"The arrangement is therefore essentially promoted by your station in order to stimulate the sale of air time in its own self-interest. In such circumstances, at least, we believe that any benefits received by the retailers are provided by the station, rather than the food suppliers . . . ."

New Relay for WPTZ (TV) To Be in Operation Oct. 1

UPON COMPLETION of a $100,000 building program the end of this month, WPTZ (TV) Plattsburg, N. Y., will be able to pick up all NBC-TV shows via a new microwave relay now being installed by the Bell Telephone Co. The new relay, General Manager George Barenbregge announced last week, will be in operation Oct. 1.

Two weeks ago, construction of a new two-mile road to the WPTZ (TV) transmitter atop 2,200 ft. Terry Mt. was completed, allowing the station's engineers access to the transmitting site, "no matter what the weather" in Plattsburg's sub-zero winter temperature. As part of the expansion program, WPTZ (TV) has laid a private power line up the mountain so that New York State Gas & Electric Co. can supply the transmitter with three-phase 4,400 v service. The two 55 kw diesel generators used heretofore will be deactivated, with one generator used for standby, emergency power purposes.

WPTZ (TV) is owned and operated by Great Northern Television Inc., Plattsburg.

WSYE-TV Elmira on Air; Bolger Acting Manager

WSYE-TV Elmira-Corning, N. Y., went on the air Sept. 15 at 7 p.m. with a special one-hour live telecast featuring station and civic officials. The ch. 18 outlet is owned and operated by Central New York Broadcasting Corp. (WSYR-AM-FM-TV Syracuse. N. Y.).

WSYE-TV will be on the air 18 hours daily and will carry the full NBC-TV schedule, according to E. R. Vadeboncoeur, president and general manager of WSYR-AM-TV. Executives of the new station include Robert Bolger, acting station manager, and Mrs. Dana Near, office manager.

WHAM Names Christal Co.

WHAM Rochester has appointed Henry J. Christal Co. as its national sales representative, it was announced last week by John H. Rigs, president of Riggs & Greene Broadcasting Corp., licensee. The appointment was effective Sept. 14. WHAM operates with 50 kw on 1180 kc and is an NBC affiliate. Riggs & Greene took over ownership and operation of the 34-year-old station a few weeks ago, acquiring it from Transcontinental Television Corp., which had bought both WHAM and WHAM-TV from the Stromberg-Carlson Corp. Transcontinental is operating WHAM-TV under new call letters, WROC-TV [8WT, Sept. 17].

REPRESENTATIVE APPOINTMENT

KWF Hot Springs, Ark., appoints Venitt, Rintoul & McConnell as national representative, James S. Ayres & Co., as southeastern representative. Clyde Melville Co. continues as southwestern representative.

STATION PEOPLE

Charles L. King, Jr. promoted from staff to local sales manager of KARD-TV Wichita, Kan. He formerly was with KGNC-TV Amarillo, Tex.

Howard W. Maschmeier, executive assistant to Roger Clipp, general manager of Triangle Publications Inc. stations, to New York sales office in national spot tv sales and services. Gordon J. Grant, formerly sales staff, WCPW-AM-FM Boston, to Triangle New York operation in national spot radio sales and services.

Jesse H. Cripe, formerly assistant operations manager, WTJ (TV) Miami, to WFGA-TV Jacksonville, Fla., as general manager.

Sterling Zimmermann, formerly commercial manager, KLEY-TV Lafayette, La., to KGBA-AM-TV Harlingen, Tex., as national and regional sales manager.

Frank Harmon, former assistant manager, WBAW Barnwell, S. C., to WSNW Seneca, S. C., as sales manager and program director.

E. C. (Red) Stangland, farm service director, KSOO Sioux Falls, S. D., to KBRR Brookings, S. D., as general manager.

Pete Boggus, CBS, San Francisco, to KOCS Ontario, Calif., as sales manager.

Mel Hall appointed KOCS program director.

Dick Drummy Jr., Dallas tv sales office. Edward Petry & Co., to commercial manager WFAA-TV Dallas. He succeeds Mike Shapiro, who resigned to become managing director, Griffin Grocery Co.'s tv interests.
Charles H. Underwood, WMBS Uniontown, Pa., to WCVI Connellsville, Pa., as station manager.

George Rogers, commercial production manager, WKRC-TV Cincinnati, to sales representative. Succeeding him is Barry Hersh, film director. John Hill, WKRC-TV film staff, to film director. Mr. Rogers joined station in 1954 from WLWT (TV) Cincinnati, where he was assistant general sales manager.

Late Mason, sports director, WDSD-TV Dubuque, Iowa, to KSTP-TV St. Paul, Minn., as account executive.

Eugene Peter Tiscornia Jr., named merchandising manager, KTSM Stockton, Calif.

Pete Schmidt, local sales manager of WAAM (TV) Baltimore, promoted to commercial manager.

Roy M. Schwartz, assistant program manager, WBZ-TV, WBZA Boston, named advertising and sales promotion manager.

Al Baccari Jr., public relations consultant, Foster & Kleiser, outdoor advertising firm, to KPIX (TV) San Francisco as manager of public relations department.

William F. Mitchell, free-lance screen and tv writer, to KEYT (TV) Santa Barbara, Calif., as continuity director. Sylvia Lescoulie, tv entertainer, to KEYT talent staff.

Jack Slattery, WILS Lansing, Mich., to WHAM Rochester, N. Y., conducting morning show. Jane Allen, local club woman, becomes WHAM women's director. Carroll Hardy, WKSB Buffalo, and Bill Dwyer, WBFF Rochester, join WHAM as disc jockeys. Ray Laws and Jack Ross promoted to morning news editor and night news editor, respectively, under WHAM News Director David Kessler.

Sam Cook Digges, general manager, WCBS-TV N. Y., named chairman of the Third Annual Campaign of National Retarded Children's Week.

Ed Mills, WLWT (TV) Cincinnati and WHAS Louisville, Ky., to WINN Louisville.

John Wingate, NBC news reporter and formerly with WOR New York, rejoins WOR's newscasting staff.

Bill J. Wheatley, former writer, WKY-AM-TV Oklahoma City, rejoins station as writer-producer-director.

The Continental Divide Station
WHO's Farm Event

MORE than 100,000 persons attended the 1956 National Field Days and National Plowing Matches this past weekend in Jasper County, Iowa, co-sponsored by WHO-AM-FM-TV Des Moines and various farm groups. The event, originated by WHO 17 years ago, is designed to dramatize better land use, select state and national champion plowmen, focus national attention on agriculture, and provide two major political parties with equal time to tell their farm story.

President Eisenhower was present at the event last Friday, and Adlai Stevenson made an appearance Saturday. Visitors to the 2,000-acre area 20 miles east of Des Moines saw internationally known champion plowmen in action along with dozens of demonstrations and displays stressing soil conservation on a small watershed area.

WHO-AM-FM-TV entertained agency personnel with a dinner Friday and at breakfast Saturday, following which a tour of various sights was conducted.

Ben Summers, former program director, WKLE Washington, Ga., to WMWO Milford, Mass., as staff announcer.

Alan Fredericks, staff announcer and music director, WABI Adrian, Mich., to WGBB Freeport, Long Island, N. Y., as staff announcer.


Betty Utter to KFIZ-TV Fort Worth, Tex., as hostess of woman's program.

Jerry Ronig, formerly day news editor, WDSU-TV New Orleans, to station's production staff as writer and production co-ordinator.

Chuck Zink, former program director, WCMB-TV Harrisburg, Pa., to WTVJ (TV) Miami, as staff announcer.

Warren Michael Kelly, former early-morning man, WGR Buffalo, has returned to station after five-year m. c. stint at WXYZ-TV Detroit.

Pat Schierer named to host Romper Room program, WGR-TV Buffalo, N. Y.

Nancy Clark to WBAL-TV Baltimore on Million Dollar Movie program.

Jack Clifton, 29-year-old program director, WCUE Akron, Ohio, died of cancer Sept. 8. He had been hospitalized six weeks.

Lawrence H. Rogers II, president-general manager, WSAZ-AM-TV Huntington, W. Va., named chairman of terminal building advisory committee by Tri-State Airport Authority of Huntington. Committee is seeking to speed up $2.4 million expansion program at Tri-State airport.

Bonnie Lee Zornow, personality on Beat Mr. Genius program, KTTV (TV) Los Angeles, married to Paul Manchester of KTTV purchasing department Sept. 8.

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ROYAL COMMISSION Sittings Started

Decentralization of production facilities is urged in opening briefs. Two-week session ends with next sitting Oct. 2.

Canada's Royal Commission on Broadcasting began its fall sittings Oct. 10, with 32 briefs being heard. Included were a number from the province of Newfoundland, where the commission was unable to sit before its June suspension due to bad flying weather to St. John's, the Newfoundland capital. Hearings started in Ottawa Sept. 17 and lasted through Sept. 21, with 28 briefs on the agenda.

The commission then recesses till Oct. 2, when final briefs will be presented by the Canadian Broadcasting Corp. and the Canadian Assn. of Radio & Television Broadcasters.

The commission's report is expected to be made to the Canadian government late this winter or early next spring.

Seek Decentralization

French-language groups presenting briefs before the Royal Commission at Montreal asked that the Canadian Broadcasting Corp. decentralize its production facilities so that smaller centers will also be represented on television network programs with live shows and commentaries. Currently, these briefs point out, CBC production for French-language programs is centered in Montreal, and for English-language programs in Toronto. Too great a centralization, it was felt, would lead to neglect of regional needs and "risk the establishment of a sort of monopoly."

Similarly, the French-language Weekly Newspapers' Assn. held that centralization affected participation in various programs of persons from outlying districts, especially weekly newspaper editors in various commentary programs.

Canada Adds Two TV Channels At Pembroke, New Glasgow

REVISION of the Canadian-USA Television Agreement, permitting Canada to add ch. 5 to Pembroke, Ont., and ch. 7 at New Glasgow, Nova Scotia, was announced by the FCC last week. The Canadian government agreed, the FCC said, that it will not authorize any station to operate in Pembroke if its transmitter is less than 190 miles from Lake Placid, N. Y., or less than 170 miles from Rochester, N. Y. Co-channel U. S. stations on ch. 5 are WPTZ (TV) Lake Placid and WROC-TV Rochester.

Commercial JOBX-TV Osaka Plans December Target Date

JOBX-TV Osaka, Japan, has completed its new studio and office building and plans to go on the air Dec. 1 as Japan's third commercial outlet and the first one outside Tokyo. The ch. 7 outlet will operate seven hours daily with a power of 100 kw and will serve the cities of Osaka, Kobe, Kyoto and Nara.

The station is owned by Osaka Television Broadcasting Co., whose principal stockholders are the Asahi Press (Asahi Broadcasting Co.) and Mainichi Press (New Japan Broadcasting Co.). The new studio building has 85,339 sq. ft. of floor space and three large studios. Remote programming will be accomplished

American Governor

FIRST American-born member of the board of directors of the Canadian Broadcasting Corp. is Mrs. R. S. Houck of Brampton, Ont., who has been appointed for a three-year term. Mrs. Houck, who was born in Wisconsin, became a naturalized Canadian in 1928 and was a member of the Canadian delegation to the United Nations last year.

through the use of a $190,000 remote unit.

Population of the JOBX-TV coverage area is 12,811,386 with an estimated 89,300 tv sets. The other commercial tv stations in Japan now on the air are JOAX-TV and JOKR-TV, both owned by Tsubame Broadcasting Co., KO Suzuki, president; Tohru Nagamatsu, sales manager; Kiyoshi Hara, program manager; Kunio Endo, chief engineer, and Denji Atoh, general affairs manager.

An announcement last week from Tokyo said Japan's first color tv broadcasts are scheduled for November on a test basis. Officials said there are no color receivers at the present time but that there will be soon.

Australians See First Ty As TCN Goes on Test

TCN (TV) Sydney gave Australians their first look at tv Sept. 16 when the station went on the air for four hours. Reception was said to be good with "thousands" going to retail stores to see the telecast.

A station official said the show was part of a pacing and development phase for workers. Ch. 9 TCN will go on the air officially Nov. 4. It is owned by a general shareholders corporation with a major interest held by Consolidated Press Ltd., publishers of the Sydney Daily, Sunday Telegraph and Women's Weekly. Another Sydney station and two in Melbourne also are scheduled to go on the air in November.

British Firm Plans to Enter Canadian Meter Rating Field

TELEVISION Audience Measurement Ltd., London, is planning to enter the Canadian television meter rating field in Canada. Martin Maddam, a director of TAM, and Guy Bolam, North American representative of TAM, have been in Toronto and Ottawa discussing their entry into Canada with the Assn. of Canadian Advertisers, Canada's Assn. of Advertising Agencies and the Canadian Assn. of Radio & Television Broadcasters.

TAM's possible entry into Canada will coincide with the opening of Nielsen Co. Broadcast Index service from the United States, due to start in Canada this fall. The British company has a meter rating contract with commercial tv operators in Great Britain.

INTERNATIONAL PEOPLE

J. L. Sayes appointed station manager, CFUN Vancouver, B. C.

Robert F. Tuit, supervisor of All-Canada Radio & Television Factory, Winnipeg, Man., to assistant manager of CKRC Winnipeg. He is succeeded as manager of All-Canada at Winnipeg by Bruce M. Pirie, commercial manager of CKRC for the past eight years.

Claude Blackwood, formerly assistant program director of KEX Portland, Oregon, to special events director of CHEZ Edmonton, Alberta.
PERFORMANCEWISE—
Engineers like it, and
COSTWISE—
management loves it...

The
Sarkes Tarzian
LONG RANGE
MICROWAVE RELAY
(MWF-1C)

The only color corrected 2000 mc. equipment available for immediate delivery, the Sarkes Tarzian MWF-1C. Convenient to install and service for use in STL or inter-city service. Engineered to operate in the 2000 mc. band with proven reliability and performance over several years of actual operation in the field.

The 2000 mc. frequency gives superior performance because:
1—Attenuation at this frequency is 10 times less than at 7000 mc. for the same path distance.
2—Fading due to temperature, humidity, and barometric changes is greatly reduced at 2000 mc. compared to 7000 mc.
3—There is practically no absorption due to water vapor as compared to heavy absorption at 7000 mc.
4—Less equipment needed for multiple hop relays, giving higher reliability.
5—Signal to noise ratio is superior at 2000 mc.

The equipment performs best with NTSC color or monochrome transmission with simultaneous transmission of high fidelity audio.

Equipment can be located indoors with parabola several hundred feet up on the tower. Therefore, all operating equipment is accessible at all times. Complete stand-by equipment can be located in the same area. Rack has room for receiver and monitor and/or high fidelity audio diplexer, thereby reducing floor space requirements.

Sarkes Tarzian, Inc.
BROADCAST EQUIPMENT DIVISION
Bloomington, Indiana

PRICE $8,500
(Less Parabolas)

PORTABLE MICROWAVE RELAY (MWP-2D)

Compact, self-contained. Highly portable, weighing only 58 pounds including case. Transmitter in one unit. Receiver in one unit. Operating equipment can be located indoors several hundred feet from parabolas if necessary. Operates with NTSC color or monochrome signals simultaneously with high fidelity audio. Conservative 15 mile range with 4 foot parabolas.

PRICE $5,700, less parabolas.
Some local high school teachers spent the summer taking courses at the State University. They learned a lot, but one of them—Miss Williams, History 2—got so homesick that she almost ran home.

“To save expenses, we chose a hotel that wasn’t exactly the Waldorf,” she reports. “Clean but grim. When I found my window looked out on a coalyard—well, my heart just sank!”

But when Miss Williams noticed a pot of geraniums on the window sill—and a note saying “Look at these instead. Last Occupant”—she decided to stick it out. She kept those flowers watered and tended, and, just before coming home, added a pot of cyclamen as her effort to make things easier on the next occupant.

From where I sit, it’s often hard to adapt to new surroundings—even nice ones—just as new customs often seem strange to us at first. For instance, if you’ve always had tea with your meals you might find it odd that I prefer a glass of beer. It’s OK to prefer what’s familiar to you . . . but also keep an open mind on what’s not.

Joe Marsh

From where I sit
by Joe Marsh

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CBS GOES ON ODYSSEY

THE American Assn. of Museums and CBS-TV have combined to present a new series of programs on the story of mankind. Titled Odyssey, the weekly, hour-long programs will begin shortly after the first of the year. Noted scientists, historians and art scholars from U.S. museums will be featured.

SARNOFF SPEAKS ON VOTING

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, will be the speaker tomorrow (Tuesday) on NBC Radio’s See You at the Polls program (Mon.-Fri., 3:35-5:40 p.m. EDT), which the network is carrying in cooperation with the American Heritage Foundation’s Register and Vote Campaign. Each day a prominent citizen urges Americans to take advantage of their right to vote. Thomas D’Arcy Brophy, board chairman of Kenyon & Eckhardt Adv., New York, will be the speaker on Sept. 30.

TARGETS FOR SPOT

NBC Spot Sales, in a move to “lighten the load” of agency executives in pinpointing “hot markets,” has provided 1,000 of them with a dartboard (and three darts) as well as a scorebook with “the basic rules of good dartmanship.” The latter contains such helpful information as how to select a suitable target (market), how to aim (your message) and picking an appropriate time (when to let go). The board is marked with “targets” designating the stations Spot Sales represents.

WBUF (TV) SUCCESSFUL AT FAIR

WBUF (TV)’s (Buffalo) main attractions at the Erie County Fair in Hamburg, N. Y., were the semi-finalists for its “Miss Channel 17” contest. The girls’ nightly appearances at the fair included telling the story of uhf and participating in tv set giveaways. They are said to have been the contributing factors in WBUF’s success there. The station also sponsored a “Safety Spectacular” in Buffalo with eight hours of entertainment for both adults and children.

WCCO AT MINN. STATE FAIR

WCCO Minneapolis-St. Paul presented 35,000 copies of its new calendar “Good Neighbor to the Northwest” to visitors of the Minnesota State Fair. Along with the calendar, station personalities distributed a State Fair edition of WCCO’s Radio News Parade, a monthly publication. People were also able to meet radio personalities at the station’s headquarters during the exposition. The calendar contains program information, important dates in WCCO’s history and the birthdays of air personnel.

CLINTON VIOLENCE COVERED

RECENT VIOLENCE at Clinton, Tenn., was given complete coverage by the news department of WROL Knoxville, Tenn., headed by Bill Johnson. Descriptions of the situation included the episode in which tear gas finally was used to disperse crowds shortly before the Highway Patrol arrived to restore order. Mr. Johnson and Hal Durham were heard on NBC Radio 11 times in four days. WROL reported that to its knowledge no other radio stations were doing “live” broadcasts from the scene. WROL’s sister station, WATE-TV also was in Clinton, making film which was used on local news shows and fed to numerous news services.

—PROGRAMS & PROMOTIONS—
WEATHER CONTEST CLIKS

THE RESPONSE to the Labor Day "Weather Contest" over KHOL-TV Holdredge, Neb., was so large that the station has decided to make it an annual affair. A total of 6,323 entries were received. Contestants were asked to guess in advance Labor Day weather information, namely the 6 p.m. temperature, the day's high and low, wind direction and velocity and the general forecast.

WRCA-TV INCREASES COLOR

WITH the addition a fortnight ago of 45 additional minutes to its colorcasting schedule—all of them covering news and interview programs—WRCA-TV New York now is airing an average of eight hours 40 minutes of local color a week. In addition, as an NBC owned-and-operated station, WRCA-TV will be carrying an average week's load of 18 color hours. This latter figure is based on one color hour each day (Matinee), at least one color hour a night plus an average of three color hours weekly devoted to spectaculars. In way of comparison, WRCA-TV said its sister station, WNBQ (TV) Chicago, an all-color station, is airing 30 hours of local color weekly. However, "much of this time," said WRCA-TV, is devoted to feature film fare.

LONG DISTANCE RACE COVERAGE

SEATTLE sports fans were able to listen to the President's Cup Regatta, a race for hydroplanes, live from Washington, D. C., on KING Seattle. The Sept. 15 and 16 races were sponsored by the Rainier Brewing Co., Seattle, through its agency Miller, Mackay, Hockeck & Hartung. Arrangements were made by the agency's Bob Wesson and Tom McCann, KING account executive. Race commentator Bill O'Mara was assisted by the staff of WMAL Washington. KING listeners were well rewarded when Seattle-owned Miss Thriftway won the President's Cup.

KMA PUBLISHES BOOKLET

THE SELLING JOB done in the Midwest by KMA Shenandoah, Iowa, is pointed up in an eight-page brochure just released by the station. The booklet graphically illustrates six reasons why advertisers and others included KMA in their 1955-56 advertising plans and concludes with the thought that "you must reach the non-urban dwellers to obtain sales volume in the predominantly rural, smalltown Midwest."

WBNS-TV'S GRID ANGLE

THERE'S apparently more than one way of cooking with gas after somebody else lights the burner. Take WBNS-TV Columbus, Ohio, for example. The station has purchased the Big 10's filmed football Highlights package, to be shown Saturdays at 1:30 p.m., just before NBC-TV's NCAA football telecast (of national or regional games). The twist: WBNS-TV is a CBS affiliate and hopes to catch football-minded viewers before they switch over to WLWC (TV), which will carry the NBC-TV live coverage.

RECORD PROMOTES 'CISCO'

IN its seventh year, Ziv-TV's film series, The Cisco Kid, is being backed by a $59,000 campaign for the release of "The Cisco Kid Song," by Fraternity Records Inc. The disc is tied into the program with special record covers and displays showing Cisco as he appears on tv.
FIRST THINGS FIRST!

by Harold Walker

Put first things first! WDIA, the number one station in Memphis, rates first in power, first in audience drawing, first in control of the Quartter Billion Dollar Negro Market! That's why WDIA gives first rate results to all accounts!

First Station

WDIA is Memphis' first station in three classifications. WDIA is the first—and ONLY—50,000 watt station. This combines power and coverage as no other station can. WDIA is the first radio station in this city to program for Negroes. There is an unprecedented following, WDIA ranks first with Pulse, rating the largest size audience within its market.

First Market

Memphis has a vast Negro market with tremendous purchasing power. There is concentrated in Memphis and its adjacent trading areas, a population in excess of 500,000. Those Negroes are Negroes. Negroes with the glamour of stardom, who are the most influential leaders of an evolving social class. Negroes who condition the buying habits of 1,237,668 listeners. An emotional people, Negroes follow their stars with a fantastic loyalty. But the figures are not fancy—they're facts. And the cold fact is, WDIA dominates the Memphis Negro market. Negroes buy in excess of 80% of all dollar sales sold on the Memphis market. Approximately 65% of all luxuries...about 60% of the decodors...and 50% of every newspaper sold. WDIA has the Negroes and a staggering estimated 80% of all their purchasing power. WDIA represents the brands of such outstanding sponsors as: Omega Flour...Arrid...Uncle Ben's Rice...Colgate's Dental Cream...Ex-Lax...Carter's Little Liver Pills.

First Results

Economy-wise, the Memphis Negro radio station with the highest income, relative to white income, of any Negroes in the country. WDIA is Memphis' number one station—its first and only 50,000 watt station. In this case, one and one add up to number one results in sales accounts. For data on how WDIA can put you first in sales and profits, make inquiry, on your letterhead, today! And ask for a bound copy of, "The Story of WDIA!"

 WHY JUSTICE DEPT. IS PROBING NETWORKS

Hansen testimony, continued from page 35

by John E. Pearson Company.

 mandations, but that they are in constant contact with us, and before any decisions will be made they will do so.

Chairman Maletz: This is very highly important to these revisions of the Chain Broadcast Regulations, which incidentally are many, many years old, almost 15 years old. Certainly it should have the careful scrutiny of the Dept. of Justice, and I am sure that you will scrutinize it most carefully.

Mr. Hansen: I assure you that we will. . . .

First, there has a direct tie-up between the antitrust division and the FCC. Second, ownership and operation by television networks of their own stations gives them an opportunity—perhaps even a temptation—to influence in just those cases that pose serious antitrust questions.

Mr. Maletz: Judge Hansen, I am sure you are familiar with the fact that the multiple station ownership rule of the FCC prohibits any person to have an interest in more than five vhf and two uhf stations, is that right?

Mr. Hansen: Yes.

Mr. Maletz: Has it come to your attention that various proposals have recently been submitted to the FCC proposing a liberalization of the Commission's multiple ownership rules?

Mr. Hansen: It has.

Mr. Maletz: In your judgment, might liberalization of these rules be inconsistent with antitrust objectives?

Mr. Hansen: I would say yes, definitely.

Mr. Maletz: Would you say that ownership of broadcast stations by networks renders such stations permanently inaccessible to competing networks?

Mr. Hansen: Well, inaccessible—I can't answer that. I thought you were going to ask me something about the proposal covering the 25% of the (population) of the United States.

Mr. Maletz: Would you like to comment on that?

Mr. Hansen: Yes. The present Sec. 3.6 of the Commission rules bars any tv broadcasting license grants which "would result in the concentration of control over television broadcasting in a manner inconsistent with public interest, convenience or necessity." In determining whether there is such a concentration of control, consideration will be given to the facts of each case, with particular reference to such factors as the size, extent, and location of areas served, the number of people served, and the extent of other competitive services to the areas in question.

"The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity, for any party or any of its stockholders, officers, or directors who have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven television broadcast stations, or more than five of which may tend to be of the very high frequency band." The proposed rule would obviate consideration of factors important to gauging undue concentration of television control, selecting one out of the considerations that may be the number of people served.

The admitted considerations, such as size, location and other services, may be crucial to any gauge of concentration. Under the proposed rule, a single broadcaster could in effect monopolize every important tv outlet within the borders of a single state. The Commission itself opposed like bills with respect to radio on the ground that the 25% rule will permit a single person or organization to own stations serving 20 of the 22 states west of the Mississippi River.

My main objection is that eradication of the existing numerical limitation may tend to increase the trend toward concentration. Such concentration is undesirable, whether vested in networks or in other single interests.

The Commission itself, in its Report on Chain Broadcasting, 1944, said that it would oppose networks or multiple stations if it were deciding the matter ab initio.

It justified continuation of network station ownership only because substantial interest had developed in reliance on its tolerance of the situation. The Commission deplored the trend toward concentration of ownership and control of radio stations. The same trend has been observed with respect to television. Ownership of a large number of stations by a single interest raises real antitrust problems. Such owners would be in a position to use tactics similar to those of the Griffith, Schine and Crescent Motion Picture Circuits by capitalizing on mass purchasing power and by combining their outlets in single-station markets with their outlets in multiple-station markets.

We have received complaints that these tactics have already been employed by multiple owners who obtain preferences in network affiliations over single-station owners, and who obtain preferences in the purchase of important packages of feature film.

If Anything, Tighten It

As a result, it is my considered opinion that the multiple ownership rule should be, if anything, tightened, not relaxed.

Chairman Maletz: Judging from the tone of your reply, would it appear as if the FCC might succumb to pressure to increase the number seven to a larger number?

Mr. Hansen: I have no basis for believing that.

Mr. Hansen: I would say they probably would not.

Chairman Maletz: Judge Hansen, I take it from your statement that you would oppose any change in the rule to permit the widening of the multiple rule to include more than seven stations.

Mr. Hansen: Yes, and maybe it ought to be tightened.

Chairman Maletz: Have you made that view known to the FCC?

Mr. Hansen: No, sir.

Chairman Maletz: Do you intend to do so?

Mr. Hansen: Yes, sir.

Mr. Keating: By tightening, you mean if anything they should be made more stringent?

Mr. Hansen: Made more stringent than they are now.

Mr. Hansen: I came into this after I received the invitation to appear here, and that is one of the problems that appeared as being important.

Finally, the roles of the parties to this exchange of broadcasting facilities have served to underlinie the disparate bargaining power of a station's owner—especially as large as Westinghouse—in its relations with other television networks. Next, considering tie-ins and talent control.
FERRITES—a milestone in communications engineering!

In today’s communications engineering, ferrites are ranked with transistors in importance. Ferrites, modern cousins of the ancient lodestone, have more than doubled the efficiency of radar and microwave operations. The ferrites are magnetic but, unlike natural ferromagnetic materials they resist electrical current. Replacing one of the iron oxide molecules in the lodestone formula with the oxide of any one of a number of metals results in a product which is similar in chemical and crystal structure to the lodestone but is resistant to electric current.

A few of the achievements for these strange new substances are:
1. Simultaneous sending and receiving on a single microwave antenna.
2. Full-power transmission in microwave ranges with no power loss or interference.
3. Elimination of frequency drifts in microwave transmission.

This new group of solid state materials makes possible the continuous search by radar, instead of the intermittent "pulse" sending and receiving of World War II. To fully understand all the implications and probable uses for ferrites, reserve your copy of this special October Proceedings of the IRE ferrites issue. It will take its place in the history of radio-electronics along with the transistor issue of November, 1952, and the solid-state electronic issue of December, 1955. You will want to read and refer to it for years to come!

SPECIAL OCTOBER ISSUE CONTAINS 27 IMPORTANT ARTICLES ON FERRITES:

"Resonance Loss Properties of Ferrites in the 9KMC Region" by S. Sensiper, Hughes Aircraft Co.
"Magnetic Resonance in Ferrites" by N. Bloembergen, Harvard Univ.
"Methods of Preparation and Crystal Chemistry of Ferrites" by Donald Freth, Bureau of Mines
"Topics in Guided Wave Propagation in Magnetized Ferrites" by Morris L. Kales, Naval Research Lab.
"Frequency and Loss Characteristics of Microwave Ferrite Devices" by Benjamin Lax, Lincoln Lab., MIT
"The Elements of Non-Reciprocal Microwave Devices" by C. L. Hogan, Harvard Univ.
"Fundamental Theory of Ferro- and Ferri-Magnetism" by J. H. Van Vleck, Harvard
"Ferrites as Microwave Circuit Elements" by G. S. Haller, MIT
"Radiation from Ferrite-Filled Apertures" by D. J. Angelakos, Univ. of Calif., Berkeley, Calif.
"Anisotropy of Cobalt-Substituted Mn Ferrite Single Crystals" by P. E. Tannenwald and M. H. Seavey, MIT
"Birefringence of Ferrites in Circular Waveguide" by N. Karayiannis and J. C. Cacheris, Diamond Ordnance Fuze Labs., Washington, D. C.
"Ferrite-Tuned Resonant Cavities" by C. E. Ford, Bell Telephone Laboratories
"Ferrite Tunable Microwave Cavities and the Introduction of a New Reflectionless Tunable Microwave Filter" by Conrad E. Nelson, Hughes Aircraft Co.
"Permeability Tensor Values from Waveguide Measurements" by E. B. Mullen, G. E. Syracuse
"A New Ferrite Isolator" by E. N. Enander, RCA Labs.
"Ferrite Directional Couplers" by A. D. Bark and E. Strumwasser, Hughes Aircraft Co.
"Intrinsic Tensor Permeabilities on Ferrite Rods, Spheres, and Disks" by E. G. Spencer, L. A. Ault, R. C. Lecraw, Diamond Ordnance Fuze Labs., Washington, D. C.
"Magnetic Tuning of Resonant Cavities and Wideband Frequency Modulation of Klystrons" by G. Jones, J. C. Cacheris, C. Morrison, Diamond Ordnance Fuze Labs.
"Microwave Resonance Relations in Anisotropic Single Crystal Ferrites" by J. O. Orton, Harvard Univ.
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this same disparity in power is revealed by our investigation of charges that networks require sponsors to use network-owned programs. The gist of these complaints is that the networks tie sales of television network time to sales of network-owned or controlled shows—in other words, that certain networks sometimes offer desirable time slots usually called “prime time,” which is 7:30 to 10:30 in the evening, to sponsors only on condition these sponsors use shows in which the networks own an interest.

This investigation of alleged television network control over shows and talent began more than two years ago. We first interviewed officers of certain networks and obtained a sampling of data from them. Soon after we decided to interview scores of persons who, though they have no connections with the networks, might nonetheless have pertinent information regarding network practices.

This inquiry proved too formidable for the small staff of an antitrust division. Accordingly, in March 1956, the resources of the Federal Bureau of Investigation were enlisted. And agents of the Bureau, acting in cooperation with the antitrust attorneys, then began a broad general inquiry into network practices relating to sales of network time and shows.

Functional elements on every level of the television industry were contacted. These included advertising agencies, television program producers and distributors, both live and film. Station representatives, network officials and sponsors.

What the Probe Embraces

As a result, this investigation now spans every relevant facet of network operations. Thus, it embraces (1) the pricing of shows, both network and independent; (2) discounts; (3) rebates; (4) program rejections; (5) kinescoping; (6) production facilities, both live and film; (7) demand for and supply of network time; (8) the percentage of prime network time occupied by network-sponsored programs; (9) the use of program salesmen and set production, and finally (10) long-term contractual arrangements by networks with talent, actors, producers and directors.

Mr. Maletz: Judge Hansen, I take it that you are investigating the price of shows, both independent and network, to determine whether the network charges advertisers a higher price for a show in which the network has an interest than an independent producer. Is that correct?

Mr. Hansen: That is one element.

Mr. Maletz: Now, is it correct that each of the networks has a published rate card under which discounts are granted to advertisers, depending upon the volume of time used?

Mr. Hansen: That is my understanding.

Mr. Maletz: Have complaints been received by the antitrust division indicating that in addition to this networks are granting rebates to certain favored advertisers?

Mr. Hansen: We have had such complaints.

Chairman Celler: That is, for example, take two certain companies and they want to use the same amount of time over the same station, one company would get a favored rate as against the other?

Mr. Hansen: It is a complaint. I can not answer that that is a fact.

Mr. Keating: Well, we are taking evidence on that very subject, are we not, on both sides?

Mr. Maletz: Yes, sir.

Mr. Keating: We are going to hear both the complainants, alleged complainants, and also the networks.

Mr. Maletz: We have not any witnesses from them.

Chairman Celler: May I ask you this, Judge: Would discriminations of that sort, that is discriminations as to service—I presume that the facilities that are used of a chain broadcasting company are deemed a service—would not that come within the purview of the Robinson-Patman Act?

Mr. Hansen: I think it may.

Chairman Celler: Would you care to comment on that a little bit? In other words, the Robinson-Patman Act would cover not only commodities but services as well?

Mr. Hansen: All I can say, it might. I would like to ask Mr. Bicks to comment on that, please.

Mr. Keating: The sale of the show itself might be a commodity, is that it? I do not think the word “services” is used in the Robinson-Patman Act.

Mr. Bicks: No, it is not. I do not believe the cases thus far decided under the Robinson-Patman Act did preclude any proceeding involving the practice used as described as to whether it would or not. If you would like a prediction as to whether a court will agree with the argument that a show is a commodity, I think the likelihood it is would be made.

Chairman Celler: If there is any doubt, don’t you think the law should be tightened in some way?

Mr. Bicks: Well, the entire question, of course, is the scope of the Robinson-Patman Act, which is primarily in the jurisdiction of the Federal Trade Commission, and I would rather get their judgment on whether a television show could be considered a commodity for the purposes of the Act. All I would say is that I think the answer is an “No.”

If we found the sort of discrimination you describe the suit would not be precluded.

Chairman Celler: Is the FTC investigating this, do you know?

Mr. Bicks: Well, the FTC has pending nine complaints at this time involving the three networks. Only one of the networks is involved in its capacity as a television producer. The named respondents are the advertisers themselves. This sort of discrimination is involved. I think we will know a lot more about the answer to your question after that proceeding.

Mr. Maletz: Mr. Bicks, what is the nature of the cases pending before the FTC? Would you particularize?

Mr. Bicks: I would prefer that you ask the FTC. As I understand, they involved a discrimination allegedly granted to certain large advertisers.

Mr. Maletz: Judge Hansen, my next question is this: Is it correct that your investigation embraces program rejections in order to determine whether the networks are in certain instances rejecting programs in which the networks do not have an interest?

Mr. Hansen: Yes, that is the general scope of the inquiry. Also we are interested in knowing whether these rejections of programs are made because the network itself has a program in

Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.

Page 114 • September 24, 1956
"Stomach" Ulcer

According to recent conservative estimates, about half a million people in our country today have ulcers of the digestive system in an active form. This includes both ulcers of the stomach and ulcers of the duodenum—that part of the small intestine into which the stomach empties.

There is evidence that this disease is increasing, especially among those from 30 to 50 years of age.

Medical science can now offer greater hope than ever before to those who have this condition. Many cases can be cured completely, and others can be controlled.

This has been made possible largely by increased knowledge of the disease—particularly of the part that the emotions play in causing ulcers. There has also been great improvement in methods of diagnosis and treatment.

An ulcer is essentially an irritated or inflamed area in the lining of the stomach or duodenum. Although the exact cause is unknown, there are several factors which may be responsible for its onset.

Constant abuse of the stomach through eating hurried, irregular meals—or eating food that is too highly seasoned, or too hot or too cold—may lead to an ulcer.

Prolonged emotional tension, accompanied by excessive secretion of the acid digestive juices formed by the stomach, is also believed by many authorities to be an important factor in the development of this digestive ailment.

As the ulcer develops, pain, an unnatural feeling of hunger, so-called "heartburn" and "indigestion," or other digestive complaints usually occur.

Through improved X-ray techniques and other diagnostic aids, the doctor can almost always determine the size and location of an ulcer. If the condition is detected, he will recommend prompt treatment, as an ulcer may quickly undermine general health by interfering with the body's nutritive processes.

Fortunately, in many cases, ulcers can be treated successfully by appropriate dietary measures. Specialists say that the patient must also readjust his daily life so as to reduce mental and emotional strain.

In addition, new drugs are proving helpful. Cases that do not respond to either drug or diet therapy are often benefited by surgery.

As a safeguard against ulcers and other diseases of the digestive system, doctors urge everyone to seek immediate medical attention whenever persistent discomfort occurs in the region of the stomach.

With prompt medical care, many persons with ulcers and other digestive disorders recover completely and lead normal, healthy lives.
which it would have an ownership and there-by would derive some profit from it.

Mr. Maletz: Now, with respect to your investi-gation of scenery and set production, I take it that that investigation is based on complaints by certain studios that the networks insist in certain cases that scenery and set production be procured direct from the network rather than from a company competing with the network, is that correct, sir?

Mr. Hansen: Yes. We have had such complaints. That was referred to us, Mr. Bicks informs me, by the Magnuson Committee.

Mr. Maletz: What is the investigation of kin-escopy and production facilities designed to embrace?

Mr. Hansen: As to whether or not the networks that kinescope a production will make it available to an independent station or on what basis they make it available to an affiliated station as opposed to an independent station, and so forth.

Mr. Maletz: And what is the investigation of production facilities designed to embrace?

Mr. Hansen: We have had complaints that the networks are moving into every facility that is used in the production of television shows and if they have their own production facilities they are requiring that they be used rather than an independent using his own facilities, and so forth.

Mr. Hansen (continuing): Integral to our broadcast inquiry is investigation of long-term talent contracts. Under scoring its relevance is the tale of prior Government action against restraints on radio talent. In 1941, the FCC promulgated its Chain Broadcasting Regulations for radio. The networks promptly sued the Commission to enjoin their enforcement. While this action was pending, in December 1941, this department brought suits against the same networks, alleging conspiracies in restraint of trade and attempts to monopolize interstate commerce in radio broadcasting, electrical transmissions and talent.

Thus, our complaints alleged that the networks were "insisting that the advertisers and advertising agencies using time on defendants' networks likewise use the services of talent under contract to defendants."

In May 1943, the Supreme Court upheld the authority of the Commission to promulgate the regulations. Soon after, on Oct. 18, 1943, the Government moved to dismiss its antitrust complaint for both networks had sold their artists' bureaus and now the Commission apparently had power to regulate any re-acquisition. Against this background, we inquire whether the networks presently insist in television as they allegedly did in radio, that advertisers use network shows in which network talent appears as a condition to the purchase of choice network broadcast time. Conversely, do networks seek to bar talent from their competitors' stage?

Mr. Keating: Because they do not have artists' bureaus relating to television, is that right?

Chairman Cellier: I think this goes beyond that. Mr. Hansen, I cannot answer whether they have artists' bureaus for television, but I am informed that they do not have.

Mr. Keating: These artists' bureaus relate only to radio, is that right?

Mr. Hansen: That is my understanding from the assistance that I have received here, but I do not know of my own personal knowledge whether that is true.

Chairman Cellier: But I presume you are pur-suing the matter as to whether or not networks presently have the same artists' bureaus that they had in radio for use of advertisers who use network shows, in which network talent appears as a condition to the purchase of choice network broadcast time?

Mr. Hansen: That is correct.

Chairman Cellier: If you find that that is so, does that mean a suit will follow?

A Suit Would Follow

Mr. Hansen: I would want to analyze all the facts, but if that is true I think it is a violation of the antitrust laws and a suit would follow.

Mr. Keating: When they disposed of their artists' bureaus and sold out that interest, the purchaser was entirely divorced from the networks at that time, was it not?

Mr. Hansen: That is correct. My understanding is now that the networks own or have interests in shows. That is what we are investigating.

Next we turn to network time sales to ad-vertisers. Corollary to this inquiry into network television show production practices is our recently instituted investigation of network time sales to advertisers. This inquiry aims to determine whether the procedures by which the networks distribute product—in other words, the methods by which they sell broadcast time on their own and their affiliated television stations—violate the antitrust laws.

One practice employed by all three networks is the so-called "must buy" policy. This policy requires the advertiser, if he desires to use the networks at time to purchase broadcast time on a large number of television stations. This "package" procedure varies somewhat between networks.

Thus, CBS requires a network sponsor to advertise on all four of the television stations it owns, plus 51 designated affiliated stations. The minimum time rate for an evening hour on one of the CBS network exceeds $70,000.

Mr. Keating: Is that what they charge for pro-political broadcasts?

Mr. Hansen: I think that is the rate; I have never purchased any.

Similarly, NBC requires the advertiser to buy time—

Mr. Keating: This is just for time?

Mr. Hansen: Correct.

Mr. Keating: In addition to that you have all of the production costs?

Mr. Hansen: That is correct.

Similarly, NBC requires the advertiser to buy time on its own six television stations, plus 51 designated affiliates during morning or afternoon hours; and during prime evening hours the advertiser, to obtain normal discounts, must also purchase time on 43 additional affiliates, for a total of 90 stations.

As a result, such package's minimum cost of an evening hour on NBC is approximately $90,000.

Mr. Maletz: Mr. Hansen, isn't it correct that the production cost will be more than the time charge? In other words, it may be in certain cases on the NBC network, for example, that the production cost for a show might run up to $100,000.

Mr. Hansen: I cannot answer that. I have heard of fabulous figures charged and apparently received, but I cannot answer that.

Mr. Keating: I am beginning to think this is a fabulous business.

Mr. Hansen: Well, coming from that section of the country where everything is in superlatives, I think it must be.

Finally, ABC's policy requires an advertiser to utilize all of the ABC-owned stations and such additional affiliated stations as will provide a minimum time charge of $30,000 per Class A evening hour.

Mr. Maletz: Judge Hansen, do you regard ABC's requirement as a "must buy" requirement?

Mr. Hansen: There are differences in it. I would want to study that.

The networks refer to the stations on the "must buy" list as "basic required" stations, "available only as a group."

The "must buy" list, however, relates to and derives support from the networks' control of their affiliates' prime telecasting time. This control stems from "time options.

"Option time" is industry shorthand for the contractual arrangements between a network and its affiliated stations by which the network has an option to require the stations to take network programs with certain exceptions, for a specified number of hours each day.

Since 1941 when the FCC promulgated its Chain Broadcasting Regulations, "option time" has been regulated. These regulations provide that option time may not be used for network programs with certain exceptions, for a specified number of hours each day.

Opening October 1st . . .

Michigan's first station with
ALL NEGRO PROGRAMMING
by a complete, experienced staff

WCHB
500 WATTS 1440 KC
Represented by John E. Pearson

The Continental Divide Station

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other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or any other time, to other network organizations.

In addition, the regulations provide that broadcasters may not have any arrangement with a network which prevents or hinders the station from rejecting or refusing network programs which the station unreasonably believes to be unsatisfactory or unsuitable, or which, in its opinion, are contrary to the public interest, or from substituting a program of outstanding local or national importance.

The FCC's Chain Broadcasting Regulations stem from the Commission's powers to regulate the operation of the stations it licenses to service the public interest under Title 3 of the Communications Act of 1934. The Commission has no such licensing power over networks and its rules are therefore necessarily directed against practices of the individual stations engaged in chain broadcasting or network ownership of stations.

Since the "must buy" arrangements are between the networks and the television advertisers, there is, I am informed, some question as to the Commission's authority to regulate these relationships. No such regulations presently exist, but the problem is under study by a special Network Study Group. Mr. Keating: In other words, it may be necessary to amend the law in order to give such jurisdiction over the networks to the FCC?

Mr. Hansen: That is correct.

Mr. Maltese: Or, conversely, the Dept. of Justice may conclude that the "must buy" policy is illegal, and bring suit; is that correct?

Mr. Hansen: Correct.

To avoid an apparently conflict between the antitrust division and the Network Study Group, before investigating networks' "must buy" policies we consulted that group's staff. The study director informed us, first, that his group was studying "option time" and "must buy" policies, and second, that they would not be handicapped by our investigation.

Against this background, we have launched an investigation of the effects of "must buy" upon advertisers and the television industry. As a first step, we have given careful consideration to the legal opinions submitted to the Senate Interstate & Foreign Commerce Committee by critics of the networks who contend that the "must buy" policy is illegal under the doctrines of U. S. v. Griffith, and U. S. v. Paramount Pictures Inc.

Conversely, we have studied with interest the several legal briefs submitted to the Senate Committee by the networks defending this business practice as reasonable, necessary and unrestrictive. To aid our investigation, we plan later this month to request the FBI to obtain a wide variety of information concerning network procedures for selling time to advertisers. In the course of its inquiries, the FBI will interview numerous network officials, selected television station owners, and executives from representative television advertisers.

Next we turn to the evidence thus far, legal issues it presents, and the path ahead.

A good beginning point, evidence thus far suggests, is the striking similarity between TV industry structure and that movie pattern condemned in Paramount. The court there held the eight defendants, acting in combination, had monopolized the movie exhibition business in first-run theaters via practices such as "block-booking," which violated the Sherman Act. Defendants in combination were found to possess not merely monopoly power over the price at which films were exhibited in theaters, but power based on theater control to deny rivals access to first-run theaters.

Now, compare, if you will, the Paramount defendants' power control with the networks' basis on station control.

"The five majors in 1945," the Paramount court found, "had interests in somewhat over 17% of the theaters in the United States—3,137 out of 18,070. Moreover, again in the language of the Supreme Court, 'in the 92 cities of the country with populations over 100,000, at least 70% of all the first-run theaters are affiliated with one or more of the five majors.'

Networks' control over the nation's TV stations dwarfs the majors' power over theaters condemned in Paramount. As of nine days ago, our evidence indicated there were 366 VHF television stations and 91 UHF stations—or a total of 457 commercial TV stations in this country. Of this 457, about 35 are independent stations with no network affiliation. From these statistics, it seems clear the networks own or are affiliated with more than 90% of the television stations in this country.

Moreover, as the report on "The Network Monopoly," prepared for the Senate Committee on Interstate & Foreign Commerce found, "NBC . . . includes 23% of the country's population within the service areas of its owned stations."

Similarly, the president of CBS conceded in his testimony before a Senate Subcommittee that CBS covers "approximately" 20% of the "population" with its owned stations. This same figure for ABC is slightly under 19%.

The question becomes, then, as the district court found in Paramount, do these figures certainly indicate, when coupled with the strategic advantages of vertical integration, a power to exclude competition from these markets when desired?

Most relevant to such questions of power and purpose, crucial to a Sec. 2 inquiry, are practices like "must buy." Beyond that, by themselves, they may violate Sherman Act Sec. 1.

Mr. Maltese: Do I understand this to mean that the Dept. of Justice takes the position that the "must buy" rule may, in and of itself, violate Sec. 1 of the Sherman Act?

Mr. Hansen: Correct. That is what we presently feel. We are looking into that to see that we have a basis for our conclusion.

Thus, our investigation of network control over talent and program production, though not yet complete, suggests that the principal networks beyond doubt have power to dominate, if not control, major aspects of television. This power, it seems clear, spils over simple distribution of entertainment to engulf production of programs, building of scenery, and tie-ups of...
talent. Against this background our inquiry now focuses on whether that power has been, or will likely be, used to exclude competition.

Apart from these Sec. 2 aspects, we question further whether in violation of Sherman Act Sec. 1, networks in fact "tie" or limit their time to use of shows in which networks own an interest or control.

Mr. Maletz: If you conclude that they do, will suit follow?

Mr. Hansen: If we find violations of the Sherman Antitrust Act, if we feel that there is evidence to support it, we do bring suits and it is our policy to do so.

Mr. Maletz: Now, if no other relief will suffice, will the Dept. of Justice demand divestiture?

Mr. Hansen: The "relief" factor is one of the most difficult decisions to be made in an antitrust case, and frequently divestiture is the only relief that will suffice. We have never hesitated to ask for divestiture if that is the only relief that would afford the necessary relief.

Mr. Maletz: Well, am I correct, then, in understanding that the Dept. of Justice would take the position that if no other relief would suffice, in the event it concludes that there are violations of the antitrust laws, the Dept. of Justice would seek a court order requiring separation between networks and network-owned stations?

Mr. Hansen: Well, that is our policy, yes.

Mr. Maletz: Would the Dept. of Justice also take the position that it might, in the event these other considerations occur, ask the courts to require the network to divest itself of its production facilities?

Mr. Hansen: It well could.

Beyond questions of network "tie-ins," our inquiry to date indicates that the "must buy" policy may—I emphasize may—tend to coerce advertisers into the purchase of network television time on stations which they do not want. "Must buy," as I suggested, relates closely to "option time." There is reason to believe that television advertisers accept the network-picked package of TV stations because of the networks' control, via "time options," of prime telescasting time.

Appraisal of network practices' impact upon TV advertising requires examination, among other things, of the alternatives to network advertising, if any, that are well known. Statistics do indicate that television advertisers spend considerable money each year on both national spot and local television advertising. In the aggregate these two alternative forms of advertising expenditures account for more than half the advertising expenditures for television time sales. However, this need not mean, of course, that these forms of television advertising are equivalent to or provide satisfactory substitutes.

In addition, "must buy" may—again I emphasize "may"—unduly restrict the chance of the independent TV station competing with the network affiliate to sell his time to an advertiser already tied to the network affiliate. This power offers opportunity for special abuses in cities or towns having only one or two VHF television stations. There a network is obviously tempted to use the dominant position its affiliates may hold to force the sale of time on affiliated stations in more competitive cities via "must buy."

Against this background, we plan to press our scrutiny of time-selling procedures to determine whether they constitute restraints upon affiliated and independent television stations. For example, our present information indicates that the networks, together with their wholly-owned stations, retain more than half of the total gross time charges paid by an advertiser for television time. Consequently, despite the very high cost of network time to an advertiser—from a minimum of $50,000 on the ABC network for a Class A hour to about $90,000 for a prime evening hour on the NBC network—the affiliated television stations broadcasting the network program receive only a small part of the advertiser's expenditure. Moreover, each network fixes time rates charged, not only by its owned and operated television stations, but also by all its affiliated stations for the same time periods which are sold to network advertisers. Our preliminary investigation aims to get facts to determine whether this constitutes illegal price-fixing.

Finally, we know that networks are tending toward dominance in program production. For example, the CBS network, based on figures it supplied, produced, in whole or in part half the programs shown on CBS. Such dominance may be buttressed by arrangements between the networks and AT&T for lease of coaxial cables or microwave relays connecting affiliated stations, which make it difficult for any other than existing networks to transmit live programs. Since these factors give additional leverage to the networks' "must buy" policy, they, too, we now scrutinize.

My judgment as to whether these or other practices transgress the antitrust laws must, of course, await completion of our investigations. These investigations, let me assure this committee, our division now presses with utmost vigor. If we were to do less, we would be remiss in fulfilling our obligations—jointly shared with the FCC—to see that access to a medium of communication as influential as television is limited only by the public interest and ... phenomena that make broadcasting possible.

Chairman Cellar: Judge Hansen, I want to compliment you on this very comprehensive and very forceful statement, and when one considers the overpowering magnitude of the television medium to influence public opinion and its persuasive power, economically and culturally and morally and spiritually, I hope that your inquiry will bring good results. It will only bring good results if you pursue it with a vigor that is indicated by this statement. I warn you that you are going to be the recipient of all kind of pressures, and I hope that you will resist those pressures and judge this objectively so that we can get a very constructive opinion from the department.

Mr. Keating: Certainly the statement which you have given to this committee makes it very clear that you are pursuing with vigor the enforcement of the antitrust laws in the Dept. of Justice. Some doubt has been expressed in some quarters from time to time about it, and it is very satisfactory to know that those who are particularly interested in the enforcement of those laws, as this committee is, and we have no fear about your vigorous pursuit of that objective.

Mr. Rodino: May I ask you, Judge Hansen, whether or not you would be able to estimate just how long it will take before your investigation is concluded?
Mr. Hansen: I would like to get some assistance on that. Well, it is broken down in parts. On the Westinghouse matter, I would say we would have an answer by the end of the year. On the overall program, Mr. Kramer tells me he feels it will require from one to two years to complete.

Mr. Rodino: And within that period of time, notwithstanding the fact that you make a pretty strong statement about the suggestion not withstanding the fact that the Paramount case did find a monopoly practice, nonetheless this condition would continue to exist and nothing can be done, you have no recommendations of any sort?

Mr. Hansen: Mr. Kramer just tells me that the investigation basis which led to the final decision of the Paramount case took approximately 10 years. I have no desire to delay this, I can assure you. We are going to push it as fast as we can. We have a number of matters there and frankly we are limited in the amount of personnel to do the job necessary.

Mr. Rodino: All I can suggest to you, Judge, is that if there is any help we can give you in any way of suggestions to the committees of Congress that will help you in getting adequate personnel, I think there would be sufficient interest and concern to the American public, no matter which way it turns, whether or not you find conclusively that there may be a monopoly or you find that there is, that the question be resolved because I think that otherwise grave and irreparable harm is going to be done if it is not.

Chairman Cellier: I would like to make this further observation: It is hoped that voluntarily those involved in these criticisms, against whom the criticism is leveled, will voluntarily endeavor, with the help of the FCC and the Dept. of Justice, and I might say with the help of this committee, to offer to make certain changes, constructive changes, consistent with their own successful operation and consonant with the public interest, so that in such cases long litigation might be avoided.

I am sure that the FCC could, within a space far short of one or two years, solve this matter, solve it not only for the chains but for the public; they have the power. If these broadcasting-telecasting rules can be appropriately modified with the cooperation of the chains themselves, I am sure a great deal of difficulty, a great deal of time need not be wasted, and the difficulties might be resolved.

It strikes me that that approach would be a far better approach than to have all the time and money expended by your department in these long and difficult investigations.

Mr. Keating: These networks are represented by distinguished counsel, and I have no doubt that they are aware of what is going on and would, I think, be advising the networks about the changes.

Mr. Hansen: In my short experience I have found that quite frequently when an industry or a segment of an industry has had its attention invited to a violation, they have consented to a correction, and as a result we have a very active consent decree program in the Dept. of Justice.

Mr. Rodino: Well, I am hopeful, too, that the television industry and those who direct this vast industry are sufficiently concerned about the public and the public interest, that they may themselves, as the Chairman has expressed it, voluntarily bring about, if they have sufficient confidence in the suggestions already made here, and the suggestions that will be forthcoming, that there may be a monopoly tendency.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
September 13 through September 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
CP — construction permit.
D.A. — directional antenna.
ERP — effective radiated power. vhf — very high frequency, uhf — ultra high frequency.
ant. — antenna.
vis. — visual.
w. — watts.
m. — megacycles.

Am-Fm Summary through Sept. 19

On Pend.-

AlLicensed Cps avg Iig Avg Am Fm Fm
on

522 437 34 8 1

FCC Commercial Station Authorizations
As of August 31, 1956

Am Fm Tv

Licensed (all on air) 2,288 515 266
Cps on air 44 30 71
Cps not on air 312 30 113
Total Authorized 1,540 390 820
Applications in hearing 183 1 123
New station requests 264 9 49
New station bids in hearing 17 7 7
Facilities change 170 4 5
Total applications pending 924 74 496
Licensed deleted in August 1 0 0

Based on official FCC monthly reports. These figures are not always exactly correct since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational and tv stations. For current status of am and fm stations see "Am and Fm Summary" above, and for tv stations see "Tv Summary," next column.

FCC ANNONCENMENTS

New Tv Stations

ACTION BY FCC

Victoria, Tex.—Albek Television Co. and Victo- ria Television Co. designated for consolidated hearing on applications for new tv to operate on ch. 19. Announced Sept. 19.

APPLICATIONS

Angusta, Me.— Pine Tree Best. Corp., vhf ch. 19 (195 -098.50 kw) to operate pursuant to order approved by the Boston, Mass. Geographic coordinates 44° 39' 50" N. Lat., 69° 45' 43" W. Long. and alt. 110 ft. above average terrain. First licensed 1927. 2 new tours ant. height above average terrain 779 ft., above ground 833 ft. Estimated construction cost $711,339, first year operating cost $684, 480. Post office address 401 Main St., Augusta, Me. Filed Sept. 9.

Detroit, Mich.—Plass Radio & TV Co., vhf ch. 6 (728-164 mc), rdf ch. 50 (109-174 kw) to operate pursuant to order approved by FCC. Geographic coordinates 42° 40' 55" N. Lat., 83° 17' 12" W. Long., and alt. 985 ft. above average terrain 1,025 ft., above ground 1,080 ft. Estimated construction cost $337,500, first year operating cost $305,000. Post office address 281 Fifth Ave., New York, N. Y. Studio location southeast corner of 10 Mile Rd. and Ryan Rd. Geographic coordinates 42° 40' 55" N. Lat., 83° 17' 12" W. Long. and alt. GE. Legal counsel Phillip M. Baker, Washington. Consulting engineer John H. Mullin- lacy, Washington. Principals include Alex Roseman (50%), former minority stockholder of WCAAM-TV, and present owner of Station Representative firm in N. Y.; Elie Hymen (25%), former owner of Associated Films, motion picture-tv film production firm, and David W. Barter (25%). Filed Sept. 17.

Elko, Nv.—Elko Best, Co., vhf ch. 10 (192-198 mc), licensed 1948, vhf ch. 50 (109-174 kw), to operate pursuant to order approved by FCC. First licensed 1953, alt. 7,700 ft. above average terrain. Ant. height above average terrain 355 ft., above ground 250 ft. Estimated construction cost $50,404, first year operating cost $85,000. Post office address P. O. Box 780, Elko. Station location: 1 mile east of Elko on U. S. Hwy. #40. Trans. location same as studio. Geo-


Total 1,919 357 789 558 1,616

One applicant did not specify channel.

Allocations

ACTION BY FCC

Canadian-U.S.A. TV Agreement—Pursuant to exchange of correspondence between Department of Transport of Canada and FCC, Table of Canadian-U.S.A. TV Agreement has been amended to add ch. 5 plus at Pembroke, Ont. and ch. 7 plus at New Glasgow, Nova Scotia. In adding ch. 5 plus at Pembroke, Canadian Government said they agreed that the tv station to operate pursuant to this amendment shall not be located less than 150 miles from Lake Place, N. Y., nor less than 171 miles from Rochester, N. Y. Announced Sept. 19.

Total 1,080 337 832 585 1,416

179 cps (33 vhf 137 uhf) have been deleted.

69 licenses or applications for new tv have been deleted.

90 458 12 90 458 12

1,416

PERITIONS

WERE-TV Wilkes-Barre, Pa.—Requests assign- ment of ch. 56 to Binghamton, N. Y., and deletion of same in Cortland, N. Y.; also assignment of ch. 72 to Cortland in lieu of ch. 56. WERE-TV operates on ch. 38. Announced Sept. 14.

WLAC-TV Old Hickory, Tenn.—Requests re- assignment of ch. 5 to Nashville, Tenn., instead of Old Hickory; also requests that Commission issue order to show cause why WLAC-TV's outstanding license should not be modified to specify operation at Nashville in lieu of Old Hickory. Filed Sept. 14.

Longview, Tex.—Greene Television Inc. requests deletion of ch. 5, reserved for noncommercial, educational purposes at Denton, Texas, and reassignment of said ch. 5, to Longview for commercial operation; also coincident allocation of ch. 71 to Denton for noncommercial, educational operation should it be deemed needed in public inter- est. Announced Sept. 14.

The Continental Divide Station

Broadcasting • Telecasting
Existing TV Stations...

**APPLICATIONS**

**SWMY-TV Elmlra, N. Y.**—Granted STA to operate experimentally on Channel 36 on March 6, 1957. Announced Sept. 17.

**WFSY-TV Jacksonville, Fla.**—Florida-Georgia Television Co., Inc. Filed Sept. 17.


**WATE-TV (TV)** Knoxville, Tenn. —Greater East Tennessee Television Inc. Filed Sept. 17.

**APPLICATIONS**

**KDOW-TV Tucson, Ariz.**—Seeks mod. of cp (which authorized new tv) to change ERP to 62.6 kw vis., 313 kw aura, and make minor equipment changes. Filed Sept. 12.

**KRCO-TV Rochester, Minn.**—Seeks cp to make changes in facilities of existing tv; change ERP to 316 kw vis., 180 kw aura, and make minor equipment changes. Filed Sept. 17.

**KCTV-St. Paul, Minn.**—Seeks mod. of cp (which authorized new tv) to change ERP to 160 kw vis., 90 kw aura, and make other equipment changes. Filed Sept. 17.

**KRCO** (TV) Jefferson City, Mo. —Seeks mod. of cp (which authorized new tv) to install DA system. Filed Sept. 17.

**WATE-TV (TV)** Knoxville, Tenn. —Seeks mod. of license to move corporation name WATE Inc. to WATE-TV Inc. Filed Sept. 17.

**KWAJ-TV Tuscon, Ariz.**—Seeks mod. of cp of WWMFJ (TV) to change ERP to 200 kw; change station location to 25 Fourth Ave. S., Tucson. Make changes. Location to Barker's Ridge Rd., about 14 miles north of Tucson; Huntington; install new system, and make other equipment changes. Filed Sept. 13.

**APPLICATION AMENDED**

**WREA-TV Eau Claire, Wis.**—Amended to change ERP to 310 kw vis., 155 kw aura, and make mod. and other equipment changes. Amended Sept. 18.

**New Am Stations...**

**APPLICATIONS**

**Sanford, Fla.**—Sanford Best Co., granted 1360 kc, 500 kw D. Post office address 101 Moonlight Ave. Portsmouth, Va. Estimated construction cost $7,900, first year operating cost $40,000, revenue $60,000. Owner WLOD-Portsmouth, Va., and director of WWMFJ (TV) and WAKE Tampa, Fla. and Robert Waidon, 18.56% owner of WLOD and director of WAKE. Filed Sept. 16.

**Borgata, Ga.**—Fernandina Beach Broadcasters' application seeking cp for new tv to operate on 1420 kc, 500 kw D. Returned. (Notarized wrong.) Action Sept. 17.

**Scottsville, Ky.**—State Line Best Co. application seeking cp for new am to operate on 1480 kc, 500 kw D. Returned. (Incompleted.) Action Sept. 17.

**Wixona, Minn.**—Wixona Best Co., is being advised that am new to operate on 1970 kc, 1 kw D. Indicates need of hearing. Announced Sept. 17.

**Odessa, Tex.**—Mid-Chiles Best Co. granted 1312 kc, 500 kw D. Post office address 1201 Del Rancho Dr. Irving, Tex. Estimated construction cost $24,900, first year operating cost $9,800, revenue $30,000. Principals are equal partners E. L. Roskelley, former station editor, KLIF Dallas, Tex., and presently private producer, and L. J.


**Grens, Utah—Valley Best Co.'s application seeking cp for new am to operate on 530 kc, 1 kw D., dismissed at request of attorney. Action Sept. 17.

**Tailey, Va.**—Aocomack-Northern Hampton Best Co.'s application seeking cp for new am to operate on 1330 kc, 500 kw D. Returned. (See application name.) Action Sept. 17.

**APPLICATIONS**

**Tucson, Ariz.**—Associated Broadcasters of Tucson, Inc.Filed Sept. 17.

**KTCF** (TV) Huntington, W. Va. —Seeks mod. of cp (which authorized new tv) to change ERP to 200 kw; change station location to 25 Fourth Ave. S., Tucson. Make changes. Location to Barker's Ridge Rd., about 14 miles north of Tucson; Huntington; install new system, and make other equipment changes. Filed Sept. 13.

**APPLICATION AMENDED**

**WEAU-TV Eau Claire, Wis.**—Amended to change ERP to 310 kw vis., 155 kw aura, and make mod. and other equipment changes. Amended Sept. 18.

**New Am Stations...**

**APPLICATIONS**

**Sanford, Fla.**—Sanford Best Co., granted 1360 kc, 500 kw D. Post office address 101 Moonlight Ave. Portsmouth, Va. Estimated construction cost $7,900, first year operating cost $40,000, revenue $60,000. Owner WLOD-Portsmouth, Va., and director of WWMFJ (TV) and WAKE Tampa, Fla. and Robert Waidon, 18.56% owner of WLOD and director of WAKE. Estimated construction cost $27,200, first year operating cost $91,704, revenue $96,000. Principals are equal partners David A. Diboll, former owner at KPMV (FM) Los Angeles, and Barnet Skrinn, orchestra leader. Filed Sept. 13.

**COLORADO SPRINGS, Colo.—Western Best Co.,** 1360 kc, 500 kw D. Post office address Box 1310, Lubbock, Tex. Estimated construction cost $34,230, first year operating cost $86,000, revenue $86,000. Principals are equal partners David P. Pinkston (50%), general manager at KDAY Lubbock, and Leroy Elmore, 30% owner of KDAY. Filed Sept. 18.

**Avon Park, Fla.**—Paramount Best Co., 1360 kc, 1 kw D. Post office address Box 905. Estimated construction cost $18,800, first year operating cost $24,230, revenue $28,000. Applicant is licensee of WMWB Greenville, S. C. Filed Sept. 18.

**Murfreesboro, N. C.**—Agricultural Best Serv. Co., 1360 kc, 500 kw D. Post office address F. O. Box 1892, Suffolk, Va. Estimated construction cost $12,768, first year operating cost $35,000, revenue $36,000. Owner Fred L. Hart is 13.75% owner of WLPM Suffolk, owns 8% of WDJN Wilmington, N. C. and is director of WFCF Winston, N. C. Filed Sept. 18.


**Martin, Tenn.—Weakley County Best Serv. Co.,** 1360 kc, 500 kw D. Post office address P. O. Box 470. Estimated construction cost $19,350, first year operating cost $30,325, revenue $37,446. Principals are equal partners James W. White and his wife Mrs. Neil B. White, newspaper interests. Filed Sept. 18.

**Diboll, Tex.**—Arthur Temple Jr., 1250 kc, 1 kw D. Post office address Diboll, Tex. Estimated construction cost $13,265, first year operating cost $26,000, revenue $27,000. Mr. Temple holds business interests. Filed Sept. 13.

**Livingston, Tex.**—Felix Keller Best Co., 1320 kc, 250 kw D. Post office address 311 Fern St, Patndena, Tex. Estimated construction cost $1,413, first year operating cost $26,000, revenue $32,000. Principals include Harold J. Haley (45%), business interests; Robert M. Sutton (45%), em- ployee at KTRK-TV Houston, Tex., and Don L. Gulthier (5%), engineer at KTRK (TV)-KTRH Houston. Filed Sept. 18.

**Honolulu, Hawaii—Kaiser Hawaiian Village** Radio Inc., 1650 kc, 5 kw am. Post office address 81 William Marks, 1924 Broadway, Oakland 12, Calif. Estimated construction cost $42,800. First year operating cost $50,000, revenue $50,000. Handled by publisher Henry J. Kaiser (50%) and Hal Lewis (50%), owner of Hal Lewis Assoc. Honolulu, station representative firm and disc jockey on KGPO Honolulu. Filed Sept. 17.

**APPLICATIONS RESUBMITTED**

**Phoenix, Ariz.—Grand Canyon Broadcasters Inc.**—Application seeking cp for new am to operate on 1540 kc, 1 kw D. Resubmitted Sept. 18.

**Punta Gorda, Fla.**—Deep South Radioways re- submits application seeking cp for new am to operate on 1360 kc, 250 kw w specified hours. Resubmitted Sept. 18.

**APPLICATION AMENDED**

**Tulare, Calif.—SanVal Broadcasters’ application** seeking cp for new tv to operate on 1370 kc, 1 kw D, amended to change anti-trans. loca- tion in northeast Tulare to Elgin & Hospital Bldgs., Tulare, and make change in ant. system. Amended Sept. 17.

**Existing Am Stations...**

**APPLICATIONS**

**WREJ Brevort, Ala.**—Granted change of op- eration on 1360 kc, 250 from unl. to specified hours. Announced Sept. 19.

**KKRZ Ridgecrest, Calif.**—Granted mod. of cp to change trans. site to 3 mile west of presently licensed site, and adopted letter to KDKR Ridgecrest, dissolving its petition to designate KRRK application for reinspection. Filed Sept. 19.

**WMNY New Orleans, La.**—Granted cp to change trans. location and make changes in ant. system. Announced Sept. 19.

**WJSK South St. Paul, Minn.**—Is being advised
NEGLIGENCE • FINANCING • APPRAISALS
BLACKBURN-HAMILTON COMPANY
WASHINGTO\N, D. C. 
105 West 42nd St., New York 36, N.Y. 
Jacky J. Harvey, President 
Washington Bldg. 
Quarterly Newspaper of the West. 

WASHINGTON, D. C.  
105 West 42nd St., New York 36, N.Y.  
Jacky J. Harvey, President  
Washington Bldg.  
Advertising page. 

Atlanta  
Clifford B. Marshall, Publisher  
Jackson 5-1577  

San Francisco  
William T. Shubbeke  
R. T. Elliott  
Telborn  
Exbrook 2-5671-2

NATION-WIDE SERVICE

FOR THE RECORD

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that application for change in operation from 1380 to 1385 kHz was not authorized by the Commission, and instead the Commission authorized a change in operation from 1380 to 1385 kHz. This was in response to a request from the new licensee.

APPLICATION
Paterson, N. J.—WPAT Inc. $3,165,000.  Post. Office address: 136 Maple St., Paterson. Estimated construction cost $7,500,000.  First and second class stamps, advertising, and Davis, and Nathan I. Schoenover, jewelry interests.  

KEBB Baker, Ore.—Grant of authorization to an individual to operate a radio station in Baker, Ore.  The station is to be named KEBB.  The application was filed by Mrs. Barbara J. Lockwood, executive of the Baker Women's Club.

WHRL—FM Sheboygan, Wis.—Grant of authorization to a corporation to operate a FM radio station in Sheboygan, Wis.  The station is to be named WHRL.  The application was filed by Mr. and Mrs. George B. Dent Jr. and John Alexander through gift of a share to each of their wives.  The application was approved on September 19.

APPLICATIONS

WMOY Montgomery, Ala.—Seeks assignment of license to WMOY Television System Inc. Corporate change. Filed Sept. 13.

KCCR-TV Sacramento, Calif.—Seeks transfer of control of a television channel.  The applicant is WWMT, a company owned by Mr. and Mrs. J. D. Martin and Mr. and Mrs. K. J. Bate.  The application was filed on September 17.

WTVY (TV) Tallahassee, Fla.—Seeks assignment of license to licensee of WTVY (TV), a station located in Tallahassee, Fla.  The application was filed by Mr. and Mrs. J. D. Martin and Mr. and Mrs. K. J. Bate.  The application was approved on September 17.

WFBK-TV Thomasville, Ga. Seeks assignment of license to licensee of WFBK-TV, a station located in Thomasville, Ga.  The application was filed on September 17.

WJNO-TV West Palm Beach, Fla.—Seeks transfer of control of a television channel.  The applicant is WWMT, a company owned by Mr. and Mrs. J. D. Martin and Mr. and Mrs. K. J. Bate.  The application was filed on September 17.

WDBX-TV Hattiesburg, Miss.—Grant of application to license to WDBX Corp., a corporation.  The application was filed by Mr. and Mrs. J. D. Martin and Mr. and Mrs. K. J. Bate.  The application was approved on September 17.
**OTHER ACTIONS**

Willimantic, Conn.—FCC granted May 18 motion by WHKL Newfied, Mass., only to extent of adding two new issues in am proceeding involving its application and that of Baker, Meiners, and the Windham Bestg. Co., both Willimantic Commission also denied May 14 petition by News- gl to add new issue in proceeding. Announced Sept. 19.

KGUL-TV Galveston, Tex.—FCC denied June 1 petition by ch. 14 WVRK-TV Houston, Tex., requesting that ch. 11 KGUL-TV be required to maintain its present facilities pending court action. Interns' decision of appeal from Commission's denial, after hearing of WTKH-TV's protest to mod. of cp for KGUL-TV. Announced Sept. 19.


**Routine Roundup**

**September 13 Applications**

**ACCEPTED FOR FILING**

License to Cover Cp
KORD Pasco, Wash.—Seeks license to cover cp which authorized new am.

WMRC (FM) Greenville, S. C.—Seeks license to cover cp which authorized new li. in licensed station.

WTVT (TV) Ft. Lauderdale, Fla.—Seeks license to cover cp which authorized new tv.

Modification of Cp
KRBB (TV) El Dorado, Ark.—Seeks mod. of cp for extension of completion date.

WCCB (TV) Hazamaan, N. Y.—Seeks mod. of cp (which authorized new cp. in licensed station)

WTVT (TV) Youngstown, Ohio—Seeks mod. of cp (which authorized new (in licensed station)

WCMV-TV (TV) Lancaster, Ohio—Seeks mod. of cp (which authorized new (in licensed station)

WJZ-AM-B-TV Boston, Mass.—Seeks mod. of cp (which authorized new (in licensed station)

Renewal of Licenses
KMON Marysville, Calif.; KCSB San Bernardino, Calif.; KDRA San Diego, Calif.; KFRC San Francisco, Calif.; KLOK San Jose, Calif.; KSUE Evansville, Ind.; KTVY (FM) Tuscaloosa, Wash.; KRCA (TV) Los Angeles, Calif.; KLTA (TV) Los Angeles, Calif.; KJIR-TV Los Angeles, Calif.

Renewal of License Retained
KPRL Paso Robles, Calif. (Name wrong.)

**September 14 Decisions**

**ACTIONS ON MOTIONS**

By Chief Hearing Examiner

James D. Cunningham

Mt. Kisco, N. Y.—Ordered that Hearing Examiner Herbert Sharrman, in lieu of Hearing Examiner Thomas H. Neihouse, will preside at Thomas H. Neihouse, will preside at

Voice of Berrien County, Niles, Mich.—Lake Broadcasters, Mt. Joseph, Mich.—Granted Sept. 7 petition of Voice of Berrien County for dismissal without prejudice of its application and motion to continue hearing of its application, and return to proceeding line application of Lake Broadcasters, Sept. 11.

Huntsville-Sheffield, Ala.—By memorandum opinion and order, denied petitions of Radio Huntsville Inc. and Huntville and B. Palt Jr., Sheffield, to accept written appearances filed late in proceeding re their am applications, and petitions' applications are dismissed with prejudice. Action Sept. 11.

Hubb, Mich.—On Chief Hearing Examiner's own motion, ordered that hearing re application of Livingston Bestg. Co., Hubbard, which was scheduled for hearing on Sept. 13, is continued to time which will be specified in subsequent order. Action Sept. 13.

By Hearing Examiner J. D. Bond

Signal Hill, Calif.—By memorandum opinion and order, denied Aug. 9 petition filed by The Cerullo Bestg. Co. of Signal Hill, for leave to amend its application so as to specify 1460 kc. 1 kw D. in lieu of 1460 kc. 1 kw. D. Select 1460 kc. 1 kw. D. Select 1460 kc. 1 kw. D. Select 1460 kc. 1 kw. D. Select 1460 kc. 1 kw. D. Select 1460 kc. 1 kw. D. Select 1460 kc. 1 kw. D.

Broadcast Bureau—Granted petition for extension of time from Aug. 23 to and including Aug. 27 to file response to Aug. 15 petition filed by The Cerullo Bestg. Co. of Signal Hill, Calif., for leave to amend its application. Action Sept. 11.

KOBB Tyler, Tex.—Upon the hearing ex-
September 17 Applications

AFFECTED FOR FILING

Modification of Cp

KOOS Coast City, Ore.—Seeks mod. of cp (which authorized change in frequency increases in power: installation of DA, and change in antenna, location) for extension of completion date. 

WKBD TV) Chicago, Ill.—Seeks mod. of cp (which authorized changes in facilities for extension of completion date: of request for extension of completion date to Dec. 3, 1957.

WNEB-TV New Bern, N. C.—Seeks mod. of cp (which authorized new tvs) for extension of completion date.

KPIE (TV) Roseburg, Ore.—Seeks mod. of cp (which authorized new tv) for extension of completion date. of request for extension of completion date to April 28, 1954.

WKOK TV Sunbury, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date: of request for extension of completion date to April 16, 1957.

WYES (TV) New Orleans, La.—Seeks mod. of cp (which authorized new tv) for extension of completion date: of request for extension of completion date to June 30, 1957.

WINR-TV Chicago, Ill.—Seeks mod. of cp (which authorized changes in facilities for extension of completion date to April 16, 1957.

WMAX Grand Rapids, Mich.—Granted license covering extension of completion date to April 16, 1957.

WFMF Greenville, S. C.—Granted license covering changes in antenna system.

WLBZ TV Tivoli, N. Y.—Granted authority to operate trans. by remote control from Colgate.

WMNF Montgomery, Ala.—Granted authority to operate trans. by remote control from 356 N. Capitol Park.

Following were granted extensions of completion dates as follows: WDBF TV Roanoke, Va., to 4-3-57.

KVLH Honolulu, Haw.—Granted license for am station.

KWES Weatherford, Tex.—Granted license for am station.

WMAX Grand Rapids, Mich.—Granted license covering changes in antenna system.

KAKF Fargo, N. Dak.—Granted license covering changes in Station.

KFWO TV Tivoli, N. Y.—Granted authority to operate trans. by remote control from 1283 Broadway, New York City.

KFWO TV Tivoli, N. Y.—Granted authority to operate trans. by remote control from Colgate.

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<tr>
<th>Name</th>
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<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>735 De Sales St., N. W.</td>
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Making Friends... Influencing People

Employers like our prompt friendly service. They look first to BROADCASTERS for solution of every personnel problem because each candidate's qualifications are clearly set forth in a professionally prepared resume and report of reference investigation. Each candidate has been carefully screened by specialists who KNOW radio and television.

Placement clients soon become our friends. They like the personal attention we give to the furtherance of their careers, our lower fees and ready willingness to WORK in their behalf.

EXECUTIVE & STAFF LEVELS CONFIDENTIAL CONTACT NATIONWIDE SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC. 233 Trans-Lux Bldg. 724 Fourteenth St., N. W. Washington 5, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$5.00 minimum.

All other classifications 30¢ per word—$4.00 minimum • Display ads $1.50 per inch.

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. Forward resumes and photos immediately to box numbers as soon as published. BROADCASTING • TELECASTING expressly reserve the right to exclude any candidate for any cause they may see fit.

RADIO

Help Wanted—Continued

Texas station needs top man experienced in small markets, to assist manager with sales, programming, etc. requires minimum five years experience, like hard work, enjoy small towns. References. $400.00 month. Box 898A, B-T.

Salesman down to earth. Sales and announcing. Excellent salary. Small but tough market. Box 898A, B-T.

Salesman guaranteed weekly salary, commission, accounts assigned for service. Our allowance. Immediately opening for selling organization. Contact Manager, KLEX, Lexington, Missouri.

West's first radio station now under new ownership offers outstanding opportunity to aggressive, experienced salesman willing to help develop local sale in one of California's fastest growing markets. Account potential unlimited. Above average salary. Good opportunity for right man. Contact Bob May, WKW, Stockton, California.

Florida market that's booming, top-rated station with incentive commission plan and offers fine list of on-the-air accounts. Ex service and guarantee to a solid citizen who can sell good radio. Contact: Sales Manager, WCOA, Pensacola, Florida.

Little Rock, Arkansas—KOKY—new all negro programmed station. Needs experienced white salesman. If you like money and want to move up with a new organization, send resume and photograph immediately, John M. McDonnell, Box 1686, Little Rock, Arkansas.

WASHINGTON: Station requires experienced announcer-engineer with 1st class license, B-T. Call first letter.

B-T.

Desire group of aggressive, experienced young announcers with solid background. Immediate opening. Box 898A, B-T.

Top rated WIBC station, southwest, needs personality deejays and experienced mobile newsmen. Here's your chance to make top money and join a famous chain of independent radio stations. Rush tape and background. Box 898A, B-T.

Minnesota station needs news director. Starting salary $1850.00, with good personality able to be good announcer. able to type. Box 898A, B-T.

Immediate opening for personality disc jockey. Midwest market of 125,000. Top money for the right man. Experienced only. All mail, special delivery, tape and background to Box 898A, B-T.

Miami, Florida, WINZ 50,000 watts music and news independent, needs staff dj. Experience in production spots desired. Send resume and tape, no phone calls.


Immediate opening northern Florida station for an aggressive engineer with 1st class license, from southeast. Base salary, plus commission in agricultural market. Account potential Unlimited. Box 898A, B-T.

Florida full-time network station needs good announcer-engineer with 1st class license. Must be college trained. Excellent facilities, good market. Good pay. Write or call] M. V. Emerick, Dania, Florida.

B-T.

Immediate opening WTMU, San Antonio, Texas. Station is a growing market with a lot of potential. Good salary, plus comm. Write or call Box 898A, B-T.

Top pay. Daytime station. WITX, Wilmington, Delaware.

Opening for experienced announcer who knows how to sell. New station on eastern seaboard, would like to live in a small town, fastest growing market possible. Salary in $1000 plus. 1000 watt daytime music and news station. Prefer experienced announcer. Earnings required. $500 to start two weeks paid vacation, plus one year. Send tape with your story and audition to Marvin Hower, Program Director, WPSQ, Idaho.

Contact our offices with your resume and references. New station opening about November 1. Want good, dependable men with ability and expect to pay accordingly. Send complete resume, photo, salary, requirements, audition tape. Dick Howell, 96 Bali Daily Star, Niles, Michigan.

B-T.

Technical

Chief engineer for 1000 watt fulltime station in Louisiana. Box 898A, B-T.

Wanted: Young EE graduate with good mathematical ability for position with established Washington consulting engineering firm, involving broadcasting and development opportunity for professional advancement. Send resume. Box 898A, B-T.

Regional station with television in large Midwest market requires experienced, creative engineer. Sal- ary for 40 hours is $90.00. Box 898A, B-T.

B-T.

Chief engineer-announcer, forty hours weekly, western Florida. Top pay for right man. Box 898A, B-T.

Chief engineer-announcer, Southern California, Indio. Excellent market, fine opportunity and location. Send resume and photo. Fred D'Angelo, KCSB, San Bernardino, California.

Page 126 • September 24, 1936

RADIO

Help Wanted—Continued


Starting pay 75 to 90 for promotion-minded staff announcer for fulltime independent in thriving college town. We believe in permanence and have a salary scale, bonus, insurance and retirement plan to assure the right man a permanent position. Ability will be considered. Box 1567, Little Rock, Arkansas.

B-T.

Help Wanted—Continued

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Payable in advance. Checks and money orders only.

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Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$5.00 minimum.

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Salesman guaranteed weekly salary, commission, accounts assigned for service. Our allowance. Immediately opening for selling organization. Contact Manager, KLEX, Lexington, Missouri.

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Little Rock, Arkansas—KOKY—new all negro programmed station. Needs experienced white salesman. If you like money and want to move up with a new organization, send resume and photograph immediately, John M. McDonnell, Box 1686, Little Rock, Arkansas.

Announcer

Wanted: Gibby DJ—with verve. Polished smoothmouthed. Clever intro, rhythm, etc. Wanted by station in midwest. Box 898A, B-T.

Announcer, first phone, sober, reliable with top notch sell ability. Technical ability sufficient for capable routine equipment maintenance. Right salary for you. Good prospects with Westward Georgia Independent. Box 786A, B-T.

Rapidly expanding Chain in Pennsylvania needs experienced announcers, engineers, junior executives. Call or write. Applicants must have experience. Must be fast, accurate board operators, play-by-play experience an asset but not essential. Engineers must be capable of assuming responsibility, including maintenance, purchasing and installing new operations. Executives must have minimum two years start experience and be ready for positions of responsibility immediately. Direct young aggressive men who know their jobs and who want permanent place with a future in a growing organization. Send tape, resumes, photographs to Box 786A, B-T.

Top rated Nohoac station, southwest, needs personality deejays and experienced mobile newsmen. Here's your chance to make top money and join a famous chain of independent radio stations. Rush tape and background. Box 898A, B-T.

Michigan regional expanding staff. Need two fully experienced air and street salesmen combination. Immediate opening and recognition as area leader. Write or call immediately.

Announcer-operator, best working conditions, salary commensurate with experience. Tape, photo and references. Box 855A, B-T.

Immediate opening for personality disc jockey. Midwest market of 125,000. Top money for the right man. Experienced only. All mail, special delivery, tape and background to Box 898A, B-T.
Situations Wanted

Manager

Sales manager/manager: Experienced. Top personal sales record. Established industry ability to train, direct and build productive solid up-to-date know-how sales staff. Quality acceptance reputation; three stations since 1940. Two sold, owners took over. Now employed sales manager. Owner-management blocks increased earnings. advancement. Certified background outline, yours for requesting. Confidential. Box 844A, B-T.

Agency TV-radio director or station sales manager position wanted. Extensive television experience with CBS affiliate in large market. Philadelphia area preferred. Married, college graduate, veteran. Box 859A, B-T.

Station Manager-chief engineer 12 years experience. Construction, programming, sales, announcing, lots of ideas. Box 866A, B-T.

Attention southern stations. Can turn loser into profit maker in three months. Salary-percentage plan or straight percentage after six months. Small markets only. Will travel for interview. Box 872A, B-T.

Manager: Successful record three major markets, fifteen years. Owner just sold. I sell profitably too. Box 879A, B-T.

Manager: Top reputation, references, documented. Sixteen years profitable operation, owned my own station eight years. Good local national sales record. Box 880A, B-T.

Sales manager: Now employed. Personally billed over $100,000 several years running. Not possible here. We both can do better. Box 881A, B-T.

Station manager, strong on sales, rough on competition. Mature, energetic, efficient operator. Long successful experience. Good references. Available immediately. Box 892A, B-T.

WHERE ARE QUALIFIED PEOPLE?
WHERE ARE THE BEST JOBS?

For intelligent answers about JOBS or PEOPLE...

When problems begin to develop telephone, write or wire...

Palm-De Meyer, Inc. (Agency)

50 East 42nd Street
New York 17, New York

Paul Baron, Director for Radio, Television Film, Advertising

Murray Hill 2-3900
(Our new telephone number)

A reputation for thorough service based upon:
Our extensive files;
Our ideal location;
Our ability to match proven records against your personnel requirements;
Our judgment in spotting potential;
Our experience in handling problems just like your own.

For best results, please be as complete as possible in your first letter, or call.

No advance registration fee.

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 broadcast equipment. Here's an excellent opportunity for training and experience with color TV transmitters. Opportunities exist in Atlanta, Chicago and suburban Philadelphia.

CAN YOU QUALIFY?

You need: 2-3 years' experience in broadcast equipment, including work on TV or AM transmitter 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 interview, please send a complete resume of your education and experience to:

Mr. James Bell, Employment Manager, Dept. Y-3J
RCA Service Company, Inc.
Cherry Hill, Camden 8, N. J.

RCA SERVICE COMPANY, INC.
RADIO

Situations Wanted—(Cont'd)

Young radio manager, top sales, good programming, wants larger market, radio or television, manager or commercial manager. Box 862A, B-T.


Salesmen

Wanted, sales or management in upper Midwest. Several years experience in both. Sales record over $70,000.00 annually. Presently employed. Will take four weeks to make change. Complete resume on request. Box 848A, B-T.

Salesman-sales manager, long successful experience in national, local and regional am and tv, available now, presently located in New York, but will relocate. Box 886A, B-T.

Announcers

Negro broadcaster, experienced dj, all staff duties. Third license, Wayne Carter, 737-11th Street, N. W., Wash., D. C.

Negro broadcaster, girl trained for all staff duties, copy and traffic, Marie Crowe, 737-11th Street, N. W., Wash., D. C.

Announcer-dj. No great talent, just steady, dependable, mature air-salesman. Box 871A, B-T.

To or radio. Man and wife proven sales records. Strong on the air personalities dj’s musical background. Will do staff. Employed. Box 789A, B-T.

Staff announcer thoroughly trained in news, commercials, dj and board. Tape available. Box 828A, B-T.

Excellent all-night dj who is ready to move up the ladder. Present position can’t pay me the money I should be earning. 36 years old, 5 years broadcasting experience. Good family man, non-smoker. Present employer my best recommendation. I know music, can sell on the air. Box 849A, B-T.

Sports, news, 10 years experience. Authoritative, reliable, conscientious, available immediately. Box 842A, B-T.

Announcer-combo man with 9½ years experience. Good on news and music. Desires permanent position. Very dependable and available immediately. Box 864A, B-T.

Staff announcer, 18 months experience. Easy, pleasant delivery. Married. 2nd phone. Prefer northeast. Box 947A, B-T.


Cen., New York, Penna., N. J. only. Experienced staff announcer, currently employed, desires to relocate. Excellent news, commercials, dj, board, college grad, married, veteran. Tape references available. Box 957A, B-T.

Announcer, 13 months staff experience. Control board operation. Available immediately. Box 894A, B-T.

Experienced announcer, 25, vet, married. Wishes Florida or New England. Box 896A, B-T.

Announcer, 4 years. All phases. Married, Veteran. Desires permanent location. Box 867A, B-T.

Top copy dayplay wants position combo. Clever, eddy, fast, breezy program. Write Box 877A, B-T.

RADIO-TELEVISION

HELP WANTED

2 Radio Personality—Announcers...$150 per week up

Several Radio-TV Techs...Salaries Open

TV Operations Supervisor...$137.50 week

Radio-TV Salesmen...Top Salaries Plus Comm.

Several Announcers Need...Excellent Salaries

Plus Other Radio-TV Jobs

JOBS WANTED

Experienced TV Production People

Several Outstanding Sports Men

Local News Men...6 yrs. experience

Program Director...Available immediately

Announcers, Combo, D.J.,...Several Available

Plus sales and copy people

Personnel and job requests have been pouring in from ALL sections of the country. List NOW with National for the job OR person you’ve been looking for! Write, wire or phone M. E. Stone, Manager today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.
RADIO

Announcer, 3 years experience, news commercial, DJ strong on sports. Available immediately. Barry Pfeffer, 1973 Daly Avenue, Bronx 60, New York.

Technical

1st phone. 7 years experience construction, maintenance, available immediately. Box 869A, B-T.

Engineer with five years experience general broadcast engineering and operation. Prefer mid-west and pay in line with local conditions. Box 869A, B-T.

Programming-Production, Others

Newsmen. Foreign correspondent on way home from Berlin and Paris. Announcer, writer, special events, three years newspaper. Box 869A, B-T.

TELEVISION

Help Wanted

Managerial

Company operating TV stations in several extremely attractive, rapidly growing small markets needs executive personnel, strong sales background desired, managerial potential required. Permanent connections with genuine opportunities for men who can convince us they're right material for small to medium situations. Openings available immediately. Send complete resume including salary requirements. Box 869A, B-T.

Salesmen

Having opening for aggressive salesman in excellent two station market. NBC affiliation. Salary and commission. Radio sales background a must. Contact Sales Manager, WTVO, Rockford, Illinois.

We have an opening immediately in sales for man who is qualified to handle local and regional sales at grass roots level in southern market of 50,000 on CBS affiliated vhf. Position calls for strong background in local sales. Opportunity unlimited as to salary and future. This is an important job and we expect to pay well if you are qualified. Send complete letter with trade references and pictures to John E. North, P. O. Box 308, Jackson, Tennessee.

Technical

Chief engineer for progressive VHF GE installation, southwest. Must be fully qualified and experienced for both transmitter and transmitter. Give complete background and references. Box 869A, B-T.

Engineers needed at once for expanding coastal California network vhf. Studio, transmitter maintenance and operation experience a must. Excellent opportunity for fully qualified men. Periodic raises and profit sharing plan. Rush complete resume to Bill Harrison, Chief Engineer, KSBW-TV, P. O. Box 1851, Salinas, California.

Engineer, first class ticket. Qualified in both maintenance and operations. Chris Everson, WCBI-TV, Columbus, Mississippi.

Programming-Production, Others

Girl as assistant to program manager. Established network vhf. Experienced on-camera help but not required. Typing and shorthand essential. Box 711A, B-T.

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 5049, B-T.

Experienced cameraman for program department of large eastern network affiliate. Include salary requirements with full resume. Box 875A, B-T.

TELEVISION

Help Wanted

Managerial

Plum director, willing to accept responsibility, take projection shift, handle scheduling: supervise projectionists. KWWL-TV, Waterloo, Iowa.

Opportunity for good newcomer with some staff work. TV only. Write qualifications and availability. Peter F. Gallagher, WQLV-TV, Easton, Pennsylvania.

Situations Wanted

Management

East and midwest. TV salesman-director-producer-announcer available for medium market. Prefer program director, will consider comparable offer. Eight years experience two major markets. Double in sales. Box 865A, B-T.

Salesman

Salesman-announcer, eight years experience, radio and tv. Now selling tv. Box 868A, B-T.

Technical

Television newscaster with proven ability. Mature, married, reliable. Box 788A, B-T.

Dependable, ambitious director. Three years production experience, now employed with maximum power CBS affiliate. Married, veteran, immediate availability, will relocate. Box 866A, B-T.

News editor with strong CBS regional affiliate wants to direct new operation. Preferably in midwest or east. Young. Ambitious. Experienced organizer. Box 862A, B-T.

Confucius says: He who needs experienced producer-director-switcher, very wise to write Box 855A, B-T.

TV producer-director currently and for past eight years employed in major market, desires position preferably in smaller market with emphasis on live programming. Box 783A, B-T.

Radio newsmen wants teevee. Five years reporting and broadcasting, including newspaper. Also solid foreign experience. Box 871A, B-T.

Announcers

Presently employed NBC basic. Experienced on-camera. 2 years. Looking for larger market. Married, 21, east preferred, consider elsewhere. Box 865A, B-T.

TELEVISION

Situations Wanted—(Cont'd)

Top radio personality, available for TV! It's time for the "Big Switch!" My name is Hal Murray, 36, disconsolate. For 14 years have had top Hooper radio "Murray-Go-Round"! Professional know-how, savvy, taste, phenomenal ad-lib comedy, for above average shows. Addition to entertainment have genuine sales success story. Employed and doing excellent job at Cal. independent, but sick-to-the-gills of "Top-30," repellent, "juke-box" operation and alliteration chores. I'm talented, not a "machine." Anyone can "just" spin records. Station and I love each other personally, but disagree on policy. They know this ad. Two years in Dallas daily. 4-day PER WEEK-TV (Penna), 7-day WTVX-TV (CBS-owned, Milwaukee), 13 years comedy-emceeing, acting, vaudeville, night-club, public-speaking, etc. Hard worker, original, ambitious and not a "carpetbagger." Successful past Miami, Salt Lake City, Akron, Milwaukee, New Orleans. 1½ years Mutual Network ("Dividend Matinee"), guest shots CBS and NBC nets ("Big Preview"). Summer replacement WNEW New York City. Personable, good appearance, sense-of-humor, neat. Not a "Primadonna" but believe in my work. It's good, Radio's changing, so am I. Background is for TV. West, permanent niche. $500 weekly start. Consider TV-radio combo. Tapes, brochure, excellent references. I swear thee! Hearken my call! Hal Murray, Radio Station WNOE, New Orleans, Louisiana.

FOR SALE

Stations

Midwest all-watt, good frequency, city 13,000, good site. Original cost: Building $46,000, equipment $33,000. Grossing $6,000 monthly. Price $75,000. Now down payment plans available. FCC dupogly rules necessitates "quick sale." Box 862A, B-T.


Equipment


Keep working capital free. Lease needed studio, engineering, freight, etc., 1800, 2100, 2400. Also need freight car box. Anywhere U. S. A. Gene O'Tallon & Sons, Inc., 365 Grant. Denver. AM 4-2287.

ENGINEERS NEEDED AT ONCE

Expanding, coastal, California network vhf needs immediately, engineers fully qualified and experienced in studio, transmitter maintenance and operation. Excellent opportunity for qualified men. Periodic raises and profit sharing plan. Rush complete resume to Bill Harrison, Chief Engineer, KSBW-TV, P. O. Box 1651, Salinas, Calif.
FOR SALE—(Cont’d)

Equipment

For sale: Revamping operation, have surplus two Gates CB-12 & 54 speed turntables with gray viscous arms, gray equalizers, GE pickups with diamond stylus and RCA BQ14 fine groove turntable with BQ12A booster amp. One 3-channel PTE5 Mag-recorder, one Gates MD-9555 pair in all perfect condition, 18 months or less old will give 30-day warranty on parts. Contact Manager, WSOF, P. O. Box 36, Virginia Beach, Virginia.

Converter 12 VDC to 115VAC 200 watts. New, never used. Write WIFM Radio, Elkin, N. C.


WANTED TO BUY

Stations

Radio people interested in purchase of AM station, Texas preferred. others considered. Small market. Box 860A, B-T.

Want to buy radio station on eastern seaboard. Minimum annual billing $150,000. Answer confidential. Box 860A, B-T.

Part ownership desired by experienced program men and play-by-play sports director. Can make substantial investment. Married, veteran, college graduate. Box 860A, B-T.

I have qualified clients wanting stations. Texas, Arkansas, Kansas, Missouri, Oklahoma, Colorado. Operating figures transmittal. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

3-5 kw FM trans, suitable antenna, monitor, audio console. Advise make, price, hours used, etc. Reply to Box 867A, B-T.


Wanted to buy: One used kw AM transmitter for standby for cash. Send details and price. Box 897A, B-T.

INSTRUCTION

FCC first phase 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 W-2, 821 19th Street, N. W., Washington 6, D. C.

TELEVISION
Help Wanted
Technical

WANTED
Experienced Studio and Transmitter technicians for maximum power VHF in major market. Send resume, photo and phone number, to Box 817A, B-T

FOR SALE

Equipment

WANTED—TV PROGRAM MANAGER
West Coast VHF network station wants young man with ideas for top local programming. One thoroughly experienced in all phases of program and production departments who works with sleeves rolled up and uses ingenuity and imagination instead of dollars for results. Send full particulars. Replies strictly confidential. Box 868A, B-T

FOR SALE

TOWERS
RADIO—TELEVISION
Antennas—Cable Coil
Tower Sales & Erecting Co.
6109 N. E. Columbus Blvd.
Portland 11, Oregon

FOR SALE

RCA 5 DX Air Cooled 5 Kilowatt AM
Transmitter, including operating spare parts and tubes. Price $5,000. F. O. B. Amarillo. Also available 21 function Remote System for this transmitter suitable for directional antenna use. $2,100. Equipment available about October 15th.

KFLA, Amarillo, Texas
B. S. Spiller, Chief Engineer

FOR SALE

425 FOOT GUYED
STAINLESS TOWER
Complete with guys and lighting. Perfect condition. Now in use supporting three bay channel 4 TV antenna and side mounted eight bay FM antenna. Easily converted to insulated tower for radio use. Available approximately October 1st. Contact E. B. Vordermark, WM8R-TV, Jacksonville, Fla.

BROADCASTING

Continued from page 124

motion for continuance of hearing now scheduled for Sept. 27, re an application of WNYV, Ky., Action Sept. 18.

By Hearing Examiner J. D. Bond

KODY North Platte, Neb.—Issued order after observing conference for further terms, provisions which shall govern course of further proceeding, re an application of KODY, and ordered that hearing shall be commenced at 9:00 a.m. Sept. 25. Action Sept. 18.

BROADCAST ACTION

By the Commission


WANTED TO BUY

Equipment

Used old and obsolete broadcast transmitters power of 5 K.W. and up. Please send description and price to Box 825A, B-T

EQUIPMENT WANTED

I want to buy three Ampex 450-B reproducers. Also I want to buy one Ampex 350-C recorder. Time is important. Immediate cash deal on delivery. Please reply immediately to Box 855A, B-T

INSTRUCTION

For the Record

Accepted for Filing

Modification of CP
WJLD Westwood, Mass.—Seeks mod. of cp (which authorized changes in ant. system by adding tv ant.) for extension of completion date.

WKNK-FM Williamston, Pa.—Seeks mod. of cp (which replaced expired permit) for extension of completion date.

KWNC-TV Los Angeles, Calif.—Seeks mod. of cp which authorized new tv for extension of completion date.

WNLC-TV New London Conn.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 1, 1957.

WHDA-TV Marquette, Mich.—Seeks mod. of cp (which authorized new tv for extension of completion date). WIBR-TV Lebanon, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KYAN-TV Vancouver, Wash.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of Licenses

KBOX Modesto, Calif.; KB7A-AM Sacramento, Calif.; KIXN (TV) Los Angeles.

UPCOMING

SEPTEMBER

Sept. 24-25: Louisiana Assn. of Broadcasters, annual meeting, Captain Shreve Hotel, Shreveport, La.

Sept. 27: Massachusetts Broadcasters Assn., annual meeting, Hotel Somerset, Boston.

Sept. 28-29: Broadcast Sales Management Conference, University of Mississippi, University, Miss.

OCTOBER


NABT CONFERENCES

Region 8 (Wash., Ore., Calif., Nev., Ariz., T. E., Alaska)
Region 6 (Utah, Okla., Tex.)
Region 2 (Pa., Del., Md., W. Va., D. C.)
Region 1 (New England)
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., Fla.)

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FOR THE RECORD

September 24, 1956 • Page 131
The Folly of Foley Square

IN THE past 10 days the Celler Antitrust Subcommittee has manufactured a public enemy—the television network.

To judge by much of the testimony and many of the comments of subcommittee members, television networks are no better than voracious beasts, eating anything they can get their claws on. It is a frightening image of corporate lust that has been created in New York's Foley Square.

The fact is, of course, that the image is not a true likeness. It has been fashioned out of distortions, ignorance and, in much smaller measure, a pinch of truth. If it is anything, it is a cruel caricature.

Any knowledgeable observer knows that network operations and practices contain flaws. Networks may even have committed technical violations of the antitrust laws, although we are without legal training to say they have or haven't. But viewed at worst, networks deserve no such abuse as they have been accorded before the Celler hearing. Indeed, the networks' contributions to the economy, the entertainment and the culture of the country entitle them to special consideration.

It was the networks that were foremost in the early development of TV, at enormous costs to themselves. Leadership in program innovation has come largely from the networks. Most of television's memorable shows and special events were produced and/or delivered by networks. It does not in any way deme the value of syndication or feature film to say that television would not have advanced to its fabulous proportions of today if there were no networks.

In the process of providing leadership in the development of television, networks have reaped the leaders' rewards. They are now making money. They are big businesses as businesses go in the entertainment-information world. Is it to be their penalty for being successful to be bullwhipped before any Congressional committee that wants a headline?

IF IN THE speed of general television growth the networks have grown too big and too ungainly, if networks have developed strength beyond the power of normal competition to control, the remedies are neither as simple nor as punitive as some of those proposed at the Celler hearings.

To date, the suggestions for curing the problems of network bigness, if indeed there are problems, have been as unreal as the caricature of rapacious bigness that has been manufactured at Foley Square.

There has been testimony by Assistant Attorney General Victor Hansen of possible divestiture proceedings against the networks. Mr. Hansen has not specified the operations or properties of which the government may ask the networks to divest themselves, but there are indications that he may have been referring to program ownership of stations or to stations owned even to station affiliations. It must be regarded as significant that Mr. Hansen, in his testimony Sept. 14, likened present network "control" over affiliates to the movie producers' control over theatres which was outlawed in 1948.

For a government prosecutor to talk of divestiture is to imply an unnatural, indeed dictatorial, concentration of power. Yet the facts speak otherwise. In programming, networks own less than half the shows that broadcast; the majority of their programs originate from outside sources. Network ownership of stations is limited by FCC regulation to the same maximum that applies to any other licensee. To say that present affiliation contracts, which also are regulated by the FCC, give networks the arbitrary power of life and death over affiliates is to brand as cowards or liars the dozens of executives of affiliated stations who testified to their satisfaction with present arrangements in voluntary appearances before the Senate Commerce Committee a few months ago.

The mere threat of divestiture, issued publicly by an officer of the Dept. of Justice, is in itself a condemnation before trial. It implies that networks have illegally acquired their possessions, that the criminal is about to be caught with his swag.

Imparting an air of criminality to the activities of broadcasters is, unhappily, not without precedent. Only recently the same Dept. of Justice filed criminal antitrust charges against 10 Philadelphia radio stations which had allegedly agreed not to indulge in the in-same rate cutting that has reduced some stations elsewhere to the status of itinerant rug peddlers.

If the Philadelphia stations were guilty of any violation, it was a violation of a technicality in that they entered an agreement, which the Dept. of Justice says was illegal, to engage in acts which nobody in his right mind would say were wrong. It would seem to a non-legal mind like ours that this was a matter that the Justice Dept. could have straightened out without resorting to the dramatics of criminal action.

-Similarly, it would seem that whatever the problems of present network operations, they could be resolved by less drastic means than government divestiture or the threat of it.

Divestiture would be no cure, even if a cure were needed; for the network situation of today is less the networks' doing than the government's. Two networks are in dominant position at the moment because in many major markets no more than two comparable outlets are available. The third network has progressed from a poor to a stronger third almost in direct ratio to the opening of third facilities in key markets. A fourth failed because of the hopelessness of waiting for four comparable facilities in these markets.

If the government wishes to create an opportunity for strong competition in television networking, it is more apt to succeed by correcting the facilities scarcity than by artificially weakening the networks that now exist.

OF ALL the accusations made before the Celler subcommittee, none was more heartless than that of Billy Rose.

Mr. Rose blamed the networks for Elvis Presley.

That is the kind of crack that should provoke any red-blooded network executive to invite Mr. Rose to step outside. But we suspect it passed relatively unnoticed amid other inanities at the Celler hearings.

Mr. Rose was testifying on behalf of ASCAP, which he said was being victimized by a broadcasters' plot to favor BMI music which Mr. Rose said was "junk." Mr. Rose said the great ASCAP standards were being forced off the air. "It is the current climate on radio and TV," he said, "which makes Elvis Presley and his animal pu-turings possible."

To hear Mr. Rose, one would think that ASCAP and its members were on the verge of being driven out of business. The record does not support him.

ASCAP is taking more money from broadcasting today than it did before the advent of BMI. Of course, it would be taking still higher sums if it had been allowed to continue its monopoly of the music business.

In testimony of ASCAP witnesses and in comments of Celler subcommittee members last week, BMI was charged with being a monopoly. That is a curious change of roles. It was ASCAP that so monopolized the music business before BMI that it was able to charge extortionate fees. Since BMI introduced competition to the field, music costs have been more realistic to the music user and yet both ASCAP and BMI have prospered.

Under ASCAP and BMI competition, the whole music field has profited, and public interest in music of all kinds has never been more intense. The fact that Mr. Presley and rock and roll are en-joying momentary popularity should not be allowed to obscure the fact that better music abounds on the nation's airwaves.

Page 132 • September 24, 1956

**editorials**

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