ONE CENT will go a long way these days on WHO Radio!

Take 6:00 to 10:00 at night as an example . . .

'T's a lot of talk around these days about "periods in radio"—nighttime, midafternoon, etc.—and some of this yak is pure advertising opportunity.

LOOK AT THE RECORD . . .

WHO Radio, a 1-minute spot between 6 and 10 p.m. will deliver 54,934 actual listening Iowa homes.

It's 8.9 homes for a penny, or 1,000 homes for $1.12—ALL LISTENING TO WHO!

The minimum. In addition, WHO's 10,000-watt, Clear-Channel voice gets thousands of unmeasured listeners both in and outside Iowa! There are half a million extra home sets in Iowa alone—and limitless bonus sets in "Iowa Plus"!

Let Peters, Griffin, Woodward, Inc. set the WHO Radio picture straight for you. It's a tremendous story!

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

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport.

WHO for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., Exclusive National Representatives
... NOT SEVENTEEN?

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

But what good is coverage without consistent picture quality? Without the highest audience ratings and without the best day or night programming to penetrate this vast Northeastern Pennsylvania market?

That WBRE-TV and only WBRE-TV has all four of these: COVERAGE . . . AUDIENCE . . . RATINGS . . . and PROGRAMMING consistently, is a matter of national record.

Today there are 17 or more kinds of Zebra with stripes of varying widths and colors. Very confusing to the eye, making them least attractive of all four hoofed animals.
"You Say KRNT-TV Has Swept The Des Moines Ratings?"

"You Bet! KRNT-TV IS FIRST in 337 of 462 Quarter Hours Surveyed!"

"KRNT-TV Has 18 OUT OF TOP 20"

LATEST ARB REPORT
FULL POWER — FULL COVERAGE

CBS TELEVISION
A COWLES OPERATION

DES MOINES TELEVISION-CHANNEL 8 IN IOWA
KRLD, alone among major 50,000 watt radio stations in the rich, rapidly growing Dallas-Fort Worth Market, operates on a single frequency full time, sharing not so much as a minute.

This means one order, one billing ... and that every announcement you use, no matter what time of day, is applied to earn for you a maximum frequency discount.

Texas' oldest CBS affiliate ... KRLD is the Dallas-Fort Worth station to which a vast audience tunes with a purpose ... for specific listening ... and that makes your representation on 1080 doubly effective.

Buy double the impact for half the cost on ...
$60 MILLION WAR CHEST • ABC will make its big bid for network leadership next fall by putting new millions into programs, and will soon disclose it has $60 million in cash to back up expansion. Story was told to several members of FCC last Friday by Leonard H. Goldenson, president of parent company, now doubling as president of ABC Division, who paid courtesy calls in Washington. AB-PT is borrowing another $28 million from Metropolitan Life and New York banks, and with present cash position of $37 million, will have $60 million liquidity after taxes and expenses to go out all. New loans already have been approved by banking houses and AB-PT board.

APPOINTMENT of Oliver Treyz, president of TVB, to head television operations of ABC, dispels notion that tv operations were to be “taken over” by motion picture executives of AB-PT. Mr. Treyz, who became TVB’s first president 22 months ago, left ABC where he directed radio network. He was importuned by Mr. Goldenson to return to ABC, becoming opposite number of Vice President Don Durgin, who heads radio network operations. Mr. Treyz will be elected vice president in charge of network television at board meeting next month.

ANOTHER FOR McCAW • Sale of KDAY Santa Monica, Calif., by J. D. Funk, publisher of daily Outlook, and associates, for gross of $650,000 to Gotham Broadcasting Co., licensee of WINS New York, will be announced this week, subject to usual FCC approval. Station operates on 1580 kc with 10 kw daytime, but holds CP for 50 kw, which would assure full coverage of greater Los Angeles, it’s claimed. Gotham is owned 75% by J. Elroy McCaw, and 25% by Jack Keating. Other stations in McCaw-Keating group are KTVR-TV Denver, KFYR-TV Honolulu. Mr. McCaw owns KTVW (TV) Seattle. Sale handled by Art Hogan through Alfred Zugschmit. Understood present personnel, under General Manager George Barron, will be retained.

TV STATIONS will be hearing loud protests from Hollywood creative talent guilds (writers, producers, directors) for failing to include full credits in newspaper and other promotional advertising for movies featured now scheduled on tv. Air credits alone are not enough and movie precedent calls for complete identification with picture titles. Tip-off to guilds came in their own backyard when KTVT (TV) Los Angeles forgot credits in $100,000 promotion of Colgate-Palmolive premiere of MGM backlog (see page 66).

P. R. PUSH BY BMI • One of direct results of Celler Antitrust Subcommittee hearings on music performance aspects will be stepped up activity by BMI in public relations end. While no announcement was forthcoming from BMI board meeting in New York last Tuesday, it’s understood that proponent board view was that ASCAP had won publicity skirmish and that BMI had job to do to tell true story of introduction of competition along Tin Pan Alley.

ENLIVENING BMI-ASCAP hassle will be series of articles on music copyright fight in process by New York Journal American, probably to be syndicated in Hearst newspapers. Earl Newsome organization has been handling public relations for BMI while ASCAP has, among its public relations counsel, Newmyer Assoc., Washington.

WHILE DUST SETTLES • Robert E. Kintner, who wound up last week as ABC president (story page 31), plans to leave Wednesday for San Juan for three-week vacation, after which he will determine future activity. Mr. Kintner has received number of offers, both in and out of broadcasting. He was noted syndicated columnist and author before he joined Army in World War II.

SCHIEDELER & BECK, New York, which was formed five years ago when principals broke away from Duane Jones & Co., is understood to be negotiating merger with one of at least three other New York agencies. Currently agency handles C. F. Mueller Co., Heublin Inc., McIlhenny Co. (Tabasco) and Newsweek magazine.

TALLY SHEET • Tf tv film producers and distributors who have been negligent on payment of residuals to actors and creative talent for re-runs of syndicated product have until next spring to make amends. Residual Research Service, new Hollywood firm headed by George Reeves, star in Superman series (Flamengo Films), about March will issue first quarterly subscriber report listing all film series showings on U. S. tv stations since 1952 and reports station cooperation in project to date is “excellent.”

TELEVISION will help close another 6,000 grade “B” and “C” theatres in next three years but isn’t only bugaboo as Hollywood claims, according to Frank Ricketon Jr., theatre operations manager for National Theatres, major chain of 335 houses which is building several “deluxe” theatres in Los Angeles area each with four-acre parking lots. Real culprit is lack of sufficient top grade features from producers, he says, noting old features on tv will be only “battle of channels” not affecting his business.

ODD PROPOSAL • In letter to national station representatives, Shape-Wilkes, New York advertising agency, suggested they urge stations to contact local Democratic leaders (Volunteers for Stevenson-Kefau- ver Committee) for 30-second radio spot announcements. Request is seen as strange of uhf & vhf station representatives would not get commission on spots which would be placed locally by committee, although letter from Shape-Wilkes asks that stations remit commission to agency for spots which they have prepared.

FCC staff slightly taken aback at vigorous tone of some uhf CP-holders in their requests last week for extensions of construction permits. They seemed to think Oct. 16 date was deadline after which uhfs not yet on air would face stiffened attitude on part of FCC. So uhf grantees took Commission to task for setting what they considered deadline in light of still unsettled uhf policy. Commission apparently failed to make clear that Oct. 16 was date only for administrative convenience and was not to be considered cut-off date. In January when Commission extended batch of uhf permits it said that uhf permits would not be forced to critically examine what uhf CP-holders had done. When July date came around, FCC automatically issued three months’ extensions, but dropped demand that uhf permittees fish or cut bait. General attitude is that FCC won’t essay any crackdown until current uhf/vhf allocation proceedings are concluded.

TRAVEL SPOTS • To explore prospects of development of national spot for both radio and tv in international and domestic travel fields, McCaw-Keating stations (WINS, New York, KFYR-TV Denver, KTVW [TV] Seattle) have retained A. F. Lang & Assoc., New York, which already has begun comprehensive survey. Current emphasis is on air travel, but all travel fields will be covered. A. F. Lang, former British Air Vice Marshal, is head of consulting group.
Ratings make them sign the first time —
but it takes results to make them renew

at WHB . . . 87% renewal

Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station music, news and ideas attract tremendous audiences—which in turn attract advertisers. But it takes results to make local advertisers come back for more. And WHB is Kansas City’s results station. So much so that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station.

Talk to the man from Blair, or WHB General Manager, George W. Armstrong.

<table>
<thead>
<tr>
<th>Latest METRO PULSE</th>
<th>Latest AREA PULSE</th>
<th>Latest AREA NIELSEN</th>
<th>Latest HOOPER</th>
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<tr>
<td>WHB first all day and night. WHB first 360 out of 360 hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.</td>
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<tr>
<td>WHB 1st all day. WHB 1st 263 out of 288 ½ hours. 25 second place ¾'s, none lower, Mon.-Sat. 6 a.m.-midnight.</td>
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<td>WHB first all day and night with 42.7% share of audience. WHB first every time period. Mon.-Sat. 6 a.m.-6 p.m.</td>
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<tr>
<td>WHB 1st all day with 45.6% of audience. Mon.-Fri. 7 a.m.-6 p.m., Sat. 8 a.m.-6 p.m.</td>
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</table>

87% of WHB’s 40 largest billing local accounts in 1955 . . . have renewed in 1956 . . . with several contracts yet to come up for renewal!

WHB

10,000 watts—710 kc

Kansas City

**THE STORZ STATIONS**

Today’s Radio for Today’s Selling

<table>
<thead>
<tr>
<th>WDGY</th>
<th>WHB</th>
<th>WQAM</th>
<th>KOWH</th>
<th>WTIX</th>
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<td>Min</td>
<td>Kansas City</td>
<td>Miami</td>
<td>Omaha</td>
<td>New Orleans</td>
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Represented by John Blair & Co.

Represented by Adam Young Inc.
at deadline

MONOPOLY, EXECUTIVE POWER HIT:
EVINS CHARGES NETWORK ESPIONAGE

EVINS SUBCOMMITTEE of House Small Business Committee Friday released its "sum-
mary report" of hearings in 84th Congress on
FCC and other federal regulatory commissions
and agencies. Report charged monopolies in
broadcasting and other industries and recom-
manded measures to remove "centralized power
of the Executive Branch" over Federal agencies,
giving Congress complete control over their
operation.

At same time, in statement being released
today (Mon.) Chairman Joe Evans (D-Tenn.)
charged "unauthorized circulation" of "earlier
draft" of report by "officials" of NBC, CBS and
"also former chairman of some of the agencies," who,
he said, "are reviewing, criticizing and perhaps advising persons in responsible posi-
tions on courses they desire to be taken regard-
ing this report." He called this "sort of lobby-
ing effort to influence the Committee against issue-
ance of the report."

CBS Inc. Vice President Richard Salant
promptly denied such activity on CBS' part in
statement also for release today. He said Rep.
Evins is "completely mistaken," and that no one at CBS has sought draft report or seen it.
Rep. Evans charged draft was "leaked" by "some persons outside the committee to whom a pre-
liminary draft of the report was made avail-
able."

Subcommittee recommended "Hoover Com-
mision" plans enacted by Congress for various agencies be repealed to chairman may be se-
lected by agency members; that agency appro-
priations be exempt from Budget Bureau ap-
proval, agency instead taking its money requests
directly to Congress; that some agencies, now
required to get Budget Bureau approval for
certain projects, be exempted from requirement;
that agencies not be required to submit their
views on legislation to Budget Bureau; and that agencies appealing to Supreme Court from U.S.
Appeals Court decisions against them not be
required to clear appeals through Solicitor
General.

Report recommended that regulation over
commerce by FCC and other agencies be made
"clearly independent of the Executive Branch" and
"more responsive" to Congress, which created
them as arms under its power to reg-
ulate commerce.

It cited testimony by uhf representatives and
statement by Daytime Broadcasters Assn. that
FCC has fostered monopoly by networks and
power radio stations, respectively. As other
instances of tv network monopoly, report cited
CBS memo on FCC Comb. Robert E. Lee's
1954 phone talk with CBS President Frank
Stanton, subpoenaed from CBS files; testimony
before House Antitrust (Celler) Subcommittee
that Comb. Lee had been reported as saying
FCC should not "concern itself unduly with pro-
grams or business operations" because broad-
cast revenues are best qualified to run their own af-
fairs in the public interest; report by Sen. John
W. Bricker (R-Ohio) on "The Network Monop-
opoly."

Citing presidential appointments which it
said were calculated to give White House more
power over federal commissions, report said
"notable departure" was appointment of Comr.
Rostel H. Hyde as chairman in 1953, but that
"press" [BW] at that time noted that if Comr.
Hyde didn't give "desired results," President
would be free to name successor, which, report
added, President did when he nominated George
C. McConnaughay in 1954. It noted Mr. Mc-
Connaughay earlier had represented AT&T sub-
sidary in rate case before Ohio Public Utilities
Commission.

Report referred to testimony last month be-
fore Celler subcommittee by Victor Hansen,
assistant attorney general, in which he said tv
network practices bear "striking similarity" to
1948 Paramount "block-booking" movie case.
Report again turned to criticism of FCC ac-
tivity, citing testimony to congressional groups.

Report criticized NBC President Robert W.
Sarnoff's defense of BMI before Celler unit and
referred to its claims last March that FCC
Chairman McConnaughay had told Rep. Evans
FCC could not give information on staff ac-
tivities because they would be subjected to In-
dustry pressure. Report said "record is elo-
quent" on FCC's failure to prevent growth of
monopoly; that Chairman McConnaughay has
testified he believes big business can be relied
on to give more accurate information about its
problems than small business.

Gore Asks Stations
About Political Buying

SENATE Elections Committee headed by
Sen. Albert Gore (D-Tenn.) Friday mailed
questionnaires to all U. S. tv stations asking for
amounts spent locally and regionally on each
outlet in behalf of candidates for President,
Vice President or U.S. Senate.

Query asks actual amounts spent from Sept.
1 through Oct. 21, broken down as to time
(sports and programs) and other costs such as
production and pre-emption charges. Outlets
are asked to fill out estimates of costs of time
they expect to be purchased on station from
Oct. 22-Nov. 5 period.

John Moore, subcommittee counsel, said
questionnaire was framed with assistance of
Robert Heald, chief attorney of NARB.

Staff is asking answers postmarked not later than
Oct. 23. Similar questionnaire will go out after
elections to am and fm stations, who will be
asked to reply by deadline to be set between
Nov. 25-30, Mr. Moore said.

Query last week calls for names of organiza-
tions buying time and whom they support.

Football Suit Settled

TWO-YEAR old $2.1 million damage suit
brought by now-bankrupt Liberty Broadcast-
ing System Inc., Dallas, against National Foot-
ball League and nine member clubs, settled
Friday for $100,000. Liberty charged league and
cubs violated Sherman Antitrust Act by il-
legally monopolizing radio broadcasts of pro-
fessional football games. Settlement was ap-
proved in Philadelphia by Federal Judge Alan
K. Grim, ending litigation which started Oct.
1, 1954.

• BUSINESS BRIEFLY

MIDWEST SPORTS • Standard Oil Co. (Ind.)
buys 13 Big Ten, three non-conference basket-
ball games on 30 midwest stations in seven
states via Sports Network, first half only with
second half to be sold co-op. Series starts Dec.
6. Six stations to be considered. Agency: D'Arcy

DOVE DEBUT • Lever Bros.' new beauty bar,
Dove soap, now in about 30 U. S. markets,
will use tv to open up St. Louis, South Bend,
Ind.; Quincy, Peoria and Rockford, all Ill.,
starting later this month and will break into
Canada with radio-tv-print campaigns in two
test markets—Kingston and Sault St. Marie,
both Ontario—starting Oct. 29. Agency: Ogilvy,
Benson & Mather, N. Y.

SANKA SPOTS • General Foods (Instant
Sanka), N. Y., in addition to two week radio
spot schedule starting Oct. 22 [BW, Oct. 15], is
preparing another two week spot schedule start-
ning Nov. 12 in about 35 markets. Young &
Rubicam, N. Y., is agency.

COMPETITION • Imperial margarine made
by Lever Bros., through Foote, Cone & Belding,
N. Y., will be promoted on Lux Video Theatre
NBC-TV in addition to spot campaign. Foods
division of Anderson & Clayton & Co. is
introducing new shortening called Flair in
Midwest and Southwest, with tv spot announce-
ments starting late in October through D'Arcy
Adv. Co., N. Y.

Pan-Am Quits 'Press',
Will Concentrate on Spot

PAN-AMERICAN World Airways, alternate
week sponsor of NBC-TV's Meet the Press, will
make decision one way or the other concerning
six Ohio stations also to consider taking the
Sports Network, alternate sponsor Liberty,
Network, Inc., agency for both Pan-Am's advertis-
ing manager, Murray Barnes, told BW this "we've been very much interested in
booming up some marginal markets, and it's our intention in the future to concentrate more and more in fewer markets."

Pan-Am, which "definitely" will not consider
network buys for present time, also sponsors
local weathercast on WTVJ (TV) Miami, se-
ties of travel shows, Hawaii Calls, in 4-5 western radio markets, and spots on several eastern
foreign language radio stations. Its Press sta-
tion lineup was 19 as against alternate sponsor
Johns-Manville Corp.'s 37 NBC-TV affiliates.
I. Walter Thompson Co., agency for both Pan
Am and Johns-Manville, indicated Friday that
latter had not yet reached decision one way or the other to renew Press but that notice should be forthcoming before end of month.

WAAA Sold for $150,000

SOLD FRIDAY: WAAA Winston-Salem, N.
C., for $150,000 from Camel City Broad-
casting Corp. (Ronald Woodward, Louis Proe-
lich and others) to Laury Assoc. Inc., New
York. WAAA is subject to joint operating agree-
ment. New company comprises equal partners Robert A. Mon-
roe, former vice-president for programming, Mutual-WOR New York, and Arnold Schnei-
derman.

October 22, 1956 • Page 7
**THERE CAN BE ONLY ONE LEADER!**

**IN CENTRAL NEW YORK**

**IT'S WHEN-TV**

---

**HERE ARE THE FACTS**

Total Television Quarter Hours during the last 12 months.

<table>
<thead>
<tr>
<th>PULSE</th>
<th>ARB</th>
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<tbody>
<tr>
<td>WHEN-TV</td>
<td>567</td>
</tr>
<tr>
<td>OPPOSITION</td>
<td>281</td>
</tr>
<tr>
<td>TIES</td>
<td>12</td>
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</tbody>
</table>

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**KANSAS CITY**

- **KCMO Radio**
  - 810 kc. CBS
- **KCMO TV**
  - Channel 5 CBS

**SYRACUSE**

- **WHEN Radio**
  - 620 kc. CBS
- **WHEN TV**
  - Channel 8 CBS

**PHOENIX**

- **KPHO Radio**
  - 910 kc. ABC
- **KPHO TV**
  - Channel 5

**OMAHA**

- **WWOW Radio**
  - 590 kc. CBS
- **WWOW TV**
  - Channel 6

---

**MEREDITH Radio and Television STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines.
ABC IS SHOOTING FOR '57-'58—GOLDENSON

ABC-TV plans to create new programs with "high audience and sponsor appeal," and to stimulate greater sales" in 1957-58 season, according to Leonard H. Goldenson, president of AB-PT and recently re-elected president of ABC. In quarterly report to AB-PT stockholders to be released today (Mon.), Mr. Goldenson also disclosed:

- "Every effort" will be made to increase sales in final quarter this year as well as first two quarters of '57.
- TV network's sales of "prime evening time" for this fall season totaled 19½ hours per week compared with 17½ hours at this time last year.

Mr. Goldenson, who was directed Oct. 16 by AB-PT's board to assume direct supervision of ABC following resignation of Robert E. Kintner as ABC's president (story page 3), noted fall sales of Mickey Mouse Club (Mon., Fri., 5-6 p.m.) fell "considerably below" those of last year and that program is not making same "substantial" contribution to earnings as in previous year, although program continues as audience getter.

ABC also showed usual seasonal decline in earnings for third quarter (of 1956), Mr. Goldenson said in his report which mentioned board's action in directing him to head network. Mr. Kintner's resignation, he said in his report, was accepted because of "policy differences."

Mr. Goldenson reported AB-PT's consolidated earnings for first nine months of year totaled $6,616,000, or $1.53 per share common stock, and net operating profits at $5,688,000 or $1.31 per share. Same period last year comparative figures were: $5,286,000, or $1.21 per share on consolidated earnings; $5,254,000, or $1.20 per share on net operating profit.

Capital gains for nine months were $930,000 as against $32,000 last year. Third quarter net operating profits was $1,484,000, or 34 cents per share, as against $1,899,000, or 43 cents per share in same quarter last year.

He also reported AB-PT's project to strengthen theatre side of business by disposing of unprofitable units "is being accelerated." He said that "as stated at the last stockholders' meeting, the process of weeding out unprofitable theatres represents a conversion of our assets into cash for reinvestment in our business."

Earlier announced plans of AB-PT to enter motion picture production to stimulate flow of product to theatres will be on "relatively small" basis until experience dictates expansion.

Gross Up, Profits Down
In Nine Months at RCA

SALES at RCA for first nine months of this year (includes products and services of firm and its subsidiaries) hit record high of $812,524,000 or 10% above previous high set for same period last year, Brig. Gen. David Sarnoff, RCA board chairman, announced Friday. Earnings after federal taxes totaled $27,893,000 for period, compared to $30,995,000 in same period last year.

After payment of dividends on preferred stock, net profit earnings on common stock were $1.82 per share as against $2.04 per share earned in first nine months last year. Record sales high of $286,036,000 for third quarter also reported—representing increase of 13% over third quarter 1955. Common share earnings this third quarter totaled 30 cents as compared with 58 cents per share in third quarter of last year.

WHK Names NBC Spot Sales

APPOINTMENT of NBC Spot Sales as national sales representative of WHK Cleveland, effective Nov. 1, announced Friday by Kenneth K. Hackathorn, general manager of station, and Field, director, NBC Spot Sales. WHK, owned and operated by Forest City Pub. Co. (Cleveland Plain Dealer and News), operates on 1420 kc with 5 kw.

Indiana Resolution Urges
Music Licensing Be Kept Open

"All necessary steps" to preserve right of selection between per program and blanket contracts and principle of clearance at the source in music license negotiations should be taken by NARTB, regional conference in Indianapolis voted Friday (early story page 74).

NARTB region also adopted this resolution: "It resolved, that the members of Region 4 of the NARTB extend invitation to Sol Taishoff, in appreciation of his completion of 25 years of service to broadcasters."

Ephrata Satellite Upheld

FCC reaffirmed 1955 grant of satellite ch. 43 Ephrata, Wash., to Basin TV Co., owned by KIMA-TV Yakima, Wash., denied protest by KSEM Moses Lake, Wash., announced Friday. Commission said KSEM failed to prove charges regarding overlap, concentration and that satellite will deprive Ephrata of local station (KSEM asked that ch. 8 be moved from Walla Walla to Ephrata in this was denied). Commission decision follows recommendation by examiner last December.

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the week in brief

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ALL AMERICA

PROUDLY HAILS...
THRELLING TALES OF MEN AND WOMEN
ZIV'S NEW STAR-SPANGLED

SPINE-TINGLING SHOWMANSHIP AT YOUR COMMAND!
Now present your product on a tv program with the impact of a 21-gun salute... a story series ablaze with the adventures, loves, heartbreaks and triumphs of the U.S. Midshipmen!

FOR THE SPONSORS AND STATIONS WHO WANT THE
ADVENTURE!

TING WINNER!

*COMPELLING AS THE CALL TO COLORS! GLORIOUS AS OUR COUNTRY'S HISTORY!*

*SURGING WITH EXCITEMENT, SENTIMENT AND HEROISM!*

**STARRING THE U.S. MIDSHIPMAN** portrayed by topflight Hollywood talent...with a new hero for each thrill-filled half-hour.

Write or phone collect today for an early audition date.

SEQUENCE AFTER SEQUENCE FILMED AT ANNAPOLIS!

And lavish...with Hollywood stars, thousands of U.S. Midmen, Navy planes, ships and equipment...a program people will take pride in recommending to their circle of friends.

ZIV
Television

TO SOL TAISHOFF

Just as you do, we enjoy looking at the past with its great history of accomplishments in broadcasting. But also like you, we prefer to think of the unlimited future and what it may bring to us all.

We believe Broadcasting-Telecasting’s quarter-century of service to the industry is more than a fine record—it’s the surest promise of a useful and prosperous future. All our best wishes as you enter your twenty-sixth year. NATIONAL BROADCASTING COMPANY
THE GREAT WAR

WITH the showing last Tuesday of "The Great War"—an hour-long documentary on the so-called war to end all wars—NBC-TV's Project 20 achieved its third success in as many appearances, no mean trick in a field where program momentum is sometimes rare.

Basically a skillfully-edited montage of old newreel clips—many of which came out of NBC's archives of old "March of Time" films—"The Great War," unlike "Nightmare in Red" or "The Twisted Cross," depended less on dramatic reconstruction of history. As a matter of fact, only 5% of total footage was "faked," and this came from early German and British films.

But film alone wouldn't make the Project 20 series as super as it is. As usual, Henry (Pete) Salomon and Richard Hansen contributed a script that was highly professional in ever sense of the word. As a sample, we would offer their one-line description of the Liberty Bond drives of 1917: "The whole galaxy of Hollywood stars twinkled patriotically." Robert Russell Bennett, too, should be credited for a masterful musical score, a potpourri of stirring U. S. Army marches, Irving Berlin and George M. Cohan songs, as well as the national anthems of the combatants.

Production costs: $125,000

Sponsored by North American Philips Co. (Norelco shavers), New York, through C. J. LaRoche & Co., Tues., Oct. 16, on NBC-TV, 8-9 p.m. EDT.

Produced by: Henry Salomon; script by: Henry Salomon and Richard Hansen; assistant producer: Donald Hyatt; edited by: Iosac Kleinerman; music by: Robert Russell Bennett; narrated by: Alexander Scourby; assistant film editor: Silvio S. Alliera; research: Daniel Jones, Mel Stuart, Judith Greene.

S.O.S. FROM THE ANDREA DORIA

BY FOCUSING on three cabins of the ill-fated Andrea Doria, last week's Circle Theatre telecast told the story of this Italian liner's collision with the Swedish Stockholm in terms of intense personal drama: the husband who perseveres against all odds and even hope to free his wife from the weight that is crushing her; the mother's frantic plunge into the dark water in a suicidal attempt to rescue her baby; the quiet heroism of the waiter who stays to help when he was free to go to safety.

First-rate writing, production and acting combined to make an hour of drama that was as believable as it was thrilling, and no one should complain that Circle Theatre made no attempt to present a fullscale picture of the tragedy such as Kraft TV Theatre did so memorably for the Titanic. But one can ask why the woman so dramatically thrust into the Petersen's cabin was not identified as Mrs. Camille Cianfarra, but remained nameless throughout the telecast.

Production costs: Approximately $55,000.

Sponsored by Armstrong Cork Co., through BBDO on NBC-TV, alt. Tues., 9:30-10:30 p.m. EDT.


AMERICA PRESENTS AMERICA

HOW the United States Information Agency uses radio, television, magazines, newspapers, books, motion pictures, information centers, exhibits and trade fairs in all parts of the world to tell the story of the United States and our national policies and objectives is clearly and interestingly shown in a half-hour film (actually 26½ minutes) just issued by USIA.

Starting with a presidential press conference, the film shows how USIA within minutes is beaming the story overseas on a score or more of frequencies and in as many languages, bow at the same time the report is moved for publication in the world's newspapers within hours, how films are processed to be flown abroad for telecasting in Latin America and Europe within 48 hours and the rest of the world within 56 hours. It digresses for a fast look at the Communist machine, then returns to our side to show how we combat the Red propaganda.

Made primarily as a training film for USIA employees, America Presents America is also available for television showings as a public service program. USIA will not permit commercial sponsorship.

Production cost: Approximately $20,000.

Produced for USIA by Movietone News; director: Jack Glenn; producer: John J. Gordon; film editor: John Hughes; script writer: Carl Pugh.

NAVY LOG

A YEAR'S shakedown cruise on CBS-TV seems to have helped Navy Log, which premiered last Wednesday on ABC-TV. It is the series which takes an incident involving the Navy and wraps it up in a story line which bears at least some resemblance to the original. Still owned by CBS, it was placed on ABC when the former network could not schedule it to the sponsor's wishes.

The ABC-TV version starts with a brilliant photographic opening showing ships and planes and other phases of the Navy in action. After that it is something less than brilliant, mainly because the producers have stuck in scenes which smack of an amateur. In the opener, for example (it was the story...
In Spot TV too...

Value increases with Time!

Edward Petry
NEW YORK • CHICAGO • ATLANTA • DETRO
Sam Colt’s revolver, a highly sought after item in the Old West, originally retailed for $16. Today, a collector’s item, one model recently sold for $10,000.

Similarly, many segments of TV time, much sought after when television began, have enormously increased in value since. And because television continues to expand rapidly (thousands of new TV sets bought daily, viewing time per home keeps increasing), their value will be even greater in the months ahead.

As your Petry representative can quickly show you, no other advertising approaches the impact, flexibility and versatility of Spot TV in selling your product. Furthermore, you spend as much as you want in just the markets you need. May we give you full details on the best TV time segments and programs available in these markets?

WSB-TV ............. Atlanta
WBAL-TV ............. Baltimore
WGN-TV* ............. Chicago
WFBA-TV ............. Dallas
WESH-TV ............. Daytona Beach
WTVD ................. Durham-Raleigh
WICU ................. Erie
KPRC-TY ............. Houston
WHTN-TV ............. Huntington
WJHP-TV ............. Jacksonville
WJIM-TV ............. Lansing
KAUN-TV ............. Little Rock
KCOP ................ Los Angeles
WSMI-TV ............. Milwaukee
KSTP-TV ............. Minneapolis-St. Paul
WSM-TV ............. Nashville
WTAR-TV ............. Norfolk
KMTV ................ Omaha
WTTR ................. Peoria
KCKA-TY ............. Sacramento
WDFI-TV ............. San Antonio
KFMB-TY ............. San Diego
KBSS-TV ............. Shreveport
WNDU-TV ............. South Bend-Elkhart
KREM-TY ............. Spokane
KOTV ................ Tulsa
KARD-TY ............. Wichita
ABC Pacific Television
Regional Network

* West Coast

& Co., Inc. THE ORIGINAL STATION REPRESENTATIVE

LOS ANGELES • SAN FRANCISCO • ST. LOUIS
of Army pilots, oddly enough, who on a mission for the Navy successfully shot down Japanese Admiral Yamamoto, they included a superimposed picture of an obviously faked Yamamoto trying to look mean. This killed the effectiveness of the documentary dogfight action in the background.

The Navy—and ABC-TV and its sponsors—have a good thing going here. Given a firmer hand at editing, it can be better. Most distinct advantage: it follows the highly rated Disneyland series, and on Wednesday night you can’t ask for more.

Production cost: Approximately $30,000. Sponsored by American Tobacco Co. (Park Mall) through Sullivan, Stauffer, Colwell & Bayles and U. S. Rubber Co. through Fletcher D. Richards on ABC-TV, Wed., 8:30-9 p.m. EDT.

Produced by Gallu Productions Inc., Hollywood, for CBS TV Film Sales.

Producer-director: Sam Gallu; writer: Allan Sloane; production manager: Tom Conners; art director: John Ewing; music director: Fred Steiner.

WIRE SERVICE

PERHAPS as inevitable as death, taxes, political speeches and free-and-equal-time bids during an election year, some enterprising writer wormed Joe Smith into a timely political play. Not only worked the symbolic figure into the script but had him trying to assassinate a hungering-to-be-President hopeful from the U. S. Senate.

No political innuendoes intended. Democratic Candidate Adlai Stevenson might have been considerably chagrined to learn that, on Oct. 11 at the very hour he spoke from the West Coast, Joe Smith, serving (in the play) as Sen. Harvey Clmont’s campaign manager was plotting to take the Senator’s life. All in all, the Clmont campaign train proved to be the scene of intense intrigue and political chicanery.

Despite an all too pat (and unbelievable) denouement, “Campaign Train” managed to roll along briskly, showing not only journalistic enterprise but all of the petty jealousies and animosities and personality interplays (short of murder, of course) which are popularly associated with power politics.

In any event, Wire Service’s report of Joe Smith’s extinction may be premature if not greatly exaggerated at this time—just as the fate of the ABC-TV film series is speculative now because of network power plays directed at that time slot.

Production costs: Approximately $60,000. Sponsored by R. J. Reynolds Tobacco Co. through William Esty Co., on ABC-TV, Thurs., 8-9 p.m. (EDT).


WEST POINT

We are confused. We’re not sure how to categorize this series on life at the U. S. Military Academy. The first episode of the half-hour show, produced by Ziv Television, appeared on the nation’s screens Oct. 5 and we don’t know whether to call it a Grade B movie-type or an early radio soap opera-type. Whatever its category, we know what our reaction was. Pap.

Here was an opportunity to show actually the century-old spirit of the Corps of Cadets, to picture an institution unique in American life. There was every expectation that something of substance would emanate from this portrayal of life at the Point.

But the movie-makers thought otherwise. Although they claim the episodes are based on actual cases, what came through the first viewing was the old hash—the dedicated upper classman, the plebe who wants to quit, the one-and-only who has a misunderstanding with her boy friend. It was full of “Mister, a cadet is always in uniform,” or “Mister, what are the 10 things a plebe must always know,” etc. etc. Shades of “Brother Rat.”

Production costs: Approximately $35,000. Sponsored by General Foods Corp., thru Benton & Bowles, on CBS-TV Fridays, 8-8:30 p.m., EDT.

Packaged by Ziv Television Productions; executive producer, Maurice Unger; producer, Leon Benson; directors, Leon Benson, Don Wels, James Sheldon; technical director, Col. Russell P. Reeder; host-narrator, Donald May.


SEEN AND HEARD

Dinah Shore’s new Chevy Show series on NBC-TV (hour-long program scheduled for 10 telecasts during the 1956-57 season, on Fridays or Sundays) got off to a great start Oct. 5, when Dinah and her guest, Frank Sinatra, put on the best song exchange to regale the tv audience since the famed Ethel Merman-Mary Martin ditty duel on the Ford 50th Anniversary telecast in June of 1953 (if it’s permissible to mention Ford in commenting on the Chevy Show). Sure, the comedy was weak, despite a good try by Dizzy Dean, but who cared as long as Dinah and Frankie were in good voice?

Despite the fact that the second effort in CBS-TV’s Playhouse 90 series—Rod Serling’s “Requiem for a Heavyweight” (Oct. 11)—was a masterful contribution to tv drama, it once again served to illustrate that in tv, unlike in any other art form, the writer is subservient to the clock. Whereas the week before, adapter Serling was struggling to jam seven days’ worth of material (Pat Frank’s “Forbidden Area”) into 90 minutes, creator Serling this time was forced to pad his script to the extent of adding 15 minutes to a story that didn’t need it. Truly, for the writer, tv is not always the most happy medium.
Mr. Charles C. Barry  
Vice President, MGM-TV  
1540 Broadway  
New York, N. Y.

Dear Bud:

At eight o'clock last Friday night, a new era in television began.

That was the moment when KTTV began telecasting its first MGM picture -- "Thirty Seconds Over Tokyo."

For the next two and a half hours, more people watched KTTV than all six competing stations put together.

We had expected that your pictures would cause a viewing revolution, but we never dreamed it would be so drastic and so swift.

As a result, everything in television -- everything -- is changed. New richness is there for the audience. New approaches, new opportunities for stations and advertisers.

We congratulate you and all our friends at MGM-TV. We also congratulate the Colgate-Palmolive Company and Ted Bates & Company on their instinct for great showmanship. In this vast and vital market they have added a new dimension to television's known effectiveness.

Sincerely,

Richard A. Moore

P.S. - The ARB Coincidental Survey, with more than 2000 phone calls, gave "Thirty Seconds Over Tokyo" a share of audience of 53.8 -- and an average rating of 30.8. The average ratings for the other channels for the same period were: 7.4, 6.4, 3.7, 3.5, 3.2, and 2.2.

P.P.S. -- All this -- and next week, MRS. MINIVER!
Broadcasting-Telecasting is proud to join the 3,740* publishers, advertising agencies and advertisers who are members of the distinguished Audit Bureau of Circulations.

The ABC insignia stands for integrity. Before a public is accepted for membership, ABC representatives conduct a rigorous audit. Thereafter members open their records annually to ABC auditors. Guesses, estimates and imagination have no place in their reports. Advertisers who buy space in B & T buy audited, paid circulation.

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*"million" not transferred.
Partial listing on these pages. About 10% of the membership consists of specialized business publications. It is the ONLY vertical news magazine specializing in bio-televison coverage with ABC membership.
An Anniversary Bouquet

B&T wishes to thank the hundreds of friends who took the time to wish us well on the occasion of our 25th anniversary. We regret the space limitations which make it impossible for us to print more than a small sample from our birthday mailbag.

EDITOR:...

In the trade magazine field—I prefer to call it a professional magazine since I consider this industry in the category of a profession—none excels the excellent, fine work done by you and your magazine. Maybe we don’t always agree with what your editorials say, but you are the epitome of independence and fearlessness in what you say on your editorial page. That is wonderful for the broadcasting industry. It takes a lot of fortitude to write these editorials...

George C. McConnaughey, Chmn. Federal Communications Commission Washington, D. C.

EDITOR:...

It is with real pleasure that I have read the 25th anniversary issue of B&T. As an old friend, I wish to add my hearty congratulations on all that you have accomplished and the reputation you have established in reporting the story of broadcasting over the past quarter-century...

You and your staff have done a magnificent job. The broadcasting industry is fortunate in having your fine facilities always ready and available to cover the news...

David Sarnoff, Chmn. of the Board Radio Corporation of America New York

EDITOR:...

Broadcasting • Telecasting deserves the commendation of the entire radio-television industry for its comprehensive and accurate reporting in the past quarter-century. Your anniversary issue, with its attractive new format, is an auspicious start on your second 25 years of service to the industry.


EDITOR:...

To those of us whose working life has been closely concerned with radio and television for the past 25 years, your silver anniversary issue brought a flood of memories.

More important perhaps is the opportunity provided by your review of the period to see how far we have come and to contemplate what lies ahead.

So what better time than now to salute you for the outstanding job you have done in reporting and commenting on those significant years and to wish you a full measure of success and prosperity in the years to come.


EDITOR:...

Heartiest congratulations to you and your entire staff on your 25th anniversary.

And if the heft of your anniversary edition is any criterion of your impact on the broadcasting industry, it certainly is great. It was a big book—big in size and big in scope. It reflected only too well the high esteem in which the entire broadcasting industry holds you and your fine staff...


EDITOR:...

Congratulations.

You and your associates through B&T have over the past 25 years made outstanding contributions to the radio and television industry and to advertising in general...


EDITOR:...

Just wanted you to know that I got a very nice feeling in Monday’s magazine to see not only your intense face but also to be reminded of the truly marvelous prestige and stature you have attained. So—congratulations.

C. Terrence Clynne, Chairman Plans Review Board McCann-Erickson, New York

EDITOR:...

The lead editorial of the first issue of Broadcasting... affirmed its belief in the American system of radio, and stated that this system expressed “a certain genius of the American people—the genius of free enterprise.” I believe that everyone throughout our industry will freely admit that B&T and Sol Taishoff have adhered steadfastly to these objectives and to this affirmation throughout the years...


EDITOR:...

My warm congratulations to you and your associates on the 25th anniversary of your publication. Your distinctions are many, but not the least is the splendid service you constantly perform for the entire field of mass communications...


EDITOR:...

Just a note to let you know how much we appreciated your 25th anniversary edition. It was a great piece of work, outlining so well the many milestones that radio and television have achieved in the past quarter century... We hope that B&T will continue for generations to come to be a pace setting publication reflecting the trends in our field.

John B. Poor, Pres. Mutual Broadcasting System, New York

EDITOR:...

During the past 25 years your publication has alerted those of us in the industry to every important change in a field that can not be overemphasized.

Our congratulations on your foresightedness, your leadership and your evaluation of the future.

A New Link in the Chain of COMMUNITY SERVICE

Serving Tampa, St. Petersburg and 130 other growing Florida communities, making the WTVT viewing area the 36th largest year-round market in America.*

*Source: SRDS Retail Market Data

Owned and operated by The WKY Television System, Inc. WKY-TV and WKY Radio, Oklahoma City • WSFA-TV, Montgomery, Ala. • WTVT, Tampa, Fla.

REPRESENTED BY THE KATZ AGENCY
square adman
thought
Washington
was in D. C.
and Greenville
in S. C.

Met an advertising man the other day. Said he knew where Washington and Greenville were. They're in D. C. and S. C., he said.

A real square. Right under his nose lies one of America's hottest markets with more NBC unduplicated television homes than Erie, Pennsylvania; Spokane, Washington; Little Rock, Arkansas; Columbia, South Carolina or Montgomery, Alabama.

What market? The Washington (N. C.) - Greenville (N. C.) market. And top power, top tower, WITN Channel 7 in blasting every tobacco-picking family in the market with the cream of NBC-TV programming.

our respects

10 HENRY GAINES KELLEY

Shortly after World War II, the comfortably prosperous Greensboro (N. C.) Daily News & Record took a look into the future, a deep breath and then a major media step — entry into the field of electronic communication. Two of the three available broadcast techniques were embraced — fm, spurred by the FCC itself, and television.

Who would direct these costly and complicated operators? The finger pointed to Gaines Kelley, a busy promoter who had built the newspaper classified department from 1½ columns to two pages besides handling credit and other duties.

With radio experience confined mostly to the dial twirling of an average listener, Mr. Kelley faced the job of providing a suitable building for the fm operation since the fm permit was quickly obtained.

WFMY-FM went on the air April 19, 1948, in a new building close to the newspaper plant, right in the heart of the city.

Though he had extensive experience in selling national advertising, WFMY-FM raised a new problem — national agencies and sponsors wouldn’t buy time. The complaint was universal among fm operators.

Mr. Kelley sold a lot of local time because local sponsors knew the circulation story and knew that the sports, news and musical programming were popular in the area. Every time a dealer sold an fm receiver, Mr. Kelley put the buyer's name on his list. In five years, WFMY-FM sold only one piece of national business — a $9 hearing aid spot.

Shortly after WFMY-FM was put on the air, the projected WFMY-TV became a busy project. The broadcast plant was small but it had room for a single camera and the batwings were mounted atop the fm tower. WFMY-TV took the air Sept. 22, 1949.

The sales story of WFMY-TV was in sharp contrast to its fm counterpart. Even without a cable the national business flowed in and the station hit the black within 13 months though the first 12 were without live network service. The lone camera was worked overtime. "We were the first in the Carolinas with live tv," Mr. Kelley recalls. The cable came in September 1950 and with it a local sensation - live coverage of the Carolina-Notre Dame game from South Bend and then the World Series.

Sets sold like mad and more national business came. The rest of the story follows a familiar tv pattern — aggressive promotion, imaginative programming and careful management. The full-power ch. 2 signal is now transmitted from a model plant located at the busy Route 29 cloverleaf on the north-east edge of Greensboro. Mr. Kelley designed this plant as he had its predecessor.

Gaines Kelley is a genial, soft-spoken executive. Sometimes slow to reach a decision, he carries through once the policy has been set and those who have watched him when his temperature is up know that he won't stand for any monkey business. His manner is friendly and he goes into a familiar squat when he chuckles.

He married Beulah Morrison, whom he met at an Anniston, Ala., lodge gathering. They have one daughter, Mrs. M. Ray Hunter, wife of a Greensboro dentist. There are four grandchildren.

Mr. Kelley was born Dec. 5, 1902, in Bessemer, Ala., outside Birmingham. His father died in a mill explosion when he was a lad and he was reared by an aunt. After attending grade and high school in Birmingham he got a job at the Progressive Farmer, widely circulated farm magazine published in the city. At night he took business administration at YMCA School of Technology.

Starting as a clerk in the magazine's classified advertising department, he had a chance to study other magazine operations while going on tours with the Shrine band, where he was solo trumpeter. He was building up the department, and was transferred to display only to be sent back to classified when that unit began to slip. When he left Progressive Farmer in 1932 to move to Greensboro he had built the department into a highly profitable operation that was getting $70 an inch instead of the former 26 cents a word.

The growing North Carolina community appealed to him and he relished the faster pace of the daily newspaper. He quickly became active in the Masonic lodge, Odd Fells, Junior Chamber of Commerce (charter member) and other organizations. He is a past president of the Lions Club, YMCA director, public information chairman of the Red Cross. On Sundays he is greeter at the door of the First Baptist Church.

Mr. Kelley has one rule that all at WFMY-TV must obey: "Rags or riches, courtesy to all." He is a member of the NARTB 1957 Convention Committee.

Page 24 • October 22, 1956
You don't have to ring doorbells when you advertise in Oklahoma

FOLKS GAVE US THEIR HOUSEKEYS YEARS AGO
Put your small change in Radio
...make a big change in your sales*

*You're looking at a lot more coin than you think.

Adds up to eighty-two dollars, when you take a close look.

And spot radio today is coining a lot more money than you might think.

The reason's simple. More and more advertisers are learning this basic fact: *for just a small part of your budget, you can reach more people, more often, with radio than with any other medium.*

When you want to coin money in the country's 14 richest markets, call...

**CBS Radio Spot Sales**

Representing: WCBS, New York - WBBM, Chicago - WWCO, Minneapolis-St. Paul

KFWI, Los Angeles - WCAU, Philadelphia - WTKI, Boston - KNOX, St. Louis - KCBS, San Francisco


OKLAHOMA'S
No. 1
Market
Tulsa, America's
9th Fastest Growing City

Oklahoma's Manufacturing Center is at TULSA'S FRONT DOOR...

With a 95% increase in industrial payrolls in just seven years,* Tulsa is the heart of Oklahoma's greatly expanding industrial growth. Within the 40 Northeast Oklahoma counties, of which Tulsa is the geographical AND shopping center, lies most of Oklahoma industry. With plenty of water, gas and electricity, this is the area that will continue to grow and expand. This is the place where consumer buying power IS growing and expanding! This is the place where KVOO RADIO and KVOO TV deliver maximum selling power with Tulsa's TOP TWOSOME! Call Blair-TV or Petry-RADIO for details.

*U. S. Census Bureau
Latest Report

TIMEBUYING being the compound of calculations and complexities it is today, Bobbie Landers of John W. Shaw Adv., Chicago, may be excused for the typical timebuyer's complaint that there are just not enough hours a day to whip up available spot market calculations.

Despite this problem, Mrs. Landers apparently manages to hold up well in spot timebuying activity for such advertisers in the Shaw shop as Colgate-Palmolive Co. (Colgate shave cream), Quaker Oats Co., Lumberman's Mutual Casualty Co. and other clients (such as Dormeyer Corp. and Webcor Inc.) which may become active from time to time.

Mrs. Landers can look back to the days when she had never heard of the word "timebuyer."

Born in Glen Ellyn, Ill., on April 17, 1929, and reared in that Chicago suburb, Roberta Mae (Francis) Landers attended Glenbard Township high school there and William Woods College. After the usual garden variety of summer jobs (she majored in radio) Mrs. Landers got her first fulltime chore directing and producing home talent shows for an agency. She entered the "industry" as assistant music librarian and, later, traffic girl at WIND Chicago in 1950, resigning to become secretarial assistant to the promotion-production chief of Mercury Record Corp. in 1952.

Mrs. Landers entered advertising in 1953 and she joined the Shaw agency in February 1955. She has been responsible for spot radio-tv schedules (in the top 21 markets) for Colgate, spot radio for Quaker's Corn Meal and tv for Aunt Jemima Corn Bread Easy Mix and network radio for Lumberman's (Kemper's Insurance—five minute election trends program on NBC). In the past she has purchased network tv availabilities for Dormeyer and Webcor.

Bobbie Francis was married to Carl Landers, in June 1955. She has been active in politics (the Young Republicans Club) and holds membership in the Junior Women's Adv. Club and Broadcast Adv. Club of Chicago. Her hobbies are water and snow skiing.
Pulse and National Cash Register Agree!

WKMH best Radio Buy in all Detroit!

*According to Pulse:

...of all Detroit-area stations, regardless of power, WKMH cost per thousand is lowest...33% lower than its nearest morning competitor...20% lower than its nearest afternoon competitor! Why, then, shouldn't everybody agree that WKMH is the best radio buy in Detroit!

**According to your Cash Register:

...if you prefer more solid evidence that WKMH is Detroit's top radio buy, we refer you to the businesses whose cash registers have been made to ring by the consistent use of WKMH. Of course, the National Cash Register Company didn't conduct the survey...and we ask their forgiveness in using their name so glibly...but it's probably been their tills that have been telling the tale of the bigger and better results of WKMH's lower cost advertising!

DEARBORN  WKMH  DETROIT

FRED A. KNORR, Pres.  .  .  .  JOHN CARROLL, Mg. Director

Represented by Headley-Reed

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%
KTHS—Basic CBS Radio in Little Rock—does a tremendous job there, and in most of the rest of Arkansas, too!

For example—KTHS delivers Colt (Ark.), a little Francis County town that's a good 100 miles from Little Rock. Colt is one of hundreds of smaller Arkansas communities that combine with Metropolitan Little Rock to give KTHS interference-free daytime coverage of 3,372,433 people!

Let your Branham representative give you all the big KTHS facts.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager
GOLDENSON GETS HIS WAY WITH ABC

- Bob Kintner resigns as president of networks, cites "substantial dispute concerning policy"

- Oliver Treyz accepts post as head of ABC-TV; Norman Cash will succeed him as TVB president

The third act in ABC's drama of tugging at the top executive level was played out last week. But instead of a final curtain, the action looked more like a prologue of what's to come.

The resignation of Robert E. Kintner from the network's helm (with a $280,000 lump sum contract settlement) and the shift of command to Leonard H. Goldenson, 50-year-old president of the parent American Broadcasting-Paramount Theatres, were seen as only the beginning of a new corporate drive to place ABC on a more nearly equal footing with the two top networks.

As acting head of the network, Mr. Goldenson announced his first appointments:

- Oliver Treyz, president of Television Bureau of Advertising for the past 22 months and before that director of ABC Radio, was returned to ABC as director of the TV network. It is expected that Mr. Treyz will be elected a vice president at the next AB-PT board meeting.

- John H. Mitchell, for the past two years head of the TV network, was moved to special assistant to Mr. Goldenson.

Mr. Goldenson indicated the new management theme in his comments on the appointment of Mr. Treyz when he said the research, administrative and sales experience, as well as a personal record of achievement, of the former TVB head "qualify him for setting a management pattern in line with the accelerated rate of progress we are now establishing at ABC."

By Thursday this "accelerated rate" was much in evidence. On Wednesday afternoon, Mr. Goldenson, Mr. Treyz and Don Durgin, vice president in charge of ABC's radio network, called on such top agency executives as Ben Duffy, president of BBDO, to explain the change of command at ABC and to assure them of a continued network vitality. The trio also called on several national advertisers, it was learned. Mr. Goldenson planned to appear in Washington last Friday to confer with various government officials, members of the FCC in particular.

Still other meetings with New York agency executives were scheduled for today (Monday) for Messrs. Goldenson, Treyz and Durgin.

As early as Tuesday, the day Mr. Kintner's resignation was announced, Mr. Goldenson had circulated a letter to all of the top executives at agencies whose clients are sponsors on ABC. This letter pointed up Mr. Goldenson's aim of building "a strong versatile organization at ABC."

An exchange of letters between Mr. Goldenson and Mr. Kintner was made public Tuesday, revealing that the two held major differences in policy (see text, next page). These differences reportedly included the many facets of network operation in addition to the already existing cleavage on AB-PT's board (Mr. Kintner also has resigned from the board), with 13 of the 17-man board identified as "Paramount" men, and the others as "ABC men" from the years before ABC merged in 1953 with United Paramount Theatres.

Basic disagreements, however, can be summarized briefly as:

- Executive responsibility. Mr. Goldenson reportedly has felt the network should be developing young executives, with a broadening of operations and scope. It was understood that Mr. Goldenson has emphasized a need for further delegation of executive authority.

- TV station affiliations. The AB-PT president as well as other "Paramount" board members, it was understood, have been campaigning for a more vigorous fight for affiliations even to the extent of directly battling against the two other TV networks.

- TV time clearances. In this area, the objectives are comparable to those in obtaining station affiliations. Cited is the success ABC-TV has had in station clearance for its popular Disneyland series (Wed. 7:30-8:30 p.m.). That program has been clearing nearly 200 stations for at least one of its three sponsors.

While these factors are surface differences, a background of a changing market place for AB-PT's services has been developing over the more than three years that United Paramount Theatres has combined its resources with those of ABC. At that time, UPT's theatre business accounted for much of the corporation's revenues. But ABC since then has moved steadily forward. Theatre gross has been on the decrease while ABC broke into the profit column last year.

In the meantime, AB-PT has embarked on a long-range plan to improve its capital. AB-PT has $37 million in loans from banks and the Metropolitan Life Insurance Co. and is on record as negotiating for additional money. Part of the new loan would be invested in the broadcast division, the remaining fund set aside for the use when needed.

Earlier this year, Mr. Goldenson told a stockholders' meeting in New York that the cash was needed to expand ABC's TV facilities and to prepare the network for color television. This need for cash first emerged when ABC made its agreement with Walt Disney, a contract which proved to be the "turning point" for the network [BT, May 21].

At that same meeting, Mr. Goldenson had noted that the continuing policy of disposing of unprofitable theatre units also would improve AB-PT's cash position.

In announcing Mr. Kintner's resignation...
as ABC's president and as vice president and a director of AB-PT, Mr. Goldenson said: "Mr. Kintner's decision to leave AB-PT terminates an association which I, personally, have respected. We all wish him every success for the future."

How long Mr. Goldenson will act as president of ABC was left up in the air in the AB-PT announcement, which said only that he would "assume direct supervision of the broadcasting division in addition to his present duties as president of AB-PT."

It was believed, however, that once executive strength is built up in the network, Mr. Goldenson will then return full time to the AB-PT presidency. This could be as long as six to nine months.

Mr. Kintner's contract settlement totaled $280,000 in a lump sum which included an anticipated base salary at the rate of $100,000 a year, anticipated overrides on new business and severance consideration. Mr. Treyz, who was earning approximately $30,000 a year as TVB's president, reportedly will receive $50,000 a year at ABC.

Mr. Treyz, who was 38 in April, has had a dynamic career in the broadcast world. After graduation from Hamilton College in 1939, Mr. Treyz joined WNBF Binghamton, N. Y., serving at various times as announcer, newscaster and salesman. Two years later, he went to BBDO working in program development. After service in the Army, Mr. Treyz in 1946 went to Sullivan, Stauffer, Colwell & Bayles, concentrating on research. He became manager of the research department there.

In July 1948, he entered ABC as a presentations writer; two years later was made director of presentations; early in 1951 advanced to director of research and development and on Nov. 1, 1954, was appointed director of ABC Radio.

At ABC, Mr. Treyz worked closely with Mr. Kintner, teaming up with the network president in the sale of the one-hour, prestige _U. S. Steel Hour_ to U. S. Steel Corp. (since moved to CBS-TV) and a $2 million contract to Philip Morris for ABC Radio.

Mr. Treyz' career since that time has been along the path of a builder. He took the reigns of TVB as it formally opened for business in New York on Jan. 1, 1955, having been appointed as its first president near the end of 1954.

In accepting Mr. Treyz' resignation from TVB, W. D. (Dub) Rogers Jr., Texas Telecasting Inc., and chairman of the TVB board, said he and his colleague board members did so "with deep regret." He issued a three paragraph statement lauding Mr. Treyz' contribution, noting that there was no better evidence of his effectiveness as the organization's first chief executive than the tremendous growth of TVB from a small charter membership to one which now includes 212 stations, 15 station representatives, and all of the television networks.

He concluded: "It is a tribute to TVB that one of its men has, by virtue of his proven ability, advanced with and in this dynamic force, television. We are particularly proud that the bureau, from a standing start a scant 22 months ago, has developed to its present position of high esteem in the broadcast and advertising worlds.

"TVB owes Treyz a salute, not only for a job superbly done to this point, but also for a blueprint for future expansion, both within the bureau and in its continuing program of bringing original research and new information to advertisers. He has developed TVB's manpower into a hard-hitting and effective team. We have every confidence that TVB will continue its aggressive, forward-looking and productive program."

Before Mr. Mitchell became head of the tv network at ABC, he was vice president and general manager of WABC-TV New York and vice president in charge of WBKB (TV) Chicago, both ABC-owned.

His prior association was with Great States Theatres Inc., a subsidiary of the Balaban & Katz Corp. In 1948, Mr. Mitchell became general manager of the Balaban & Katz tv station in Chicago, leaving that post to join ABC.

The Correspondence of Resignation:

October 12, 1956

Dear Mr. Goldenson:

We are in substantial dispute concerning policies relating to the organization and operation of the American Broadcasting Company.

I know that I need not point out to you the tremendous progress made by ABC over the last two years—concretely verified by the substantial profits ABC has made and is making; by the popularity of our programming with the public; by the loyalty, and support of our station affiliates and by the greatly increased use of ABC television and radio facilities by the top advertisers of the country as well as by those of lesser size.

In view of the nature and extent of our differences on policy, since you are, as president of American Broadcasting-Paramount Theatres Inc., the head of our enterprise, it is my desire to resign, effective immediately, as president of the American Broadcasting Company; as vice president of American Broadcasting-Paramount Theatres Inc., and as a director of American Broadcasting-Paramount Theatres Inc.

Because of the substantial business already placed by advertisers on the ABC radio and television networks and on its owned stations for the 1956-57 season, which I am sure will be supplemented by ABC's share of additional business, I have no doubt of the earning potential of ABC.

Of course, I wish you, the company and all its employees success.

Sincerely,

Robert E. Kintner

October 12, 1956

Dear Bob:

I have your letter of resignation. As you state, we have major policy differences concerning the operation of ABC. Therefore, I am submitting to our board of directors your resignation as president of American Broadcasting Company, as vice president of American Broadcasting-Paramount Theatres Inc., and as a member of the board of directors of American Broadcasting-Paramount Theatres Inc. in accepting the tender of your resignation, I do want to commend you for all your efforts in behalf of ABC. No one knows better than I the industry with which you approached every task. Consequently, no one regrets more than I that irreconcilable differences exist between us with respect to policies of the company. Your reputation in the business is of the best, and the differences between us as to policy matters are such as often arise between men of good will.

Thank you for your good wishes.

Sincerely,

Leonard H. Goldenson

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**QUICK ACTION MAKES CASH TVB HEAD**

ELECTION of Norman E. (Pete) Cash to succeed Oliver Treyz as president of the Television Bureau of Advertising was announced Thursday by W. D. Rogers Jr., chairman of the TVB board.

Mr. Cash, a vice president at TVB since November 1955, joined TVB as the first Treyz appointment to the bureau after it had been created. He was named director of station relations in mid-December of 1954 and has been the "senior executive" of TVB since that time.

Mr. Rogers, president of Texas Telecasting Inc. (K Dub-TV Lubbock and KPAP-TV Sweetwater-Abilene), said the appointment was effective immediately.

He reported that after they had learned of Mr. Treyz' decision to join ABC, TVB board and executive committee members were polled as to his successor. Mr. Rogers said he was "happy" to announce that the "unanimous and enthusiastic choice was Pete Cash, whose contributions to the bureau's expansion is well-known... ."

Mr. Cash was eastern sales manager for ABC before he joined TVB on Jan. 3, two days after its official start. He began his career as a customer's man with a Wall Street firm after graduation from New York U. in 1938. He entered broadcasting as a page boy at NBC, served successively as a producer, sales representative and director of station relations.

He moved to Crosley Broadcasting in 1952 as assistant sales manager and shortly became general sales manager. He joined ABC in 1953 and was made eastern sales manager in 1954.
DEMOCRATIC GROUPS ASK BROADCASTERS TO INSERT FREE CAMPAIGN MENTIONS

Dollars for Democrats letter to disc jockeys and announcers wants plugs for fund drive, while country music organization asks for various campaign support, including air mentions when management will allow it. Some broadcasters charge 'time stealing.'

POLITICAL campaigning took a new twist in the final weeks of the Presidential race as two Democratic groups asked microphone personalities to speak unofficially on behalf of the Stevenson-Kefauver ticket.

Over the signature of Joseph Edward Smith, Oakland, Calif., attorney and former mayor, the Stevenson-Kefauver Campaign Committee asked disc jockeys and announcers to include get-out-the-vote messages in their programs. Mr. Smith signed the letter as honorary chairman of Dollars for Democrats.

The letter appeared on the stationery of Stevenson-Kefauver Campaign Committee, J. James A. Finnegan, chairman, and Hyman B. Raskin, treasurer.

A second appeal was circulated to disc jockeys of Country Discs for Estates & Adlai. It appeared over the signature of Connie B. Gay, country music m. c. and owner of WTCR Ashland, Ky., and KLRA Little Rock, Ark. At the National Business Council for Stevenson it was indicated that the council had inspired the Gay letter.

The letters brought protests from broadcasters who contended this technique might put them in the position of violating Sec. 315 of the Communications Act. It was noted, also, that the letters were sent to air personalities instead of station management.

In addition the letters brought strong disclaimers from one official of the Democratic National Committee, who said he hadn't heard anything about it, and a threat by the Republican National Committee to demand legal equal time.

"Time stealing," some broadcast and Republican groups labeled the requests for air mentions.

The Stevenson-Kefauver Campaign Committee appeal was sent under date of Oct. 8. A post card was enclosed asking recipients to describe how they responded to the appeal.

Chairman Smith opened his letter to station personnel by explaining he knows "too well the needs of a party running a campaign on limited funds," adding "That's why I am coming to you, not for money, but for equally important assistance." Describing the fund-raising drive, he continued, "Now, anything you can do to communicate to your listeners that Oct. 16 is Dollars for Democrats Day will be extremely helpful. Any mention of Dollars for Democrats Day will further impress the date on the minds of your loyal audience.

"On the attached sheet, we have included a number of suggestions which might help you incorporate these mentions in your format. Of course, you are best-able to create ideas that will fit easily into the format of your own show."

Here are some suggested announcements included with the letter, as prepared by the "Stevenson-Kefauver Radio-Television Committee":

"Got a letter from the Stevenson campaign headquarters asking me to mention that Oct. 16 is Dollars for Democrats fund-raising day. Sorry, gentlemen, I can't mention it."

"I got a big, detailed release on Dollars for Democrats Day, Oct. 16. They say that a half-million people will ring doorbells in an attempt to raise money to keep Adlai Stevenson on television. Boy, what a life these politicians have. If I tried to get a sponsor the same way, they'd throw me off the air."

"... I was asked if I'd ring doorbells during the upcoming Dollars for Democrats fund drive on Oct. 16. I said I'd be more than happy to help, but I made them promise that they wouldn't use the money I collected to buy time opposite my show."

Here's Joe Smith

"Seems like you hear about nowadays is the name Joe Smith. He turned up first as an imaginary candidate for vice president at the Republican convention—and left pretty quickly too. Now I see he's working for the Democrats as honorary chairman of Dollars for Democrats Day, Oct. 16. For a man who doesn't exist, Joe Smith gets around."

Contacted in Oakland by BTV, Chairman Smith said, "Frankly, I don't know the details. I suggest you contact the committee in Washington."

Sam Brightman, public relations director for the Democratic National Committee, said the intent of the Smith letter is "not to bamboozle stations, but to try to get publicity for the party's small contributions program."

"Our feeling," he said, "is that the party should be supported by small contributions. We would be delighted if the Republicans would do the same thing," he said.

He said he didn't think it was the intention of Mr. Smith to circumvent the station manager by sending the letter and suggested disc jockey patter directly to disc jockeys and announcers.

It is the common practice of people who handle such campaigns as appeals for multiple sclerosis and heart funds to send letters directly to the disc jockeys, he said. Mr. Brightman said the suggested announcements were prepared by Lee Schooiler, Chicago public relations man, at no cost to Democrats.

The Smith letter was sent to "200-odd" disc jockeys at various stations, he said. Genesis for the publicity appeals goes back to the suggestion by Washington Post Publisher Phillip Graham's suggestion that appeals be made for small contributions to both parties on all media, through cooperation by Democrats and Republicans with The Advertising Council, according to Mr. Brightman. When GOP leaders refused to cooperate, Democrats decided to go ahead with their own campaign for small contributions, he said.

The Democratic National Committee sent newspapers coupons to run, which a reader might fill in and return a small contribution to the party of his choice. Local Democratic leaders also were given suggested spots to furnish to local radio stations, asking the listener to contribute to the party of his choice, Mr. Brightman added.

He said the Democratic National Committee had nothing to do with Mr. Gay's campaign to enlist the aid of country music disc jockeys.

Mr. Brightman didn't feel the letter promotion was any "effort to penetrate some kind of a dark plot." The letters, he said, were not written and sent in secret.

J. Leonard Reinsch, executive director of the Cox stations and radio-tv counsel to the Democratic National Committee, said he was "totally unaware of it." Asked if his stations would carry the proposed broadcast material, he emphatically answered, "No."

L. Richard Guylay, Republican National Committee public relations director, said his party takes "a very dim view of this technique," and that the GOP, where it finds the announcements have been used by stations, will demand "equal time."

This method of "getting around paying for time amounts to stealing the bread and butter from legitimate channels," Mr. Guylay said, adding that Republicans "aren't surprised." The Democrats, he said, are pleading poverty, although their candidate is a Wall Street millionaire who has adopted "a hat in his shoe as a coat of arms." The Democratic candidate, he said, "takes to the phony approach."

Bertha Adkins, assistant to the chairman, Republican National Committee, has this comment:

"This is nothing more than a barefaced effort by the Stevenson-Kefauver Campaign Committee to steal time on the air. Furthermore, I'm not at all sure that it isn't a clear-cut violation of the Federal Communications Act of 1934."

"The falsehoods and distortions of facts spread by this organization are topped only by its effrontery. In this case, they not only ask responsible broadcasters all over the nation to give one of their projects free plugs on the air, but they attach suggested patter as well. This is a fair campaign practice?"

The attempt to bring country music to's into the Democratic campaign originated at the National Business Council for Stevenson, according to Lou Poller, owner of now dark WCAN-TV Milwaukee and a member of the council. He told BTV the move was designed to get out the vote as well as to stimulate personal appearances and broad...
CAST messages by m.c's. He contended the broadcast angle was "incidental."

Mr. Gay's letter included these observations:

"Exactly who will win the two top spots depends to a great deal on you and I and a couple of thousand other country music disc jockeys. Just as disc jockeys have pushed the Webb Pierce's, the Johnny Cash's and the Elvis Presley's over the top—so can we give a heck of a boost to that party which has done the most for the country music listeners we serve.

"It is my sincere belief that Estes Kefauver and Adlai Stevenson are the two men who will fill the bill. That's why a group of us have banded together to form the Country Deejays for Estes and Adlai, and this is your invitation to join us now. We have little more than a month to go. We need you today. The opposition is well-oiled; well-heeled; highly organized against the little man, that we country music leaders are dependent on for our bread and butter.

"Now, here's what you can do at once:

"First. Bear in mind that we're after your heart—not your money. Let's all 'Spin to Win.' The CMDJ is the master of ad-lib. Use it wisely. Make it well. Tell your people about Adlai and Estes and get 'em out to vote on Nov. 6.

"Second. Be active, be seen, be in there pitching at every drop of the hat. Whenever Sen. Kefauver or Gov. Stevenson or any other Democratic leader visits your community or listening area, get on the bandwagon.

"Mr. Gay added this admonition, "Holler, pitch, broadcast the truth. Tell the folks that we're going to win because by Granny, we are. Won't you write me a note and let me know how you are going to help? Please do."

The letter was designed mainly to induce m.c's to take an active part in local campaigns and to broadcast their own views if station management gives them commentator rights, Mr. Gay told B&T. "If Fulton Lewis jr. can do it on 400 stations, why can't Joe Doakes do it in a single city as a commentator?" he asked, adding that on the other hand he had wired his own stations not to take any stand whatever in the campaign.

One broadcaster who took a dim view of the Gay proposal was John Carl Morgan, general manager of WFVA Fredericksburg, Va., who commented that Mr. Gay was "suborning an illegal act. You're suggesting to people who may or may not understand the aforementioned (Communications) act that they sneak in some politicking on behalf of given political candidates." He said any such activity on his staff would be cause for immediate dismissal. "I wish you the very worst of luck in this activity," he added.

Democrats Stage 'Tele-Rally' On TNT Closed Circuit Tv

THEATRE Network Television Inc., New York, was retained by the National Democratic Committee and local groups supporting the Stevenson-Kefauver slate to stage a closed-circuit "Tele-Rally" Oct. 20 starting at 10:30 p.m. EST.

The telecast, which linked 100 special $100-a-plate dinners in 60 cities scattered over 26 states and the District of Columbia, combined the features of a political rally and a Broadway show.

Scheduled to address the guests were: Mr. Stevenson (from Chicago), Sen. Kefauver (from Los Angeles), former President Harry Truman (from Washington), Mrs. Roosevelt (from New York) and Sen. John F. Kennedy (D-Mass.) (from Indianapolis).

After the speeches, viewers were to see and hear "Seventeen Days to Victory"—a tv "spectacular" by Richard Rodgers, Oscar Hammerstein II, novelist Herman Wouk, director Hal Hart and playwright Alan Jay Lerner, and produced by Marc Daniels and NBC's Fred Coe. Participating in the entertainment from various pick-up points throughout the U. S. were: Frank Sinatra, Marlon Brando, Bette Davis, Gary Merrill, Sammy Davis Jr., Paul Douglas, Tallulah Bankhead, Robert Ryan, Henry Fonda, Leonard Bernstein, Nancy Olson, Mitch Miller, and Harry Belafonte.

Political Tv Use Outlined

MEMBERS of the Erie, Pa., Advertising Club were cautioned last week by a New York advertising agency executive that a political candidate cannot be sold "in the same manner as a tube of toothpaste." Addressing the opening meeting of the Erie group, Lloyd G. Whitebrook, vice president of Kastor, Farrell, Chesley & Clifford Adv., New York, who was active for the Democratic Party during the 1948 Truman vs. Dewey campaign, said that the importance of the agency in political campaigning has risen considerably since the advent of tv. "No other single means of communication," he said, "has had such a marked effect on voting habits . . . with the exception of a personal visit by a candidate."

ABC to Use New Technique For Election Night Returns

A NEW trend-spotting technique will be utilized by ABC throughout its election night coverage on radio and television to indicate the drift of returns, it was announced last week by John Daly, vice president in charge of news, special events, sports and public affairs.

The technique, based upon the historical voting records of 54 "carefully-selected" election units—wards, districts and counties—was developed by ABC News in cooperation with a Collier's magazine team headed by Louis Harris of Louis Harris Assoc. The returns from the pre-selected key units, Mr. Daly said, "will indicate, as they have in the past, how such key blocs as labor, racial groups, farmers and others are voting . . ."

Mr. Harris will issue a series of six reports over ABC on election night, one as each set of units reports complete returns. The Harris organization will have more than 100 correspondents in the field, each with a telephone connection to New York. Mr. Harris will then point out the trend shown by each set of returns.

Plans for Election Night Readied by CBS Radio, Tv

CBS election night radio-tv plans have been released. In the blueprints: a team of about 250 newsmen, analysts, clerks, production personnel handling respective chores; a "Remington-Rand's "UNIVAC", the electronic "brain," and a kickoff of CBS Radio reports on election night two hours ahead of CBS-TV's 9 p.m. starting time.

Anchorman for CBS Radio will be Bob Trout and for CBS-TV, Walter Cronkite. Although both will cover the election reports separately, "they will draw upon a pool of CBS newsmen" according to Mr. Trout. Among others, of Charles Von Fremd, George Herman, Wells Church, Stuart Novins, Ned Clamer, Peter Clapper, Allan Jackson, Larry LeSueur, Bill Shadel, Neil Strawser and Dallas Townsend. Additionally, four members of CBS' campaign cavalry—which follows the fortunes of the four candidates throughout the primary and convention season—will be called upon to interpret the voting behavior of the nation by regions: Charles Collingwood (East), Dick Hottelet (Far West), Blair Clark (South) and Bill Downs (Midwest). Ed Murrow and Eric Severeid will once again act as key analysts, with public opinion polls supplied by Sam Lubell and Elmo Roper assigned to their now-familiar beats of humanizing statistics.

CBS Radio's activities will be supervised by Robert A. Skedgel, CBS news executive producer for radio. Those on the tv side will be handled by Elmer Lower, director of special projects, while production and direction chores for CBS-TV will be in the hands of Paul Levitan and Don Hewitt, respectively. CBS News N. Y. Director John Day will head the news desk.

Douglas Edwards has been assigned to "cover" UNIVAC at Remington-Rand.
PROCTER & GAMBLE'S $3.7 MILLION JULY GROSS TOPS FIELD

PROCTER & GAMBLE Co. spent more for network TV alone—nearly $3.8 million gross—last July than it did for network TV and network radio combined in July of last year. P & G in July 1955 spent a little more than $3.1 million for network radio and TV (gross time charges).

According to computations based on Publishers Information Bureau reports on network gross billings for July of this year, exactly half of the top 10 network advertisers increased their expenditures over July of 1955 and the other half decreased their outlay.

Those leaders which increased their spending: P & G, General Foods, American Home Products, General Motors and General Electric. Down were Colgate-Palmolive (although it placed second); Gillette, Lever Bros., Chrysler Corp. and R. J. Reynolds.

Total gross billings in network TV, however, showed a gain over July of 1955, from nearly $30 million to more than $37.6 million.

TV network time sales showed marked increases for a number of product groups. Insurance, for example, went from only $13,190 in July of 1955 to $364,949 last July, mainly on the strength of a single advertiser, Prudential Insurance Co. of America, which spent $277,665 in network TV in July of this year. (The only insurance money in network TV in July 1955 was that invested by Prudential—

for the sponsorship of the Garry Moore Show on CBS-TV that month.)

Still other categories which gained substantially: toiletries; soaps, cleansers and polishes; jewelry, optical goods and cameras; industrial materials (from $347,274 to over $1 million); household furnishings; food and food products; drugs and remedies; building materials and agriculture and farming. Beer, apparel and smoking materials were off slightly, whereas gasoline was whittled by half. Automotive, supposedly a network TV product expected categorically to dip drastically this year, showed no such signs in July, actually gaining a slight edge over its expenditure made in the same month a year ago.

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

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<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>10,392</td>
<td>304,790</td>
<td>10,392</td>
<td>304,790</td>
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<tr>
<td>Retail Stores &amp; Direct by Mail</td>
<td>3,117,989</td>
<td>23,838,724</td>
<td>3,354,066</td>
<td>24,135,128</td>
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<tr>
<td>Smoking Materials</td>
<td>5,364,063</td>
<td>34,055,920</td>
<td>2,616,355</td>
<td>24,815,322</td>
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<tr>
<td>Soap, Cleansers &amp; Polishes</td>
<td>31,672</td>
<td>372,087</td>
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<td>45,227</td>
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<td>Sporting Goods &amp; Toys</td>
<td>7,773,948</td>
<td>47,643,322</td>
<td>6,990,529</td>
<td>41,445,986</td>
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<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>63,765</td>
<td>340,380</td>
<td>59,715</td>
<td>300,150</td>
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<tr>
<td>Travel, Hotels &amp; Resorts</td>
<td>104,454</td>
<td>1,805,185</td>
<td>90,999</td>
<td>1,745,901</td>
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<td>Miscellaneous</td>
<td></td>
<td>1,225,458</td>
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<td>TOTALS</td>
<td>$37,604,705</td>
<td>$272,115,017</td>
<td>$29,996,679</td>
<td>$227,172,548</td>
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Source: Publishers Information Bureau
**CIGARETTES IN CHICAGO TV**

**WHOSE COMMERCIALS GET MOST EXPOSURE?**

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports’ monitoring)

<table>
<thead>
<tr>
<th>NATIONAL (NETWORK) INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rank</strong></td>
</tr>
<tr>
<td>1.</td>
</tr>
<tr>
<td>2.</td>
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**CHICAGO INDEX (NETWORK PLUS SPOT)**

<table>
<thead>
<tr>
<th><strong>Rank</strong></th>
<th><strong>Product &amp; Agency</strong></th>
<th><strong>Network Shows</strong></th>
<th><strong>Total Stations</strong></th>
<th><strong>&quot;Commercial Units&quot;</strong></th>
<th><strong>Hooper Index of Broadcast Advertisers</strong></th>
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<tbody>
<tr>
<td>1.</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>4</td>
<td>4</td>
<td>24 1/2</td>
<td>480</td>
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<td>2.</td>
<td>Chesterfield (McCann-Erickson)</td>
<td>6</td>
<td>3</td>
<td>23 1/2</td>
<td>308</td>
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<tr>
<td>3.</td>
<td>L &amp; M (Dancer-Fitzgerald-Sample)</td>
<td>4</td>
<td>14</td>
<td>307</td>
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<tr>
<td>4.</td>
<td>Brown &amp; Williamson Tobacco Corp.</td>
<td>2</td>
<td>3</td>
<td>39</td>
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<tr>
<td>5.</td>
<td>Raleigh (Russell M. Seeds)</td>
<td>2</td>
<td>7</td>
<td>269</td>
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<td>6.</td>
<td>Viceroy (Ted Bates)</td>
<td>3</td>
<td>16 1/2</td>
<td>301</td>
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<td>7.</td>
<td>Camel (William Esty)</td>
<td>2</td>
<td>9 1/2</td>
<td>98</td>
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<tr>
<td>8.</td>
<td>Cavalier (William Esty)</td>
<td>1</td>
<td>1/2</td>
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<tr>
<td>9.</td>
<td>Salem (William Esty)</td>
<td>2</td>
<td>1</td>
<td>18</td>
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<tr>
<td>10.</td>
<td>Winston (William Esty)</td>
<td>2</td>
<td>7 1/2</td>
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<tr>
<td>11.</td>
<td>P. Lorillard Company</td>
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<td>2</td>
<td>34</td>
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<td>12.</td>
<td>Kent (Young &amp; Rubicam)</td>
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<td>13.</td>
<td>Old Gold (Lennen &amp; Newell)</td>
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<td>31</td>
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<tr>
<td>14.</td>
<td>American Tobacco Co.</td>
<td>5</td>
<td>3</td>
<td>15</td>
<td>267</td>
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<td>15.</td>
<td>Lucky Strike (B. B. D. &amp; O.)</td>
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<td>5</td>
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<td>16.</td>
<td>Pall Mall (S. S. C. &amp; B.)</td>
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<td>8</td>
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<td>17.</td>
<td>Tareyton (Lawrence C. Gumbinner)</td>
<td>2</td>
<td>2</td>
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<tr>
<td>18.</td>
<td>Philip Morris &amp; Co., Ltd., Inc.</td>
<td>4</td>
<td>10 1/2</td>
<td>155</td>
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<td>19.</td>
<td>Morboro (Leo Burnett)</td>
<td>3</td>
<td>4</td>
<td>67</td>
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<tr>
<td>20.</td>
<td>Philip Morris (N. W. Ayer)</td>
<td>4</td>
<td>6 1/2</td>
<td>88</td>
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<tr>
<td>21.</td>
<td>Benson &amp; Hedges</td>
<td>2</td>
<td>6</td>
<td>81</td>
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<tr>
<td>22.</td>
<td>Parliament (Benton &amp; Bowles)</td>
<td>2</td>
<td>6</td>
<td>81</td>
<td></td>
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</tbody>
</table>

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending Sept. 8, 1956.

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

* Commercial units: Commercial units are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of ten 15-second units but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program. In the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit." ** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station identification, the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

L&M Pondering Its Answer To 'Do You Trust Your Wife?'

LIGGETT & MYERS (Chesterfield cigarettes), New York, which plans to continue to sponsor Gunsmoke in its same period, Saturdays 10-10:30 p.m., on CBS-TV, is currently reviewing its co-sponsorship of Do You Trust Your Wife? also CBS-TV, Tuesdays, 10:30-11 p.m.

A decision can be expected this week as to whether L & M will continue with the show. General Motors for Frigidaire, co-underwriter of Do You Trust Your Wife?, has dropped its sponsorship.

Agency for L & M, Dancer-Fitzgerald-Sample, New York, is taking special ratings of the program as part of its determination of the program's future.

Brennan to Join SSC&B

VERA BRENNAN, director of radio-TV timebuying department, Scheideler & Beck Inc., New York, will join the executive timebuying staff of Sullivan, Stauffer, Colwell & Baylis, New York, effective Nov. 12. Miss Brennan has been with S & B since its formation five years ago. Prior to that she was with Duane Jones and the Biow Co.

Shelley Rejoins M-E

JAMES P. Shelley rejoins the Los Angeles office of McCann-Erickson Nov. 1 as senior account executive and member of the agency's advisory committee, it was announced last week by Burt Cochran, vice president and manager of the agency's Southern California operations. Mr. Shelley is closing his own firm, J. P. Shelley & Assoc. Earlier he had been with the Chicago office of McCann-Erickson for 16 years.

AMONG agency representatives attending 1956 National Field Day and National Plowing Matches conducted by WHO-AM-FM-TV Des Moines were (l to r) Rex French and William Harmon, Leo Burnett Co., and Carroll Bay, Wherry, Baker & Tilden, all Chicago, and Roy Flynn, Lessing Adv. Co., Des Moines, WHO AM-FM-TV, which co-sponsored the event with various farm groups in Jasper County, Iowa, new agency persons from Chicago, Milwaukee, and other points to Des Moines for the occasion Sept. 21-22. More than 100,000 persons attended [B, T, Sept. 24].
In San Francisco They Are Watching Channel 4
17.9% Auto Dominance

Market figures prove families living in WXEX-TV Grade B area spend 17.9% more on autos* than families in Grade B area of any other Richmond market TV station.

<table>
<thead>
<tr>
<th>WXEX-TV</th>
<th>$170,145,000</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station B</td>
<td>$139,070,000</td>
<td>81.7%</td>
</tr>
<tr>
<td>Station C</td>
<td>$139,691,000</td>
<td>82.1%</td>
</tr>
</tbody>
</table>

*Automobiles, tires, batteries, accessories
Source: Sidney Hollander Associates

Tom Tinsley, President NBC BASIC–CHANNEL 8 Irvin G. Abeloff, Vice Pres.
Broyles Names McWilliams in Denver Agency Changes

NEWLY-named executive vice president of Galen E. Broyles Inc., Denver agency, is Robert B. McWilliams, a vice president for 10 years, Galen E. Broyles, president, has announced. He will assume additional management duties and sit on a new executive board with Mr. Broyles and C. E. Davis, vice president. The board will administer major policy decisions.

Office management and personnel responsibility will be administered by Dorothy Cooper, treasurer, and Dorothy Montague, production manager, Mr. Broyles said. The 23-year-old agency has branch offices in Colorado Springs and Lincoln, Neb., has a staff of 33 and claims billings of more than $2 million a year. It recently moved into new Denver headquarters at 200 Clayton St.

Mauer Named Vice President in Reshuffling at Geyer Adv.

IN A MOVE to decentralize administrative activities in its radio-tv department, Geyer Adv., New York, last week named its former radio-tv director, Ray J. Mauer, vice president and assistant creative director in charge of radio-tv copy and art.

Mr. Mauer's administrative duties will be shared by Lee A. Emmerich, former tv production supervisor, who becomes radio-tv business manager, and Donald W. McGuinn, radio-tv business manager, who will take charge of all business and traffic matters within the department.

Tv Advertisers May Seek Specific Circulation—Roach

WITH program costs for both live and film tv rising as the audience demands higher quality, advertisers eventually will buy specific audience circulation as in printed media to keep their budgets reasonable, tv producer Hal Roach Jr. predicted in a talk before the Radio-Television Women of Southern California.

The president of Hal Roach Studios, Culver City, Calif., also envisioned a new concept of programming in which a network producer or film producer would be allocated blocks of air time for which he would create programs designed to attract the audience to meet advertisers' various needs, similar to the editor of a magazine.

"In this respect," he said, "the tv producer would be like the printed media's editorial staff, who determine readers' wishes and design their publications accordingly."

Costs of tv programs will continue to rise because of the development of a more discriminating audience that demands top-quality entertainment, Mr. Roach observed. "However, advertisers will continue to foot the bill for increased program costs through an extension of the multiple sponsorship structure." This mutual pick-up of program costs also will further the trend of sponsors to seek mass exposure rather than pinpointing their message on one program, one network or one star, Mr. Roach said.

"A more stable market must be developed by Hollywood to protect the tremendous investment of the film producer," Mr. Roach said, and a new system of distribution for his product must be devised that will ultimately eliminate the practice of "peddling a can of film along Madison Avenue in order to sell a show."

Toni Adds Quiz Sponsorship

TONI Co. Div., Gillette Co., Chicago, has followed up its purchase earlier this month of NBC-TV's Queen for a Day (alternate Mondays, 4:15-30 p.m. effective Nov. 12) with sponsorship of the Monday 12:15-12:30 p.m. EDT segment of Tic Tac Dough quiz on NBC-TV for 19 alternate weeks starting Jan. 7, 1957, and running through Sept. 16. The other Tic Tac Dough sponsor is the Mentholatum Co., Buffalo, N. Y., through J. Walter Thompson Co. Agency for Toni is North Adv., Chicago.

D-F-S Chicago Media Dept. Realigned; O'Connell Named

REORGANIZATION of its media department, including the appointment of Thomas P. O'Connell as media director, was announced last week by the Chicago office of Dancer-Fitzgerald-Sample Inc.

Mr. O'Connell succeeds Harry Pick, who resigned and joins J. R. Pershall Co. in similar capacity effective Nov. 1, according to that agency. Mr. Pick leaves D-F-S after two years as media director. He will be in complete charge of Pershall's media department and a member of its plans board.

D-F-S's realignment also calls for formation of an executive media committee "to provide additional executive thinking on the media policy of each account." An associate director for broadcast media will be appointed and announced Nov. 1. Reorganization also was understood to be a move for closer integration with D-F-S's New York office in media, research and other activities for the agency's clients whose overall billings are approximately $60 million (about half in radio-tv).

Doran Joins Lever Bros.

JACK DORAN, former marketing director, Helene Curtis Industries, Chicago, has joined Lever Bros. Co., New York, as director of promotion services, Lever's advertising vice president, Henry B. Schacht, announced last week. He will take charge of promotion for the firm's foods, Pepsodent and Lever divisions. Before his association with Helene Curtis, Mr. Doran was advertising and sales promotion director of the Simoniz Co., Chicago, and with several agencies, among them Young & Rubicam and Tatham-Laird Inc.

Bates Names Ladd, Cramer

DANIEL LADD and Roland H. Cramer, account executives, have been elected vice presidents of Ted Bates & Co., New York. Mr. Ladd has been with the agency for the past two years. Mr. Cramer joins the agency after 17 years with McCann-Erickson, where he was vice president and account supervisor.
spot radio information

Here it is—to help you plan marketing and advertising campaigns

For many years agencies and advertisers have asked for complete spot radio market information. Now, for the first time, it is available in one concise reference for radio markets across the nation shown in the list on this page—with stations that cover over 46% of all the radio sets in the United States.

A busy advertising or sales executive can have at his fingertips—a history of the market, retail outlets, radio and television facilities, newspaper circulations and rates, and economic factors that prevail. All yours for the asking.

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932
250 PARK AVENUE • NEW YORK 17, NEW YORK

EAST—SOUTHEAST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ-WBA</td>
<td>Boston</td>
<td>$1,000</td>
</tr>
<tr>
<td>WGR</td>
<td>Buffalo</td>
<td>5,000</td>
</tr>
<tr>
<td>KYW</td>
<td>Cleveland</td>
<td>50,000</td>
</tr>
<tr>
<td>WWJ</td>
<td>Detroit</td>
<td>5,000</td>
</tr>
<tr>
<td>KDKA</td>
<td>Pittsburgh</td>
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</tr>
<tr>
<td>WFBK</td>
<td>Syracuse</td>
<td>5,000</td>
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<tr>
<th>Station</th>
<th>City</th>
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<td>WIST</td>
<td>Charlotte</td>
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<tr>
<td>WS</td>
<td>Columbus</td>
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<tr>
<td>WSVA</td>
<td>Harrisonburg</td>
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<td>WPTF</td>
<td>Raleigh-Durham</td>
<td>50,000</td>
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<td>WOBJ</td>
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MIDWEST—SOUTHWEST

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<td>WHO</td>
<td>Des Moines</td>
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</tr>
<tr>
<td>WOC</td>
<td>Davenport</td>
<td>5,000</td>
</tr>
<tr>
<td>WZD</td>
<td>Decatur</td>
<td>1,000</td>
</tr>
<tr>
<td>WDSM</td>
<td>Duluth-Superior</td>
<td>5,000</td>
</tr>
<tr>
<td>WDAY</td>
<td>Fargo</td>
<td>5,000</td>
</tr>
<tr>
<td>WOWO</td>
<td>Fort Wayne</td>
<td>50,000</td>
</tr>
<tr>
<td>WIRE</td>
<td>Indianapolis</td>
<td>5,000</td>
</tr>
<tr>
<td>KMBC-KFRM</td>
<td>Kansas City</td>
<td>5,000</td>
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<tr>
<td>WISC</td>
<td>Madison, Wis.</td>
<td>1,000</td>
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<tr>
<td>KFAB</td>
<td>Omaha</td>
<td>50,000</td>
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<tr>
<td>WMBD</td>
<td>Peoria</td>
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<td>KFDM</td>
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<td>KRBS</td>
<td>Corpus Christi</td>
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<td>WBAP</td>
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<td>KENS</td>
<td>San Antonio</td>
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MOUNTAIN AND WEST

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<tr>
<td>KGMB-KHBC</td>
<td>Honolulu-Hilo</td>
<td>5,000</td>
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<tr>
<td>KEX</td>
<td>Portland</td>
<td>50,000</td>
</tr>
<tr>
<td>KIRO</td>
<td>Seattle</td>
<td>50,000</td>
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</table>
**ADVERTISERS & AGENCIES**

Hazel Bishop Adds Another Audience Participation Show

Hazel Bishop Inc., through Raymond Spector Adv., plans to add a second audience participation television network show when it underwrites You're On Your Own, a half-hour, quiz program on CBS-TV, Saturdays, 10:30-11 p.m. effective Jan. 5.

Hazel Bishop now sponsors Beat The Clock on the same network and reportedly has under wraps still a third audience-participation type show which it plans to place on a network also early next year.

Hazel Bishop's popularity originally was built by tv audience participation shows and "not spectaculars," Raymond Spector, head of his own agency, told B&T last week, in explaining the resurging of network tv in Hazel Bishop's timebuying plans.

Meanwhile, High Finance, which now occupies the 10:30-11 p.m. slot that Hazel Bishop takes over, will be dropped by Menen, which will co-sponsor Robert Montgomery Presents on Mondays (NBC-TV, 9:30-10:30 p.m.), effective Jan. 28 [B&T, Oct. 8]. Grey Adv. is Menen's agency.

Beltone Accelerates Radio-Tv NETWORK radio-tv and spot television will pay a $240,000 fall advertising campaign— heaviest in its history—for Beltone Hearing Aid Co., through Ollan & Bronner Inc., it was announced last week.

Extensive spot tv will be used in select markets, along with participations on NBC-TV's Today, NBC radio's Mary Margaret McBride, CBS Radio's Gaten Drake Show, MBS' Gabriel Heather, Don Lee network's Cliff Engle program and CBS-TV Pacific Network's Pacific Panorama.

Alan Abner Forms Agency

FORMATION of Alan Abner & Assoc. Advertising Agency in Klamath Falls, Ore., was announced last week by Alan K. Abner. Mr. Abner onetime general manager of KWIN Ashland, Ore., and more recently in the same post at KFJI Klamath Falls, served as chief of the Psychological Warfare Operations Div. Headquarters ARCS, USAF in Washington during the Korean War.

**LATEST RATINGS**

**NEILSEN**

**TOP RADIO PROGRAMS (TWO WEEKS ENDING SEPT. 8)**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Day &amp; Time</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Best of Grouchô</td>
<td>Deloto</td>
<td>BBDO</td>
<td>NBC</td>
<td>192</td>
<td>Wed., 9:30-10</td>
<td>1,143</td>
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<tr>
<td>2.</td>
<td>Gongburglar</td>
<td>MBS</td>
<td>462</td>
<td>Tues., 8:30-9</td>
<td>1,095</td>
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<tr>
<td>3.</td>
<td>Treasury Agent</td>
<td>MBS</td>
<td>453</td>
<td>Thurs., 8:30-9</td>
<td>1,048</td>
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<tr>
<td>4.</td>
<td>Pinky &amp; The Brain</td>
<td>CBS</td>
<td>201</td>
<td>Sun., 9:30-10</td>
<td>1,000</td>
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<td></td>
</tr>
<tr>
<td>5.</td>
<td>Two For The Money</td>
<td>CBS</td>
<td>201</td>
<td>Sun., 9:30-10</td>
<td>952</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOP 20 REGULARLY SCHEDULED ONCE-A-WEEK TV SHOWS**

<table>
<thead>
<tr>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Day &amp; Time</th>
<th>Rating</th>
<th>Sept., Aug.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Search For Tomorrow</td>
<td>Proctor &amp; Gamble</td>
<td>Campbell-Ewald</td>
<td>ABC</td>
<td>194</td>
<td>Mon.-Fri., 10-11</td>
<td>31.2</td>
</tr>
<tr>
<td>2.</td>
<td>Dragnet</td>
<td>Proctor &amp; Gamble</td>
<td>Campbell-Ewald</td>
<td>ABC</td>
<td>208</td>
<td>Mon.-Fri., 10-11</td>
<td>28.8</td>
</tr>
<tr>
<td>3.</td>
<td>Life with Father</td>
<td>Proctor &amp; Gamble</td>
<td>Campbell-Ewald</td>
<td>ABC</td>
<td>208</td>
<td>Mon.-Fri., 10-11</td>
<td>26.0</td>
</tr>
<tr>
<td>4.</td>
<td>The Life of Riley</td>
<td>Proctor &amp; Gamble</td>
<td>Campbell-Ewald</td>
<td>ABC</td>
<td>208</td>
<td>Mon.-Fri., 10-11</td>
<td>25.5</td>
</tr>
<tr>
<td>5.</td>
<td>Ziv's New Star</td>
<td>Proctor &amp; Gamble</td>
<td>Campbell-Ewald</td>
<td>ABC</td>
<td>208</td>
<td>Mon.-Fri., 10-11</td>
<td>20.0</td>
</tr>
</tbody>
</table>

**SO STIRRING IT THRILLS As TV has never done before.**

Ziv's New Star-Spangled Rating Winner

SEE PAGES 11, 12, 13

Page 42 • October 22, 1956

BROADCASTING • TELECASTING
WHEN YOU BUY ATLANTA...BUY WAGA-TV
AND GET A BIGGER PIECE OF THE MARKET!

This combination gives you the greatest possible impact in the Southeast's No. 1 market: tallest tower and maximum power to reach over 17% more people; top local and CBS-TV programming to earn highest ARB and Pulse ratings; plus strong merchandising and local station promotion. Get the facts from our reps and you'll choose WAGA-TV.

TOP DOG IN THE NATION'S 21st MARKET

WAGA-TV
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.
Newsfilm sends you
Into Newsfilm's four big processing centers pours more than a mile of film a day... speeded from some 250 camera correspondents throughout the world. This footage, equal to two full-length feature films each day, is expertly edited to select only the very best footage for each news story. Then the final result—12 minutes a day of complete world news coverage—is rushed direct to you.*

It's the best news in television, because it's the only syndicated news service that's produced exclusively for television station use. Newsfilm is planned, shot, scripted and edited for home viewing, not movie screens... and is produced with the needs of stations and sponsors in mind at every step. The result is letters like this one from KRNT-TV, Des Moines:

"Newsfilm service is excellent and gives us one more exclusive feature with which to impress our viewers and clients. The viewers must be impressed, because Russ Van Dyke's nightly news-weather program at 10:00 pm pulls ARB ratings of 43 and better... winning 77% of the audience (in a three-station area). It's the highest-rated program among all multi-weekly programs in the Des Moines area. And our sponsors must be impressed, because this show went on the air sponsored and still has the original two advertisers it started with!"

Newsfilm, a product of CBS News (the top name in broadcasting journalism), is available to all stations. For details, call the nearest office of...
Dromedary Makes Dates
For Radio Spot, Network

THE DROMEDARY Co. (a division of National Biscuit Co.), New York in addition to its radio spot announcement campaign in 20 markets [BT, Oct. 8] effective Nov. 1, will buy participations on five network radio shows for the most intensive Thanksgiving and Christmas holiday campaign in its history.

Stressing the slogan, "Holiday Time Is Dromedary Time," the announcements will give hints on various ways to serve dates. Network participations will be spread on the following shows: Second Mrs. Burton, Strike It Rich and Backstage Wile all on CBS Radio and Breakfast Club and My True Story on ABC Radio. Lennen & Newell, New York, is the agency.

Ott Heads D'Arcy Radio-TV
FRANK OTT, vice president and business manager, tv radio department, D'Arcy Adv., New York has been named to succeed Paul Louis, vice president in charge of television and radio who has left the agency to form his own company as an independent consultant to tv and radio advertisers.

67.3% of Nation's Adults Saw World Series on Tv
MORE THAN two-thirds of the nation's adult population (67.3%) watched the World's Series on television, according to data collected and compiled by A. L. Sindinger & Co., Philadelphia, audience research organization, which reports that 41.7% of U.S. adults listened to the Series on the radio.

Using as a base figure of 121,639,000 people 12 years old or older, Sindinger reports a daily average of 23,678,000 males and 21,414,000 females, or a total of 45,092,000 persons (37.1%) watched the Series telecasts for 664.1 million hours. Men viewers averaged 2 hours and 11 minutes of daily Series watching; women viewers averaged 2 hours and 1 minute.

For radio, the Sindinger figures show that 18,612,000 men listened to Series broadcasts a total of 299.7 million hours or a daily average of 2 hours and 18 minutes; 8,925,000 women listened for a total of 123.9 million hours or a daily average of 1 hour and 59 minutes.

Midwest Agencies Stress
Analysis of Markets

METHODS for analyzing markets in relation to advertising approaches in broadcast and printed media were threshed out at the quarterly meeting of the Midwestern Adv. Agency Network in Chicago Oct. 5-6.

The association, which comprises some dozen smaller midwest agencies with billings in the $250,000-$4 million range, concentrated on printed media at the meeting, held at the Edgewater Beach Hotel. Talks on Audit Bureau of Circulations activities and language communications, as well as discussions of MAAN internal problems, also were given. Norman W. Mautner, president of the Mautner Agency, Milwaukee and MAAN president, presided.

Waltham to Weiss & Geller
WALTHAM Watch Co., Waltham, Mass., with an approximately $1.2 million advertising budget, has named Weiss & Geller, New York, to handle its advertising next year. An advertising program for Waltham’s industrial division, which manufactures precision products for the aircraft industry, also is being prepared.

'Conference' Set for ABC-TV
EARLIER reports that Corn Products Refining Co. would place its sponsorship of Oliver and Martha (Rountree) Presby's Press Conference with ABC-TV in the Sunday night time period immediately preceding Omnibus [BT, Oct. 8] were confirmed Thursday by Sioum Cham, ABC-TV vice president in charge of sales. Press Conference, which went off NBC-TV (Wed., 8-9:30 p.m.) in September, will resume this coming Sunday, 8:30-9 p.m. EDT. Agency for Corn Products Refining Co. (Karoz, Mazola, Linit, Argo, Bosco) is C. L. Miller Co., New York.
the new advertising strategy based on Politz research

Radio — and only radio — follows your customers wherever they go, reaches them while they are doing other things. Radio is the constant companion of the American people.

Two-thirds of the adult population listens to radio on any given day and 87.8% within a week. And this nationally in the areas of TV's highest development.

These strengths of radio and other important facts established by Alfred Politz Research, Inc., are the foundation of the new advertising strategy called The Nation's Voice.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of great radio stations in the important population centers. While there are 2,833 radio stations operating today, only 48 selected stations are needed to bring 85% of all America's millions within your reach! Your sales message is carried directly to a huge daily audience, with great frequency, at a cost efficiency which is phenomenal.

Not in just one — but in five separate markets, the Politz studies show that people trust, respect and listen most to one great station . . . by such surprising margins as 11 to 1 over the next station.

The Nation's Voice story is in a presentation now ready at all Christal offices. Call now and reserve a time to see it.

One of a series of ads run in The Wall Street Journal and other leading newspapers

First on every list are these 14 Great Radio Stations covering 1/4 of all America

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

How much is in your budget?

$100,000 will buy six color pages in an excellent women's magazine with over 4 million circulation. OR 80 one-minute daytime announcements on The Nation's Voice, with a potential audience of 130 million people.

$250,000 is almost enough to buy 5 color pages in two leading Sunday supplements, with a combined circulation of about 18,000,000. OR 2 one-minute announcements, seven days a week, for 12 consecutive weeks on The Nation's Voice.

$500,000 will buy an average TV half-hour nighttime show once weekly on a major network — but only for 7 weeks. OR 3 one-minute announcements every weekday for 5 solid months on The Nation's Voice.

**HENRY I. CHRISTAL CO. INC.**

NEW YORK  CHICAGO  DETROIT  BOSTON  SAN FRANCISCO

October 22, 1956  Page 47
TV BUILDS A BOOM IN BURP GUNS

SHOOTING its sales into the $10 million bracket and firmly establishing its brand name in the highly competitive toy market, Mattel Inc., Los Angeles toy firm, gives full credit to television, the only consumer advertising medium used last year and this. Mattel is sponsoring alternate week participations on ABC-TV's *Mickey Mouse Club* through Carson-Roberts Inc., Los Angeles agency.

The Publishers Information Bureau report for July lists Mattel's $31,672 expenditure as tops in the toy category.

Mattel's television success story started at the annual toy industry trade fair in New York in March 1955. Mattel introduced a $4 burp gun toy and dealers bought heavily of the above-average price item because guns usually are a good selling line. But by October last year, when the burp gun failed to move, Mattel started to get order cancellations.

Mattel ordered alternate week participations on the then-new ABC-TV children's program produced by Walt Disney Studios and the day after Thanksgiving, after the burp gun had been seen on the air but four times, the buying spree began and retailers and jobbers flooded Mattel with telegrams for more burp guns. The total production of nearly a million guns was sold out by Dec. 15 with two weeks of the biggest buying season still to run before Christmas.

The aftermath was evidenced early this year. Even before the opening of the toy show in March, where Mattel was to show its new $3 gun, the company received advance orders for 266,000 guns sight unseen and by the time the show closed, orders had been written for $2.3 million worth of guns. Diversifying its product line to other items like a jack-in-the-box and Mousegetar Jr., the latter tied-in with the *Mickey Mouse Club* Mousekeeters, Mattel has discovered an unusual jobber and dealer acceptance, particularly when the buyer has learned the items will be advertised on tv this season.

Mattel also has signed tv personality Art Baker for its latest commercial on *Mickey Mouse Club* this fall to promote the jack-in-the-box. Mr. Baker symbolizes the "contemporary grandfather," Mattel said. The one-minute spot was filmed by Kling Studios, Hollywood.

Carson-Roberts used unique sales psychology in its copy for the burp gun commercials in order to overcome parental disfavor of guns for their children. Each spot is a capsule version of a Walter Mitty, whose dream-world experiences enriched his life. Instead of showing the gun as a weapon, Mattel treats it as a "playmate" guiding the 9-year-old boy used in the spot into an imaginary fun-type game.

In one spot, the boy is shown imagining he is wild-game hunting in Africa. He shoots down a herd of elephants attacking via rear-screen projection. In another, the boy is visiting a bank with his father. He day dreams and soon is capturing a gang of bank robbers single-handed. In a third, the boy imagines he is in the French foreign legion, shooting down enemy planes attacking his buddies. Mercury-International, Hollywood, filmed these spots while other Mattel commercials have been filmed by Disney and Shamus-Culhane Productions.

With Mattel selling 1.4 million guns before the fall tv campaign got underway as a result of last year's successful promotion, the toy firm's owners, Elliott and Ruth Handler, expect even bigger things from television this year, according to Carson-Roberts executives.

Pabst Still Negotiating
Fate of 'It's Polka Time'

PABST Brewing Co. is negotiating with ABC-TV for limited market sponsorship of *It's Polka Time* on a co-op basis or, failing that, as a spot property, using a kinescope print of the network series, it was reported last week.

At the same time, it was learned the brewing company has decided to retain its alternating sponsorship of ABC's *Wednesday Night Fights* until the contract expires next summer (1957), despite previous cancellation discussions. Reports were current though not confirmable, however, that a third advertiser may be brought into the boxing series on ABC radio-tv to share the tab with Pabst and Mennen.

Perhaps in deference to Pabst, ABC-TV is shifting *It's Polka Time* from its present Sunday slot (8:30-9 p.m. EDT) to Tuesday (10-10:30 p.m. EDT) opposite CBS-TV's *$64,000 Question* effective Nov. 6, according to ABC Central Div. The program had been slotted between * Omnibus* and *Ted Mack's Amateur Hour* and Pabst reportedly was dissatisfied with Sunday for the series.

Pabst and its agency, Leo Burnett Co., have been huddling over the brewery's 1957 advertising budget, with current expenditures running about $6 million [B&T, Oct. 15, 1].

Newspapers Warned of Drop In Share of Ad Revenue

NEWSPAPERS have fared well despite tv's tremendous growth in coverage and revenue in 1956 but national advertising lineage and expenditures are lagging when measured against the nation's overall expanded economy and total advertising investments, George C. Dibert, vice president and Chicago office manager of J. Walter Thompson Co., asserted last Monday.

Addressing the Institute of Newspaper Controllers in Chicago, Mr. Dibert pointed out that a medium might actually gain in total dollars "but still lose in share of total" and not be as effective "in relation to its competition as it formerly was."

"In 1956, the total national and local advertising expenditure will probably reach $3.5 billion," Mr. Dibert said, "and it is important to note that this tremendous growth was accomplished during a period in which television has grown enormously in terms of coverage-power and advertising revenues."

Noting that the growth of national adver-
KGO-TV is the SAN FRANCISCO BAY AREA

KGO-TV...consistently recognized for the outstanding caliber of its programming...winner of awards of excellence in educational programs...for the “Success Story” series...five awards to its nightly live variety show “San Francisco Tonight”...the McCall’s Golden Mike Award for service to youth on “Hi Time”...and for religious programming, “Our Catholic Heritage.”

In all, a demonstrated station popularity presenting a broad base of program interest and service to the Bay Area community.

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

Owned and operated by the American Broadcasting Company
MORE STATIONS SHOW IT...
MORE VIEWERS SEE IT...
MORE SPONSORS BUY IT...
ONLY SCREEN GEMS HAS IT
"HOLLYWOOD MOVIE PARADE"

104 FINE FEATURES FOR 1st RUN TV

With these and many other TOP STARS...

Henry Fonda
Sid Caesar
Bing Crosby
Lloyd Nolan

Claudette Colbert
Red Skelton
Edward G. Robinson
Irene Dunne
Ingrid Bergman

Fred Astaire
Glenn Ford
Susan Hayward
Humphrey Bogart

Charles Boyer
Rita Hayworth
Tony Martin
Fredric March
Roz Russell

Cary Grant
Orson Welles
Ray Milland
Loretta Young

FOR AVAILABILITIES CALL NOW...

Be On The Air Tomorrow!

IN THE EAST
Ben Colman
Plaza 1-4432
New York, N. Y.

IN THE MIDWEST
Henry Gillespie
Franklyn 2-3886
Chicago, Ill.

IN THE SOUTH
Frank Browne
Emerson 2450
Dallas, Texas

IN THE FAR WEST
Richard Dinsmore
Hollywood 2-3111
Hollywood, Cal.

IN CANADA
Lloyd Burns
Empire 3-4096
Toronto, Can.

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
Ad Week Plans Discussed

PLANS for more extensive media promotion of the 1957 Advertising Week celebration (Feb. 10-16) were discussed at meeting in New York of the Advertising Federation of America committee handling promotion for the event.

Among the activities planned are live broadcasts on radio and television, animated film trailers for television and a new campaign of editorial and advertising filler material for magazines. Cunningham & Walsh, New York, will serve as task force agency on the promotional campaign.

Oldsmobile Buys Oscars

OLDSMOBILE Div., General Motors Corp., next March 27 will sponsor the 29th annual Academy of Motion Picture Arts & Sciences awards (Oscars) on NBC-TV (10:30 p.m.-12:15 a.m.) for the fourth consecutive year. The program, which originates from Hollywood, will be handled through D. P. Brother & Co., Detroit.

A&A SHORTS

Advertising Research Foundation, N. Y., has moved into new quarters at 3 E. 54th St. Telephone: Plaza 1-5656.


John Gallagher Adv., S. F., has moved to newer offices at 45 Maiden Lane, with same phone number, Exbrook 2-8538.

Honig-Cooper Co., S. F., to add new three-story wing to accommodate expanded business and growing staff.

Radio & TV Monitors, Port Chester, N. Y., has been formed by Harry Fuchs, formerly with Skoras Theaters. Company will monitor radio and television commercials for advertisers and report on omissions and inaccuracies in commercials. Telephone number is Westmore 9-0054.

Langlois Filmusic Inc. (prerecorded film music), N. Y., announces opening of new Hollywood office at 1548 N. Highland Ave. Telephone is Hollywood 9-5846. George R. Jones, formerly with C. P. MacGregor Co., has been appointed general manager for Langlois west coast operations.

NETWORK RENEWALS

Brown & Williamson Tobacco Co. (Kool and Viceroy cigarettes), through Ted Bates & Co., has renewed participations for another year in One Man's Family and sponsorship of two five-minute newscasts Tuesdays and Wednesdays. According to network, this order, together with that of Ford Motor Co., through J. Walter Thompson, for 109 Monitor announcements for its 1957 models, account for $425,000 in new net billings.

Billy Graham Evangelistic Foundation, Minneapolis, renews Hourt of Decision, featuring Mr. Graham, on ABC Radio (Sun., 3:30-
NOTHING NEW IN RADIO?
TAKE A LOOK AT MILWAUKEE!

MAESTROS AND MUSICANA is the most exciting development in radio in a decade. It has prompted audiences, advertisers and broadcasters everywhere to sit up and listen like never before.

The MAESTROS are five of Milwaukee's most talented and popular air personalities. Their special talents—their understanding and treatment of MUSICANA—have earned them a special title.

For MUSICANA is something special. It is as different a kind of music as Milwaukee has heard since the zither found its last resting place in the public museum. It is not Rock and Roll, repetitious Top Ten, Western, Polka or Longhair!

It is a carefully calculated blending of familiar instrumentalists by the better bands and the popular, best-selling vocals of the top artists. It is the music which surveys, record sales and concerts throughout the country have demonstrated time and again is preferred by more people more often than any other.

When much of radio has deteriorated to the loose, trite and repetitious, WISN has established a programming concept rooted in freshness, timeliness, individuality and highly professional production. The result is a brand of radio as exclusive in Milwaukee as Lou Perini's Braves.

Reach the most people who do the most buying at the lowest cost per 1000 in Milwaukee! Reach them with MAESTROS AND MUSICANA on WISN.
Mortimer Hall (q), president and general manager of KLAC Los Angeles, and Morry Axelrod, merchandising director of Thrifty Drug Stores, hold up 10 fingers symbolizing the drug concern's renewal of its annual contract for the 10th year on KLAC. The new pact calls for five-minute musical segments at one-hour intervals seven days a week.


AGENCY APPOINTMENTS
Bravo Macaroni Products, Rochester, N. Y., to BBDO, N. Y.

Charles F. Hutchinson Adv., Inc., Boston, to handle advertising for Metropolitan Chevrolet Dealers Assn. Media plans for 1957 models include radio saturation.


DuKane Corp. (tape recorders, audio-visual equipment), St. Charles, Ill., appoints John Marshall Ziv Co., Chicago.


Disneyland Hotel, Anaheim, Calif., names Edwards Agency, L. A.

Seelig & Co., St. Louis, appointed to handle accounts of Hotel Kingsway and Hotel DeSoto, both St. Louis.

Advertising Counselors of Arizona, Phoenix, appointed to handle all TV advertising for First National Bank of Arizona.

Charles F. Hutchinson Inc., Boston, has been named by Greater Boston Automobile Dealers Trade Assn. for that association's forthcoming Automobile Show.

Madera Bonded Wine & Liquor Co., Baltimore, appoints Applestein, Levinstein & Golnick, same city, to handle its advertising effective Nov. 1. Radio-TV will be used.

Willard Tablet Co. (Willard's Tablets) and Monark Silver King Inc. (bicycles, lawn mowers, chain saws), both Chicago, appoint The Martin Co., same city, to handle advertising.

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**COLORCASTING**

Advance Schedule
Of Network Color Shows
(All times EDT)

**CBS-TV**
Oct. 22-23, 25-26 (3-3:30 p.m.) 'The Big Payoff,' Colgate-Palmolive Co. through William Esty (also Nov. 1-2).
Oct. 23 (9:30-10 p.m.) Red Skelton Show, Pet Milk through Gardner, and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks (also Nov. 6, 13, 27).
Oct. 26 (3:30-4 p.m.) Bob Crosby Show, participating sponsors (also Nov. 9, 16, 23).
Oct. 28 (1-1:30 p.m.) Hecke & Jackie Show, sustaining (also Nov. 4, 11, 18, 25).
Oct. 31 (8-9 p.m.) Arthur Godfrey Show, participating sponsors (also Nov. 7, 21, 28).
Nov. 1 (8:30-9:30 p.m.) Shower of Stars, Chrysler Corp. through McCann-Erickson.
Nov. 3 (9-11 p.m.) Ford Star Jubilee, 'The Wizard of Oz,' Ford Motor Co. through J. Walter Thompson Co.
Nov. 19 (10-11 p.m.) Our Mr. Sun, Bell Telephone Co. through N. W. Ayer.
Nov. 22 (8:30-9:30 p.m.) Climax, Chrysler Corp. through McCann-Erickson.

**NBC-TV**
Oct. 22-24 (3-4 p.m.) Matinee, participating sponsors (also Oct. 29-31, Nov. 2, 5-9, 12-16, 19-23, 26-30, 30).
Oct. 22 (9:30-10:30 p.m.) Robert Montgomery Presents, Schick through Warwick & Legler, and S. C. Johnson & Son through Needham, Louis & Brorby on alternating weeks (also Oct. 29, Nov. 5, 19, 26).
Oct. 23 (7:30-7:45 p.m.) Jonathan Winters Show, Lewis Howe Co. through Dancer-Fitzgerald-Sample, and Vick Chemical Co. through BBDO (also Oct. 30, Nov. 6, 13, 20, 27).
Oct. 23 (8:30-9 p.m.) Noah's Ark, Liggett & Myers through McCann-Erickson, and Max Factor Co. through Doyle Dane Bernbach (also Oct. 30, Nov. 6, 13, 20, 27).
Oct. 24 (9-10 p.m.) Kraft Television Theatre, Kraft Foods, through J. Walter Thompson Co. (also Nov. 1, 8, 15, 22, 29).
Oct. 25 (10-11 p.m.) Lux Video Theatre, Lever Bros. Co. through J. Walter Thompson Co. (also Nov. 1, 8, 15, 22, 29).
Oct. 26 (8:30-9 p.m.) Walter Winchell Show, Tony through North Adv., and R. J. Reynolds Co. through William Esty on alternating weeks (also Nov. 2, 9, 16, 30).
Oct. 27 (8-9 p.m.) Perry Como Show, participating sponsors (also Nov. 3, 10, 17, 24).
Oct. 27 (9-10:30 p.m.) The Saturday Spectacular, "Manhattan Tower," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.
Oct. 28 (7:30-9 p.m.) Hallmark Hall of Fame, "Born Yesterday," Hallmark Cards through Foote, Cone & Belding.
Oct. 28 (9-10 p.m.) Goodyear Playhouse, Goodyear Tire & Rubber Co. through Young & Rubric (also Nov. 11).
Nov. 2 (9-10 p.m.) Chevy Show, starring Dinah Shore, Chevrolet through Campbell-Ewald (also Nov. 30).
Nov. 4 (9-10 p.m.) Alcoa Hour, Aluminum Co. of America, through Fuller & Smith & Ross.
Nov. 12 (8-9:30 p.m.) Producers' Showcase, "Jack & the Beanstalk," RCA and Whirlpool through Kenyon & Eckhardt, Buick through Kudner.
Nov. 18 (2-4 p.m.) NBC-TV Opera Theatre, "La Boheme," sustaining.
Nov. 24 (9-10:30 p.m.) Saturday Spectacular, "High Button Shoes," Oldsmobile through D. P. Brother, and RCA and Whirlpool through Kenyon & Eckhardt.
Nov. 25 (9-10:30 p.m.) Hallmark Hall of Fame, "Man & Superman," Hallmark Cards through Foote, Cone & Belding.

[Note: This schedule will be corrected to press time of each issue of B-T]

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**GLORIOUS as OUR COUNTRY'S HISTORY!**

Ziv's New Star-Spangled Rating Winner

SEE PAGES 11, 12, 13
740 feet high — four times higher than Niagara Falls — 1349 feet above sea level — the tallest man-made structure in Buffalo! That's WBUF's tower, outstanding structure in WBUF's newly-completed $1,500,000 Color Television Center. The new WBUF center was dedicated on the 11th of this month, making WBUF the first NBC-owned-and-operated station planned from foundation to tower-top specifically for ultra-high frequency TV operations. Twenty-eight years of NBC-RCA know-how went into making NBC's home in Buffalo the most modern and complete showplace in the Niagara Frontier Area.

To advertisers, WBUF's new facilities represent a powerful new way to sell in Buffalo — America's 14th largest market, with an effective buying income of $2 1/2 billion.

To TV-viewers in the Niagara Frontier Area, this new structure means the great lineup of NBC network programs — on WBUF, Channel 17, exclusively. The new tower and a new 500,000 watts of transmitting power bring to the entire Niagara Frontier Area a new, clearer, sharper picture. But they are only a promise of things to come from a station equipped to expand to a mighty 5 million watts. Small wonder that virtually every set now sold in Buffalo is an all-channel set, equipped to receive WBUF!

When making your plans for Buffalo, keep your eye on WBUF, Channel 17. Your customers do.
The Lion to be King
who wanted
of two forests...

Once there was a lion who was ruler of a forest. It was a verdant green forest and the lion was esteemed for his leadership and successes. This he found very gratifying so he said to himself, “Why not be king of two forests...?”

Not to belabor Aesop, the advent of MGM-TV has been one of the momentous events in the annals of entertainment. Also one of its greatest success stories. To date, eighteen stations have signed as affiliates of MGM-TV for a total contract price of nearly $25,000,000. All arrangements are on an exclusive basis and only one station in each telecasting area can qualify. We urge you to make immediate inquiry concerning the 725 feature films available and the special promotional privileges offered.

MGM-TV

*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., JUdson 2-2000*
STEWART-WARNER Corp., Alemite Div. (automobile accessories), Chicago, has signed to sponsor one-half of eight Army football games this fall on WRCA New York. Present for the signing are (I to r) Allen Dicus, account executive, and Jim Shelby, radio-tv director, both MacFarland-Aveyard agency; Fred Cross, Alemite advertising manager; Harry Jacobs, NBC account executive; Beverly Hicks, MacFarland-Aveyard timebuyer, and Fred Lyons, manager, NBC Spot Sales Central Div.

A&A PEOPLE


Lea H. Copeland, formerly executive vice president of agency, elected president to succeed Mr. Naeckel, and Roy W. Rice, formerly director, Preserve Div., Glaser, Crandell Co., Chicago food firm, elected Ramsey executive vice president.

Kenyon M. Lee, formerly vice president-manager of Miami, Fla., office, MacManus, John & Adams Inc., opens agency bearing his name with offices in Miami and Jacksonvile.

James R. Telisky, with media dept., Campbell-Ewald Co., Detroit, to media director, Geyer Adv., same city.

Edward S. Richardson, Geyer Adv., N. Y., appointed timebuyer.

John W. Garberson, vice president, N. W. Ayer & Son Detroit office, has been named manager of the agency's operations there, succeeding J. Widman Berth, transferred to Hollywood.

Robert S. Risman, formerly account executive, Rising & Taylor Inc., elected president of agency bearing his name, Buffalo, N. Y.

Verne Reynolds, motion picture advertising executive, to Goodman - Anderson Adv., L. A., as copy chief and production manager.

Oliver Barbour, director of television programming, and Mark Becker, account supervisor, Benton & Bowles, N. Y., elected vice presidents of agency.

Hugh A. Smith, marketing-public relations consultant and former KXA Seattle general manager, named consultant by Rainier Brewery, Seattle.

Richard C. Hunt, formerly with Ruthrauff & Ryan Inc., Chicago, to Allen & Reynolds, Omaha, as marketing director.


Lester Gutter, senior consultant, Management Development Research Corp., Providence, R. I. (affiliate of Walter V. Clarke Assoc.), to Gray & Rogers, Phila., as director of research.

Albright H. Messer, account executive on Tea Council of the U.S.A., Fred Rosen Assoc., N. Y. public relations firm, has been named public relations director of Brand Names Foundation.

George A. Price, director of public relations, Denver Chamber of Commerce, to William Kosta & Assocs., that city, in public relations.


Frank S. Kesh, formerly sales and advertising manager, Cudaby Brothers Co., Cudaby, Wis., appointed food advertising and merchandising consultant, Buchanan-Thomas Adv., Omaha, Neb.

Alan Hahn has been appointed radio-tv copy director for The Joseph Katz Co. agency, Baltimore and N. Y.

Dorothy Kent copy group head Grey Adv., N. Y., appointed copy group head for cos-

Midnight Preview

A 12-hour radio saturation schedule in Houston—based on an advertising agency's hunch that thousands of Houstonians would stay up late at night to get the first look at new 1957 Fords—brought "results that were astounding," according to A. S. Black & Co., the Houston agency.

The agency persuaded Earl McMillan Inc., Ford dealer, to open its doors at 12:01 a.m. Oct. 3 instead of waiting until regular daily hours. From noon Oct. 2 to midnight the one-minute spots schedule was put on five Houston radio stations, calling attention to the midnight 1957 Ford review and offering coffee and doughnuts and awards of radio and tv sets.

All three of McMillan's showrooms were crowded by 11 p.m., and a total of more than 6,000 people turned out for the early morning presentation, the agency said, consuming 50 gallons of coffee and 97 dozen donuts. One downtown night worker with a half-hour dinner period at midnight visited one of the showrooms, filled up on coffee and doughnuts, saw the new Fords, bought one and got back to work on time. Other on-the-spot sales were "amazingly high," the agency reported.
ADVERTISERS GET
BIG-TIME RESULTS
ON WFAA-TV

The housewife who just opened this can of Heinz baked beans might find herself in the same predicament as the little cartoon character when it comes to pronouncing "Worcestershire Sauce," but one thing's for sure: She knows it pays to reach for HEINZ, regardless.

And throughout North Texas more and more housewives are becoming presold on all Heinz products while settled back to watch "Studio 57" — now in its 3rd year over WFAA-TV!

If you're looking for "big time" results, see your PETRYMAN for complete market data and coverage information.

WFAA-TV
CHANNEL 8 DALLAS
NBC-ABC

DICK DRUMMY,
Commercial Manager
A TELEVISION
SERVICE OF THE
DALLAS MORNING NEWS
Large single sale of time in the history of KOOL Phoenix, Ariz., has been negotiated with Courtesy Chevrolet Inc., which has contracted for six-days-a-week sponsorship of the 10 p.m. to 6 a.m. Ten Til Dawn program (or 48 hours a week). At the contract signing are (l to r) Tom Chauncey, vice president-general manager of KOOL-AM-TV; Ed Marsett, KOOL sales manager; Ed Fitzgerald, general manager of Courtesy Chevrolet, and Pat McCallion, KOOL account executive.

Richard L. Peterson, assistant account executive, of aubrey, Finlay, Marley & Hodson Inc., Chicago, with which he was associated until 1950.

Jan Marinello, formerly with dancer-Fitzgerald-Sample Inc., Chicago, to copy staff, Garfield, Linn & Co., same city.

Andrew Sorbie, head of shipping department, Kudner Agency, N. Y., honored at a Luncheon Oct. 12, at Waldorf-Astoria, N. Y., to mark his 25th year in advertising agency business.

F. G. Jewett, advertising manager, American Can Co., N. Y., designated by Advertising Council as volunteer coordinator of new Armed Forces information campaign. Compton Adv., N. Y., will act as task force agency for all-media campaign using spot radio-tv.

George A. Price, director of public relations, Denver Chamber of Commerce, to William Kosta & Assoc., that city, in public relations.


The [b]c of paid circulation

The surest barometer of reader acceptance of any publication is its paid circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A paid subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he needs the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him gratis. Thus, if reader interest is not sustained, paid circulation is promptly affected.

Broadcasting • Telecasting for the past 12 months averaged a paid weekly circulation of 17,000. This is the largest paid circulation in the vertical radio-tv field. B&T in fact distributes more paid circulation in four months than the combined annual paid of all other vertical magazines in this field.

B&T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B&T. That is why B&T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and paid circulation to back it up.
fifth term in the white house...

As he has done before, U.P.'s Merriman Smith in this presidential election year is covering both candidates—dividing his time between Mr. Eisenhower and Mr. Stevenson as they campaign.

For 15 years Smith has specialized in news of the nation's chief executives, from FDR onward. He is now in his fifth presidential term as the United Press correspondent in the White House. His present double assignment is a current example of U.P.'s top-flight reporting of top-flight stories.
“If we’re going to have any kind of living together, we must have some sort of an understanding...”

This is a boy from Boston, talking to a lady named Helen Parkhurst about racial prejudice.

The same Helen Parkhurst asked youngsters in Portland, Ore., about military service. One said, “It isn’t actually fear that bothers you... it’s you don’t know when you’re going or where.”

Sometimes teenagers are more direct than the great masters... like the one who said about art, “I put the feeling inside me in my hands.”

Young people’s feelings about themselves... their problems... their futures in the wonderful world around them... that’s the heart of “Growing Pains,” a new documentary radio series produced by Westinghouse Broadcasting Company.

Helen Parkhurst, famous child psychologist, is the spark who lights the youngsters’ imaginations, the magnet who draws out their deepest feelings. The result: a new understanding for parents... for everyone... of the powerful stirrings in our young people.

This new series by WBC, with Helen Parkhurst, is only one in a growing list of outstanding WBC public service programs—programs like “Of Many Things,” “The Big R,” “How Shall We Learn?” This kind of programming is emphasized by WBC because we believe that broadcasting is most effective on stations which have earned the respect and confidence of the communities they serve.

“Growing Pains” is produced exclusively for the WBC stations, but is already being broadcast on a number of educational radio stations. We shall be happy to make it available to others. Call Richard Pack, WBC Vice President in charge of Programming, at MUrrey Hill 7-0808, New York.
WESTINGHOUSE BROADCASTING COMPANY, INC.

KPIX represented by The Katz Agency, Inc. • All other WBC stations represented by Peters, Griffin, Woodward, Inc.
INS-TELENEWS PLANS NEW FILM SHOW

Half-hour ‘Ask the Camera’ series will be added to heretofore news-only programming.

ENTRY of INS-Telenews into the field of distribution of entertainment programs with a new half-hour series, Ask the Camera, is being announced jointly today (Monday) by Caleb B. Stratton, executive vice president of Hearst Metrotone News, and Ted Lloyd, producer of the program.

INS-Telenews heretofore has distributed news programs exclusively, according to Robert H. Reid, INS tv sales manager. He said acquisition of the new show “lifts us out of the limited area of news programs and puts us into the broader entertainment field . . . and there is more new programming to follow.”

The new program series is being produced by Mr. Lloyd in association with Hearst Metrotone News Inc., which also produces the INS-Telenews Newsfilm services for tv stations. One unusual feature of the program, according to Mr. Lloyd, is that each show will be “packaged especially for each local station carrying the program.”

Questions from viewers received by each station, Mr. Lloyd said, will be forwarded to the program’s New York production office and a program answering the questions of local viewers will be shipped directly to the station. Mr. Lloyd noted that the program has been carried on a local basis on WRCA-TV New York and KRCA-TV Los Angeles and now will be available nationally because of the association with Hearst Metrotone News.

He pointed out the world-wide Hearst Metrotone newspapering organization will be available to shoot “on the spot” films to be used by Ask the Camera and added that the program also will make use of the “News of the Day” library, which contains more than 25 million feet of film.

INS-Telenews currently has three other film properties for distribution. They are: Telenews Daily, Telenews Weekly and This Week in Sports.

Vogel Succeeds Loew As Loew’s Inc. President

JOSEPH R. VOGEL, president of Loew’s Theatres since 1954 when production and distribution functions of Loew’s were separated from the theatre operation, was elected president of Loew’s Inc. Thursday, succeeding Arthur M. Loew, who was elected board chairman. Loew’s Inc., which produces and distributes Metro-Goldwyn-Mayer pictures, has an active tv division.

Mr. Loew submitted his resignation a few weeks ago [B+T, Oct. 8], citing a desire to ease his responsibilities.

Loew’s board also elected Nicholas M. Schenck, chairman of the board, to honorary board chairman. Mr. Vogel started as part-time movie usher at 14 and has been with the Loew’s organization for more than 40 years. Leopold Friedman, with Loew’s more than 30 years, succeeds Mr. Vogel.

Railway Express Rights Go To All-World Productions

RIGHTS to the 117-year history of the Railway Express have been acquired by Larry Harmon, Virgil Reimer and William Hebert for presentation as a new tv series, Adventure U.S.A. and in feature movies. The trio has formed All-World Productions Inc. in Hollywood.

Mr. Harmon, producer-director for NBC for five years, and Mr. Reimer, producer-writer-director with that network for 22 years, will be co-producers on the new series. Mr. Hebert, who also heads his own Hollywood public relations firm, will be in charge of sales.

At the same time, the trio issued a warning to all producers attempting to use the names Pony Express and Wells Fargo “or any authentic data pertaining thereto, for any commercial purpose, will be required to determine their rights, since these are the exclusive property of Railway Express exclusively assigned to the Reimer, Harmon and Hebert co-partnership for total administration in the entertainment field.”

To Sponsor ‘Dr. Christian’

COLONIAL STORES Inc. (supermarket chain), Atlanta, will sponsor Dr. Christian, Ziv Television Programs’ new series of half-hour, filmed tv dramas, in 15 southeastern markets beginning Oct. 30. Liller, Neal & Battle, Atlanta, Ga., agency, handles the Colonial advertising account.
Look at these results: **POPEYE 7-DAY AVERAGE ON WPIX OUTRATES ALL SEVEN N.Y.C. STATIONS!**

**TELEVISION WPIX CHANNEL II**

**October 9, 1956**

Mr. Robert Rich  
Associated Artists Productions, Inc.  
315 Madison Avenue  
New York 17, N. Y.

Dear Bob:

Popeye's made a clean sweep in New York! The spinach-eating sailer topped all six competing stations, averaging all seven days of the week.

You know, of course, that our Monday-Friday Popeye strip was sold out over a month before the first telecast. It's certainly been proved quickly that the charter sponsors knew a good thing when they bought it. The Popeye half-hours pulled a 7-day AKB September average of 5.6, against 4.7 for the next highest station.

The Mon.-Fri. average was 6.0, with a non-duplicated cumulative rating of 13.9. Among the programs Popeye overpowered were "Million Dollar Movie," "Hopalong Cassidy," "Gene Autry," the U. N. Handicap, "Wild Bill Hickok," "Anne Oakley," "Captain Video," and "Sky King."

We confidently believe that Popeye ratings will grow even larger — after all, this was his first week on the air.

Best personal regards,

Fred Thrower  
Vice-President

**Call or wire today**

Capture the Audience in YOUR MARKET with Popeye cartoons.

**a.a.p.**  
Associated Artists Productions, Inc.

**CHICAGO**  
75 E. Wacker Drive • DElmonico 2-4040

**DALLAS**  
151 Bryan Street • RANDolph 8043

**LOS ANGELES**  
9110 Sunset Boulevard • CREstview 6-5866

*345 Madison Ave., N. Y. C. MUrroy Hill 6-2323*
Unger Sees Advantage
In Movie, TV 'Cross-Plugs'

THOUGH obvious “cross-plugs” between theatrical motion pictures and tv film programs irritate home viewers, extra audiences can be built for both media if tv film producers permit their stars “as much freedom as possible to take on outside feature movie roles.”

This opinion was voiced last week by Maurice Unger, vice president in charge of production for Ziv Television Programs, who noted that the experience of his company has been that the “freedom of outside work” clause in talent contracts has attracted top motion picture and Broadway personalities to the Ziv roster. From a publicity viewpoint, Mr. Unger said, the movie producer has “the advantage of a loyal program audience for Ziv telefilms who will usually go to theatres to see a tv favorite in another role, and Ziv and its advertisers gain publicity mileage in the drawing power of a star name because of the promotion surrounding a feature picture.”

King-Shore Films Set Up;
Will Handle Flynn Series

NEWLY-organized King-Shore Films Ltd., New York, last week was named exclusive distributors in the U. S. of The Errol Flynn Theatre film series that currently is in production in England. King-Shore has established headquarters at 295 Madison Ave., New York.

Charles King is board chairman of the new company. For the past two years he has been a sales representative for Television Programs of America, New York.

Sig Steven Shore is president of King-Shore Films. He served previously with Buchanan & Co. and Cavanaugh-Shore & Co., New York advertising agency. Other officers of the company are Norman C. Nicholson, secretary, and Sidney Florea, treasurer.

Screen Gems Adds Five

ADDITION of five account executives to sales staff of Screen Gems Inc., New York, have been announced by Robert H. Salk, director of syndicate sales for SG. New salesmen and their territories: Marvin Frank, New York State; Stephen John O’Connor and George Fischer, Midwest, Roy George and Jack Eisele, South. George Hankoff has been promoted from New York State representative to head of the mid-Atlantic area, covering Philadelphia, Baltimore and Washington.

AAP Adds Three Salesmen

IN a move attributed to increased station interest in the Warner Bros. library of feature films, Assoc. Artists Productions Inc., last week announced the appointment of three salesmen to its staff. They are: Leo Turilello, former western sales manager, Tele-Pictures Inc., to AAP's west coast office; Robert Montgomery, MCA-TV Ltd. and World Broadcasting Co. veteran, will be stationed in the Southwest, and Bob Hoffman, at one time with AAP and more recently with Television Programs of America, has rejoined AAP in the New York home office.

Digest Productions Formed

FORMATION of Digest Productions, a new tv film production firm, was announced Thursday by its two principals, Edward Fields, president, and David O. Alber, vice president. Mr. Alber is head of his own New York public relations firm specializing in radio-tv publicity. First property under discussion by Digest: The Press Agent, a situation tv comedy series about “flacks.”
KYW-TV gets invited into more homes in the course of any given week than any other Cleveland area station. That's why your spot package buy will produce greater results on Channel 3.

Example: A typical "15 Plan" produces a treat of 1,035,000 home impressions in five days for only 50 cents per thousand!* KYW-TV leads all TV stations in the market with a 37.1 average share of audience for the seven days, 6 A.M. to midnight . . . over 9% higher than its nearest competition.

We have no tricks. Solid showmanship and salesmanship in both programming and promotion do the job.

Knock on Al Krivin's door, and get treated to the best buy in Cleveland.

*Cost-per-thousand figure is computed on the basis of three ten-second spots per day; morning, afternoon and evening with weekly cost under "60-15 Plan," of $337.50, based on August ARB figures and 2.5 viewers per set.

In Cleveland, No Selling Campaign is Complete without the WBC station . . .
MCA Distributes Stock

LATEST in a series of distributions of common stock representing ownership of the Music Corp. of America companies was announced last week by Jules C. Stein, board chairman. The distribution to 11 company officers increased the total number of individual executives owning stock in MCA to 42.

New allocations of stock were made to De Arv G. Barton, William Beutel, Ervin J. Brabec, Albert Dorskind, John W. Findlater, Louis N. Friedland, Walter A. Hanley, Edd Henry, Jennings Lang, Herbert Stern and Cecil Tennant. Mr. Friedland is vice-president in charge of station sales for MCA-TV.

More Buy ‘Clooney’ Show; Clients Now Over 100

TWO REGIONAL SALES on the Rosemary Clooney Show and several local sales were announced last week by Wynn Nathan, vice president in charge of sales, MCA-TV Film Syndication Div. Though MCA-TV does not report overall sales figures, the total number of markets in which the program is sold is said to be "well over a hundred."

Latest regional sponsors are Blatz Brewing Co., Milwaukee, through Kenyon & Eckhardt, Chicago, for six markets in Wisconsin, and Hood Dairy, Boston, through Kenyon & Eckhardt, Boston, for eight markets in New England. Local sponsors who signed for the show include the Dodge dealers in Washington, D. C., and the Chevrolet dealers in Montana.

McNamara Opens Film Firm

DON C. McNAMARA, since 1950 executive vice president of Dudley Television Corp. and Dudley Pictures Corp., Hollywood, where he helped originate first animated commercials for CBS-TV 'I Love Lucy', has formed his own tv and commercial film production company, McNamara Productions Inc., 8230 Beverly Blvd., Los Angeles 48. Phone: Webster 5-1205.

FILM RANDOM SHOTS

Modern TV, formerly division of Modern Talking Picture Service Inc., N. Y., has announced change of name to Modern Television Inc., now independent corporation. Firm specializes in tv film program and spot commercial handling and distribution.

Filmack Television Studios, N. Y., last week announced the opening of a new ID Optical Dept. to produce 10-second share IDs, claiming costs will be one-third of standard costs through use of Filmack's precision-mounted Focusing Adapter which eliminates several production stages, according to company.

Academy Pictures Inc., tv animation and commercial production firm, moved from 588 Fifth Ave., N. Y., to larger quarters at 49 W. 45th St. Telephone is Plaza 7-0744.
"A PACKED HOUSE EVERY PERFORMANCE"

A LOOK AT THE BOX OFFICE*

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*Telepulse February, 1956

"THE DIARY OF ANNE FRANK" starring Joseph Schildkraut and Susan Strasberg

It's one thing to flatter your audience; it's quite another to flatter your client. One involves compliments; the other cash.

Somehow, cash, stocks and bonds and book values go together. So, in the language of the "street", the securities exchange was never better around WICU.

Bullish 30's, 40's and 50's on the board (check the "A Ratings" on the prospectus listed below) indicate WICU's stock is loaded.

Both bulls and bears can buy blind on WICU and turn up with a handsome yield and a gilt-edged investment. The listed assets of WICU includes the entire Erie area plus 3 states and 2 countries... plus ratings consistently 20% and more over the national average... plus 36 national promotion awards in the vault.

If you've a lonely spot schedule in need of congenial adjacencies, call Ben McLaughlin or your Petry man and join our "mutual fund".

**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
THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN SEPTEMBER

NEW YORK

SEVEN-STATION MARKET

1. D. Fairbanks Presents (ABC Film) Mon. 10:30 WRCA-TV 16.2
2. Rosemary Clooney (MCA-TV) Fri. 11:15 WRCA-TV 9.7
3. Guy Lombardo (MCA-TV) Thurs. 7:00 WRCA-TV 9.2
4. Superman (Flamenco) Wed. 8:00 WPIX 8.9
5. Man Behind The Badge (MCA-TV) Tue. 6:00 WABC-TV 9.1
6. Death Valley Days (McC-E) Wed. 7:00 WPIX 8.7
7. Science Fiction Theatre (Ziv) Fri. 7:00 WRCA-TV 8.4
8. Great Gildersleeve (NBC Film) Tues. 7:00 WRCA-TV 8.1
9. Fabian of Scotland Yard (CBS Film) Mon. 9:00 WPIX 6.9
Highway Patrol (Ziv) Wed. 9:30 WPIX 6.9
The Goldbergs (Guild) Thurs. 7:30 WABD 6.9

MINNEAPOLIS-ST. PAUL

FOUR-STATION MARKET

1. Life of Riley (NBC Film) Mon. 8:30 KSTP-TV 32.6
2. Celebrity Playhouse (Screen Gems) Sun. 8:30 KSTP-TV 21.5
3. Highway Patrol (Ziv) Sat. 10:00 WCCO-TV 20.5
4. Canteen Squad (Official) Sun. 8:30 WCCO-TV 14.9
5. Studio 57 (MCA-TV) Wed. 9:30 KSTP-TV 16.0
6. Man Behind the Badge (MCA-TV) Fri. 9:30 KSTP-TV 15.3
7. City Detective (MCA-TV) Thurs. 10:30 KSTP-TV 12.8
8. Badge 714 (NBC Film) Tues. 10:30 KSTP-TV 12.4
Ramar of the Jungle (TPA) Sat. 5:00 WCCO-TV 12.4
10. I Led 3 Lives (Ziv) Wed. 8:30 KSTP-TV 12.2

CHICAGO

FOUR-STATION MARKET

1. Secret Journal (MCA-TV) Sat. 10:00 WNBQ 25.7
2. Science Fiction Theatre (Ziv) Sat. 10:30 WNBQ 20.3
3. Great Gildersleeve (NBC Film) Mon. 9:30 WNBQ 19.0
4. Highway Patrol (Ziv) Thurs. 9:00 WBKB 14.9
5. Sueie (TPA) Sat. 9:30 WBKB 14.0
6. Racket Squad (ABC Film) Tues. 8:30 WGN-TV 13.7
7. I Led 3 Lives (Ziv) Tues. 9:30 WGN-TV 13.2
8. Badge 714 (NBC Film) Tues. 8:00 WGN-TV 12.9
Mr. District Attorney (Ziv) Fri. 10:00 WBKB 12.9
10. San Francisco Beat (CBS Film) Tues. 9:00 WGN-TV 12.5

ATLANTA

THREE-STATION MARKET

1. City Detective (MCA-TV) Sat. 10:00 WSB-TV 24.8
2. I Led 3 Lives (Ziv) Mon. 9:30 WSB-TV 23.0
3. Highway Patrol (Ziv) Fri. 10:00 WAGA-TV 21.0
5. Man Called X (Ziv) Sun. 10:00 WAGA-TV 18.8
6. Jungle Jim (Screen Gems) Mon. 6:30 WLWA 18.0
7. Waterfront (MCA-TV) Thurs. 9:30 WAGA-TV 16.9
8. Man Behind the Badge (MCA-TV) Sun. 2:30 WSB-TV 16.4
9. Buffalo Bill, Jr. (CBS Film) Wed. 6:00 WLWA 16.1
10. Annie Oakley (CBS Film) Mon. 6:00 WLWA 15.2

CLEVELAND

THREE-STATION MARKET

1. Highway Patrol (Ziv) Tues. 10:30 WJW-TV 28.2
2. Man Behind the Badge (MCA-TV) Sat. 7:00 KYW-TV 13.3
3. Science Fiction Theatre (Ziv) Sat. 7:00 KYW-TV 13.2
4. Annie Oakley (CBS Film) Sat. 6:30 WJW-TV 12.9
5. Kit Carson (MCA-TV) Sat. 7:00 WJW-TV 12.1
6. Studio 57 (MCA-TV) Fri. 7:00 KYW-TV 12.0
7. The Whistler (CBS Film) Sun. 10:30 WJW-TV 11.0
I Led 3 Lives (Ziv) Fri. 9:00 WJW-TV 11.0
9. Man Behind the Badge (MCA-TV) Wed. 10:30 KYW-TV 10.7
10. Mr. District Attorney (Ziv) M-F: 5:30 KYW-TV 9.9

LOS ANGELES

SEVEN-STATION MARKET

1. Highway Patrol (Ziv) Mon. 9:00 KTTV 20.8
2. Science Fiction Theatre (Ziv) Mon. 8:00 KTTV 19.1
3. Star & The Story (Official) Thurs. 9:30 KTTV 16.2
4. Life of Riley (NBC Film) Mon. 8:30 KTTV 16.1
5. Code 3 (ABC Film) Mon. 9:30 KTTV 15.0
6. I Led 3 Lives (Ziv) Sat. 8:30 KTTV 14.2
7. Confidential File (Guild) Sun. 9:30 KTTV 13.8
8. Badge 714 (NBC Film) Sat. 7:30 KTTV 13.4
9. Search for Adventure (Bagnall) Thurs. 7:00 KTTV 12.4
10. San Francisco Beat (CBS Film) Sat. 9:30 KTTV 11.6

SEATTLE-TACOMA

FOUR-STATION MARKET

1. Search for Adventure (Bagnall) Wed. 7:00 KING-TV 31.9
2. Western Marshall (NBC Film) Wed. 7:00 KING-TV 31.8
3. Waterfront (MCA-TV) Wed. 7:00 KOMO-TV 31.3
4. Badge 714 (NBC Film) Fri. 7:00 KING-TV 27.7
5. Combat Sergeant (NTA) Tues. 10:15 KING-TV 22.7
6. Code 3 (ABC Film) Fri. 10:00 KING-TV 21.6
7. City Detective (MCA-TV) Sun. 10:00 KING-TV 21.6
8. Studio 57 (MCA-TV) Fri. 7:00 KING-TV 19.6
9. Mr. District Attorney (Ziv) Fri. 9:00 KING-TV 19.4
10. Grand Ole Opry (Flamenco) Mon. 9:30 KOMO-TV 18.9

WASHINGTON

FOUR-STATION MARKET

1. Science Fiction Theatre (Ziv) Sun. 6:00 WMAL-TV 13.6
2. Celebrity Playhouse (Screen Gems) Tues. 10:30 WTOP-TV 12.3
4. The Pendulum (Thompson-Koch) Thurs. 9:30 WTTC 11.8
5. Soldiers of Fortune (MCA-TV) Mon. 7:00 WTOP-TV 11.2
6. Halls of Ivy (TPA) Sat. 7:00 WRK-TV 10.5
7. Death Valley Days (McC-E) Mon. 7:00 WRC-TV 10.1
8. Count of Monte Cristo (TPA) Sat. 6:30 WTOP-TV 9.6
9. Superman (Flamenco) Tues. 7:00 WRC-TV 9.2
10. Ellery Queen (TPA) Wed. 7:00 WRC-TV 9.0
Highway Patrol (Ziv) Fri. 7:30 WTOP-TV 9.0

COLUMBUS

THREE-STATION MARKET

1. Highway Patrol (Ziv) Tues. 9:30 WBSN-TV 37.7
2. Passport to Danger (ABC Film) Sun. 8:30 WBSN-TV 24.8
3. Studio 57 (MCA-TV) Mon. 9:30 WLWC 20.2
4. Man Called X (Ziv) Fri. 8:30 WBSN-TV 18.9
5. Judge Roy Bean (Screen Craft) Sun. 10:15 WBSN-TV 15.8
7. Annie Oakley (CBS Film) Sat. 6:00 WBSN-TV 14.0
8. Buffalo Bill, Jr. (CBS Film) Fri. 6:00 WTVN-TV 13.8
9. The Visitor (NBC Film) Wed. 8:30 WTVN-TV 12.7
Grand Ole Opry (Flamenco) Sat. 10:30 WBSN-TV 12.7

BOSTON

TWO-STATION MARKET

1. I Led 3 Lives (Ziv) Tues. 8:30 WNAC-TV 30.2
2. Man Behind the Badge (MCA-TV) Sun. 10:30 WNAC-TV 25.8
3. Ellery Queen (TPA) Fri. 10:30 WNAC-TV 22.2
4. Waterfront (MCA-TV) Sun. 7:00 WNAC-TV 21.9
5. Superman (Flamenco) Fri. 6:30 WNAC-TV 21.2
7. Jungle Jim (Screen Gems) Sun. 7:00 WBZ-TV 21.0
8. Man Called X (Ziv) Mon. 10:30 WBZ-TV 17.0
9. City Detective (MCA-TV) Fri. 11:00 WNAC-TV 15.6
10. The Falcon (NBC Film) Sat. 11:00 WNAC-TV 15.1
Western Marshall (NBC Film) Wed. 7:30 WNAC-TV 15.1

FROM the monthly audience surveys of American Research Bureau, B&T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as ‘advertiser Theatre) for real program names.

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Broadcasting  Telecasting
A TRIANGLE STATION

WFBG-TV
ALTOONA, PENNSYLVANIA

Covering *451,808 TV homes
between Pittsburgh
and Harrisburg

announces the appointment of BLAIR-TV

as exclusive national representative

effective November 1, 1956

Only basic CBS-TV Station serving the area
Channel 10
also affiliated with ABC-TV • NBC-TV

WFBG-TV is operated by Radio and Television Division, Triangle Publications Inc.

To improve your sales-picture in central and western Pennsylvania,
check with your nearest Blair-TV office:

| NEW YORK | ST. LOUIS |
| CHICAGO  | DALLAS |
| BOSTON   | LOS ANGELES |
| DETROIT  | SAN FRANCISCO |
| JACKSONVILLE | SEATTLE |

*ARB, March 1956 COVERAGE STUDY

Broadcasting • Telecasting

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Huntley, Brinkley to Handle NBC 'Caravan' Replacement

NBC news reporters Chet Huntley and David Brinkley have been named co-editors of a new Monday-through-Friday program, NBC News (7:45-8 p.m. EDT), starting Oct. 29. The program replaces NBC News Caravan, with John Cameron Swayze.

The program's format will have Mr. Huntley presenting his portion of NBC News from New York, while Mr. Brinkley will report from Washington, and also will travel to the scene of major news stories for first-hand or background commentary. Program will be sponsored by Miles Labs (Alka-Seltzer), Remington Rand Div., Sperry-Rand Corp., Time-Life Inc. and Studebaker Corp.

Benny Returns to CBS Radio Sunday; Single Sponsor Sought

AFTER an absence of 17 months, the Jack Benny Show will return to CBS Radio on Oct. 28 in the Sunday, 7-7:30 EDT period, it was announced last week by Arthur Hull Hayes, president of CBS Radio.

The program will feature the best of Jack Benny radio shows of recent years. For each program, however, Mr. Benny will record some new material.

Negotiations for the return of Mr. Benny to radio were conducted by the network with Irvin Fein, president of J & M Productions, which is producing the new program. A network spokesman said CBS Radio is attempting to sell the show to a single sponsor rather than to a group of advertisers under its segmentation plan.

Yankee Network Premieres Documentary Sales Film

PREMIERE of "The Yankee Story," half-hour documentary film on the Yankee Network (WNAC-AM-FM-TV Boston, Mass.), was held last Thursday at the Somerset Hotel in Boston before invited clients, agency representatives, and members of the press.

A coast-to-coast tour for screening of the film is following the Boston showing, according to Tom Bateson, Yankee director of national sales and sales service. The tour will embrace Philadelphia, Detroit, Chicago, St. Louis, Cincinnati, New York, San Francisco and Los Angeles.

The film, which stresses the values of New England as a market, was made by WNAC-TV's own documentary film unit. Producer-Director Jeff Forbes and Technical Director Ed Gilman and a crew of six travelled more than 2,000 miles throughout six New England states on location.

'Imagery Transfer' Advanced As New Radio Sales Concept

THE CONCEPT of "imagery transfer" was described by Matthew J. Culligan, NBC vice president in charge of the radio network, as "the new philosophy of network radio."

Mr. Culligan spoke before the Television, Radio & Advertising Club of New York, during which he outlined network radio's role in an expanding and competitive advertising economy.

Explaining "imagery transfer," he said that the consumer today is besieged by messages from many visual advertising media, and claimed that the remembrance value of these advertisements is diminished after a short time. Network radio, he continued, can serve as "the trigger to pull out these stored exposures and convert them to active, sales-producing impressions."

Mr. Culligan contended that because network radio is "by far, the most economical and efficient national medium, advertisers can make full use of this power of imagery transfer."

"This ability of radio to transfer an image through the use of sound, he said, would offer "little value to an advertiser if the network radio did not offer the kind of flexibility and frequency required to accomplish imagery transfer.'"

Gold Succeeds Zuzulo

As Mutual Press Chief

APPOINTMENT of Harold Gold as director of press information and audience promotion for MBS was announced last week by Richard J. Puff, Mutual vice president in charge of advertising, public relations and research. Mr. Gold succeeds Francis X. Zuzulo, whose resignation is effective Nov. 1.

Mr. Gold joined Mutual's press department in 1947 and previously had been a staff correspondent and political reporter for the New York Herald Tribune. Mr. Zuzulo joined Mutual in 1944 and was named director of press information four years ago.

Mutual Affiliates Committee Appoints Seven New Members

ELECTION of seven new members to the Mutual Affiliates Advisory Committee was announced last week by Robert Carpenter, MBS vice president in charge of station relations.

Those elected for two-year terms represent the non-metropolitan markets in the seven regional sections of the country from which MBS affiliates elect their representatives to the MAAC. New committee members and their sections are: Victor C. Diehm, WAZL Hazleton, Pa. (1); E. Z. Jones, WBIBB Burlington, N. C. (2); Mike Layman, WSPC Somerset, Ky. (3); Sam W. Anderson, KEFFA Helena, Ark. (4); Edward Breen, KVFD Ft. Dodge, Iowa. (5); Richman G. Lewin, KTRE Lufkin, Tex. (6); Wayne Phelps, KLAG Alamogordo, N. M. (7).

The other members of the MAAC, all representing metropolitan markets, are: Berton Sons, WTIP Charleston, W. Va. (1); Edwin H. Dunbar, WBBQ Augusta, Ga. (2);
TO FILM
A SUCCESSFUL SHOW...

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

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing success into focus.

MITCHELL The only truly Professional Motion Picture Camera
CBS-TV Promotes Eliasberg
As Acting Research Chief

APPOINTMENT of Jay Eliasberg, assistant director of research for CBS-TV, as acting director of research was announced last week by Merle Jones, executive vice president CBS-TV. Mr. Eliasberg assumes the duties relinquished sometime ago by Oscar Katz, who moved from research director to vice president in charge of daytime programs for CBS-TV.

Mr. Eliasberg joined the CBS research department in 1947 and left two years later. He later served as director of media research and statistical analysis for Kenyon & Eckhardt, director of advertising research for Foote, Cone & Belding, and director of research for ABC Radio. In February 1955, he returned to CBS as research projects supervisor for the television network and last May 16 was named assistant director of research for CBS-TV.

KOTI-TV Joins CBS-TV

KOTI-TV Klamath Falls, Ore., has joined CBS-TV as an interconnected affiliate under the network's Extended Market Plan, CBS-TV station relations Vice President Herbert V. Akerberg announced last week. Ch. 2 KOTI-TV is owned and operated by California-Oregon Television Inc., Medford, Ore.

BIRMINGHAM MEET THIS WEEK. WINDS UP NARTB'S FALL REGIONAL CONFERENCES

Boston, Indianapolis sessions last week heard one commissioner (Mack) align himself with the 5-year license proposal and another (Bartley) warn of programming abuses which could lead to more strict federal control. Attendance up at both meetings.

NARTB will wind up its autumn series of eight regional conferences Thursday-Friday as broadcasters from seven states, Puerto Rico and the Virgin Islands meet at the Dinkler-Tutwiler Hotel in Birmingham. States taking part are Tennessee, Arkansas, Louisiana, Mississippi, Alabama, Georgia, and Florida.

A sharp pickup in attendance has developed in the second half of the series, which began with the Washington, D. C., meeting Oct. 11-12. Washington attendance showed almost a 50% increase over the same region a year ago, 300 registrations to 207, NARTB records show.

Last week the upward trend was continued at Boston, where 201 were registered at the Monday-Tuesday sessions compared to 173 a year ago. In Indianapolis Thursday-Friday over 200 delegates registered with some additional delegates due Friday morning. Last year this region had an attendance of 195.

At the Boston meeting FCC Comr. Richard A. Mack drew enthusiastic response when he went on record favoring an extension of the term of broadcast licenses and renewals from three to five years. Speaker at Indianapolis was Comr. Robert T. Bartley. He called on broadcasters to eliminate program abuses as a means of avoiding stiffer federal control.

John M. Outler Jr., WSB-AM-TV Atlanta, NARTB Radio Board chairman, will be host director at the Thursday-Friday regional meeting in Birmingham. Following the morning meeting on station administration, with John F. Meagher, NARTB radio vice president, presiding, President Harold E. Fellows will speak at the luncheon. The debate on at-large directors will be handled by J. Frank Jarman, WDNC Durham, N. C., a medium station at-large director, on behalf of at-large directors, and George H. Clinton, WPAR Parkersburg, W. Va., in opposition.

Richard B. Biddle, president of WOML Florence, Ala., will preside at the Thursday afternoon small-market roundtable. Robert Earle, WIBR Baton Rouge, La., will preside at the large-market session. Norman (Pete) Cash, new TVB president, and Howard Abrams, retail sales director, will give the TVB presentation. Roger W. Clipp, TV Code Board member, will speak on the code along with Edward H. Bronson, tv code affairs director. The three afternoon sessions will be held concurrently.

Comr. John C. Doerfler will represent FCC and deliver the Thursday banquet address. Hoyt Andres, WSFA-TV Montgomery, Ala., will handle the TV management sales session Friday morning. An open discussion follows. Henry B. Clay, KWKH Shreveport, La., is chairman of the resolutions committee. Winding up the meeting Friday afternoon will be Charles H. Tower, employer-employee relations manager, and Joseph M. Sitrick, publicity-information manager. It was uncertain at the weekend whether Thad H. Brown Jr., NARTB tv vice president, would be present in Boston.

NORTHEASTERN broadcasters heard FCC Comr. Richard A. Mack deliver the banquet address Monday at the NARTB regional meeting in Boston. At the head table were (l to r): seated, Robert B. Hanna, WGY-WRGB (TV) Schenectady, N. Y., NARTB Dist. 2 director; Comr. Mack; Herbert L. Krueger, WTAG Worcester, Mass., Dist. 1 director and Radio Board vice chairman; President Harold E. Fellows; Melvin L. Stone, WRUM Rumford, Me., president, Maine Broadcasters Assn.; Daniel W. Kops, WAVZ New Haven, Conn., president, Connecticut Broadcasters Assn.


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TRADE ASSNS.

Surging with EXCITEMENT, SENTIMENT AND HEROISM!

Ziv's New Star-Spangled Rating Winner

SEE PAGES 11, 12, 13
president, would be able to take part in the meeting. Mr. Brown has been suffering from a virus infection.

Edward F. Baughn, WPAG Ann Arbor, Mich., was host director at Indianapolis.

NARTB TV Code subscribers should stress their code compliance in individual FCC license renewals as a step toward preventing moves toward specific government control of programming, Richard A. Borel, WBNS-TV Columbus, Ohio, member of the TV Code Review Board told Indianapolis delegates. Mr. Borel observed that Congressional probes have penetrated deep into the industry, threatening the industry's role as part of the American free enterprise team.

Both the TV Code and the Radio Standards of Practice were reviewed. Mr. Meagher presided at the morning management sales session. Leslie Johnson, WHBF-AM-TV Rock Island, Ill., suggested the radio standards are more widely abused than the TV provisions, urging broadcasters to improve programming in both media. Ward L. Quail, WGN-AM-TV Chicago, called for better adherence to the codes, particularly the radio document. Mr. Borel asked TV Code subscribers to give wider display to the code board's film spots.

Vincent T. Wasilewski, NARTB government relations manager, said most stations are complying with monitoring requests of the Federal Trade Commission, which has a monitoring appropriation.

Other Thursday events included President Fellows' luncheon talk and a debate on the upcoming referendum on restoration of at-large directors to the NARTB Radio Board. Debaters were William Holm, WLPO LaSalle, Ill., a district director, on behalf of at-large directors, and F. Ernest Lackey, WHOP Hopkinsville, Ky., an at-large radio director for small stations, handling the negative.

Management Panels

John F. Wismer, WHLS Port Huron, Mich., directed Thursday's small-market panel. Robert J. McIntosh, WWJ Detroit, handled the large-market panel. Robert Lemon, WTTV (TV) Bloomington, Ind., conducted the Friday morning panel on TV management and sales.

The Television Bureau of Advertising presentation Thursday afternoon was given by Mr. Abrahams and Halsey Barrett. Mr. Abrahams cited Nielsen televiewing figures on five breakdowns of frequency. These ranged from one hour and 32 minutes daily for one group of seven million to nine hours and 49 minutes for another equal group. He also compared viewing to newspaper reading. He noted many families have moved to suburbs and claimed newspaper circulation hasn't kept up with the shift. Total retail sales are up and department store sales down, he observed, giving TV a challenge.

Mr. Abrahams reported that 16 films have been produced for Sears, Roebuck & Co., already and others will follow. He urged local station operators to get local Sears managers interested in using the spots, now
From where I sit  
by Joe Marsh

Fastest “News Service” in Town!

Had a frantic wire from Washington yesterday—saying that the local Congressman was making a surprise visit and a short speech. Could I get the word around fast?

No time for a special edition of the Clarion, so I turned to the fastest “news service” in town . . . Windy Taylor. He spent an hour mobilizing his Lodge and Court House cronies—all pretty fair talkers—and the rest is history. Biggest turnout ever.

As a newspaperman, I hate to admit it—but facts are facts. The Windys of this world aren’t only quicker news spreaders than our paper . . . they’ve even got better circulation.

From where I sit, some of us would rather talk than eat, while others are close-mouthed . . . just as some of us like coffee and others prefer a glass of beer. There’s a lot to be said for both attitudes. But if you go in for gab—don’t talk against someone just because you don’t happen to agree with him on some question of personal choice. Use your own “good censorship.”

Joe Marsh

Copyright, 1956, United States Brewers Foundation

It’s Radio, 7 to 2

AN OVATION from delegates attending NARTB’s regional conference in Boston greeted a pro-radio observa-
tion made at the banquet Monday night by FCC Comr. Richard A. Mack. The commissioner noted he had two television sets and seven radio receivers in his home and asserted, “I listen more than I watch except for some football.” The applause was as great as that greeting Mr. Mack’s statement that he would support the proposal for a maximum five-year term of licenses and renewals.

grounded along institutional and shopping service motifs.

Mr. Quaal presided at the afternoon radio and tv session. Cy Morris of N. W. Ayer & Son, delivered a presentation for clock radios.

At Boston Comr. Mack cited the need for stability in station financing, particularly in obtaining bank terms. He said he was concerned with the “economics of broadcasting,” noting that it “astounds me to see how many transfers we have.” Comr. Mack thought it “not good economics [for stations] to borrow money.” He indicated the “turnover” of licenses applied to both radio and tv.

What few complaints are sent to the FCC from listeners or viewers are on programming rather than service, Comr. Mack commented. These center particularly on the “number of commercials,” he added, concluding that broadcasters must police themselves, “otherwise FCC will get into it—I would rather not.”

The conference opened Monday morning with Mr. Meagher presiding over an open discussion of station administration, covering management problems, engineering programming and sales.

PR Program Detailed

President Fellows was the luncheon speaker Monday, outlining NARTB’s new public relations program.

The at-large director plan was debated at the luncheon after Mr. Fellows’ address. Boston delegates heard W. C. Swartley, WBZ Boston, in support of restoring at-large directors, and George H. Clinton, WPAR Parkersburg, W. Va., in the negative. Herbert L. Krueger, WTAG Worcester, was host director.

In the afternoon, radio and tv sessions were held concurrently. A. E. Spokes, WEAV Plattsburgh, N. Y., presided over a small-market session which took up local programming, including public service, news and special events. A large-market session was led by William Doerr, WEBR Buffalo, touching on labor-management problems and the question of audience measurement services.

At the tv sessions, Mr. Fellows pleaded for broadcasters to stop being negative and apologetic about the tv code and to begin stressing positive aspects. He urged stations to tell the story of the code in their communities, thus supporting NARTB’s action
Guild Films Now Offers Prime-Time Programming For Every Station Need

Guild Films has lined up the most powerful combination of prime-time programming—including color—to round out and fill all station programming needs.

For the first time, Guild Films makes available to you this A-time programming for any slot you may wish—morning, afternoon or evening.

Here's your opportunity—with top stars, top production values, top audience appeal, top participation sales response—to make your station tops in showmanship.

We suggest you lose no time. Write, wire or phone us now for full facts—and for our realistic, down-to-earth prices.

PLURAL

134 CHILDREN’S SHOWS
Flash Gordon ... Col. Tim McCoy
Joe Palooka ... Junior Science (color)

100 ALL-STAR WESTERNS
Starring: 
JOHN WAYNE
Johnny Mack Brown ... Lash LaRue
Tex Ritter ... Jimmy Wakely
Hoot Gibson ... Eddie Dean
BUSTER CRABBE

65 WOMEN’S FEATURES
It’s Fun to Reduce

370 CARTOONS

WALTER LANTZ CARTOONS
with
Oswald the Rabbit
Poochie the Pup
Meany, Miny and Moe
and the
LOONEY TUNES

GUILD FILMS COMPANY, INC.
460 PARK AVENUE • NEW YORK 22, N. Y. • MU 8-5365

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on the national level. Also participating was Edward H. Bronson, NARTB director of tv code affairs.

TvB's widescreen "Focusing Tv's Spot-light" was presented for the first time in the New England area. TvB's Mr. Cash presented information that TvB has worked up research based on A. C. Nielsen data, showing that on a commercial minute basis, among the top 10 "advertising tonnage" sponsors in network tv there is 20% more efficiency in their advertising than that of all network advertising. Mr. Cash emphasized the computations point out that tv advertising is "like automobile driving—the more you do, the cheaper it is."

The 10 network advertisers cited by Mr. Cash: Procter & Gamble, American Home Products, Colgate-Palmolive, General Foods, Gillette, General Mills, Bristol-Myers, General Motors, GE and Liggett & Myers.

Gene Accas, TvB director of operations, emphasized diversification as the "most efficient route" for the national advertiser to follow in the use of tv.

A closed session on tv problems was held Tuesday morning. A joint session in the afternoon featured a three-part review of NARTB activity by Messrs. Sitrick, Wasi- lewski and Tower.

Resolutions adopted at Boston favored amendment of the Communications Act to allow extended license terms for radio and tv stations, described as operating to the benefit of the public, government and the industry; encouraged the Radio Research Committee to continue its efforts to achieve standards in the rating field, and voiced gratitude that William Fay, WROC-TV Rochester, had recovered from illness.

Members of the resolutions committee were Sherwood J. Tarlow, WHIL Medford, Mass., chairman; Glover DeLaney, WHEC Rochester; Frank B. Estes, WKNE Keene, N. H.; Francis H. Farnum Jr., WGAN Portland, Me.; Everett Rudloff, WLJK Asbury Park, N. J.

Radio Adv. Bureau Adds 11

ADDITION of 10 stations and a Canadian station representation company to the membership rolls of Radio Advertising Bureau was announced last week by Arch Madsen, RAB director of station services. New members are: Lorrie Potts & Co., Canadian representative; KBAM Longview, Wash.; WVNJ Newark, N. J.; KBIK Alice, Tex.; KCOK Tulare, Calif.; KEVL Plaquemine-White Castle, La.; KGAE Salem, Ore.; KTIB Thibodaux, La.; WERT Westerly, R. I.; WLEE Richmond, Va., and WOKZ Altoona, Ill.

AVOID AIR ABUSES, GIMMICKS-BARTLEY

Commissioner tells Indianapolis NARTB meeting that there is no threat of program censorship in the winds now, says broadcasters should take every opportunity to spell out their problems, tell of public service.

BROADCASTERS should curb "program abuses" at their source and station operators should build up "true circulation" based on quality programming and not artificial audience stealing gimmicks," FCC Comr. Robert T. Bartley told NARTB Region 4 meeting in Indianapolis Thursday.

Maintaining the Commission has not only the authority but the "affirmative duty" to concern itself with program service, Comr. Bartley urged broadcasters to familiarize congressional committees with station problems. He reminded stations involved in license renewal proceedings to avail themselves of the opportunity to spell out their programming efforts in justifying renewal bids. He called broadcasters attention to Question 10 of Sec. 4 of Form 303 and felt they are missing a "great opportunity" in not using the technique of narrative supplement.

The industry should meet the need for self regulation by curbing program abuses at the advertising agency and fly-by-night and fast-track operator levels, Comr. Bartley declared.

In seeking to banish the bugaboo of censorship Comr. Bartley said there is no basis for fear by broadcasters similar to that occasioned by the ill-fated "Blue Book" of 1946. However, he noted a distinction between "day-to-day control in advance of program content" and basic factors in dealing with a station licensing.

"The Commission's function in passing either on the program proposals of an applicant for a new station or in reviewing the stewardship of a station at renewal time, is no more censorship than our libel laws which are designed not to restrain but to hold to account," he stated.

Stressing that he was speaking personally on program supervision and as merely one of seven commissioners, Comr. Bartley asserted he believes firmly in industry self restraint and self regulation in programming practices but warned against censorship by any source including private groups and organizations through pressure.

He felt public taste is the "prime arbiter" on entertainment programs and that the Commission should place no bars of any kind upon broadcasters save on obscenity, lottery and fraud matters. Comr. Bartley said he felt the Commission has an "affirmative duty" to carry out the mandate of congress in these areas.

Proper identification of not only the sponsor but the source of a particular program on program matter, with respect to possible hidden identification or hidden propaganda.

EXTENSION of NARTB tv code's influence into film production was worked out by NARTB Tv Code Review Board and Alliance of Tv Film Producers at west coast conference, subject to action by board at last week's meeting. Conferences were (seated, l to r) G. Richard Shafllo, WIS-TV Columbia, S. C., board chairman; Mrs. Hugh McClung, KHSKL Chico, Calif., board member; Maurice Morton, chairman of Alliance code committee. Standing, Deane Johnson, ATPF executive secretary-general counsel; Richard R. St. Johns, ATPF counsel; Robert Heald, NARTB chief attorney; Edward H. Bronson, NARTB code director.

ZIV'S STAR-SPANGLED
SALUTE TO
THE U.S. NAVAL ACADEMY

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How much does this “tax curtain” cost you?

A strange kind of tax favoritism separates a few million families and businesses from most Americans when it comes to paying taxes on electricity.

The people in this “privileged class” pay little or no taxes in their electric bills, while everybody else does (about 25 cents out of each dollar spent for electricity). Because the few don’t pay their fair share of taxes, you and other taxpayers are taxed more every year to make up the difference—many millions of dollars more.

There’s nothing different or special about the people in the “privileged class.” They just happen to get electricity from government power plants, and government in the electric business pays little or no taxes. That puts these people on the other side of the “tax curtain.”

This kind of tax favoritism is unfair—and unusual in America. That’s why we believe it should be made widely known and given critical study. America’s Independent Electric Light and Power Companies*.

*Names on request from this magazine
is required by the communications act, he noted.
A station licensee "should not be reluctant
to take an editorial position" on an issue
providing he identifies it as such and takes
affirmative steps to assure equal time is given
all sides, he said.
Presentation of news and public events in
a "fair and impartial manner" is basic, he
said, with emphasis on "news slanting" as an
abuse of the license privilege "which cannot
and should not be condoned by the Com-
mission under any circumstances."

Indianans Discuss Management, Sales

MANAGEMENT and sales problems domi-
nated sessions of the Indiana Broadcasters
Assn. in Indianapolis Wednesday, in ad-
vance of the NARTB Region 4 meeting, with
station operators drawing special commenda-
tion for their public service activities.
Meeting under chairmanship of Daniel C. Park, commercial manager of WIRE and
IBA president, association members dis-
cussed salesman compensation, methods of
selling non-radio advertisers on the medium,
rates and techniques for selling radio-tv
against competitive media.
Mr. Park reported that, with recent ad-
ditions, the association now claims 56 mem-
ber stations out of 59 am-tv-fm outlets in
the state.
Broadcasters were lauded by Don Davis,
Indiana State Fair Board, for cooperating
to help make the state fair over Labor Day a
rousing success. One highlight of this joint
effort was a series of two 15-minute tape
recordings produced by WIRE and made
available to other stations without cost for
promotional use. The Indiana group esti-
mates it donated about $670,000 worth of
air time to traffic safety last year and re-
mains active in this cause.
Among other topics aired during the one-
day meeting at the Sheraton-Lincoln Hotel
were the Voice of Democracy contest and
freedom of information issues at court and
court and legislative levels in various states. Mr. Park
observed that his association has remained
relatively free of legislative problems, par-
ticularly, with respect to equal news access
issues. Nearly 70 IBA member representa-
tives attended the meeting. Elections will be
held at the Indiana group's next spring meet-
ing.

NARTB Names Membership Of Two Standing Committees

TWO standing committees have been named
by NARTB President Harold E. Fellows to
serve during the 1956-57 fiscal year. They follow:
Audit Television Circulation—Campbell
Arnaux, WTAR-TV Norfolk, Va., chairman;
Richard A. Borel, WBNS-TV Colum-
bus, Ohio; Payson Hall, Meredith Pub. Co.;
Harold Hough, WBAP-TV Fort Worth; Clair
R. McCollough, WGAL-TV Lancaster, Pa.;
WARD L. Quaal, WGN-TV Chicago; Paul
Raibourn, KT6 (TV) Los Angeles; J.
Leonard Reinsch, WSB-TV Atlanta; Robert
D. Swezy, WDSU-TV New Orleans; Donald
W. Thornburgh, WCAU-TV Philadelphia;
Lee B. Wailes, Storer Broadcasting Co.,
Miami Beach.
Copyright Committee— Joseph A. Mc-
Donald, NBC, chairman; Cy N. Bahakel,
WRIS Roanoke, Va.; Iian A. Elliott, KATL
Miles City, Mont.; Leonard H. Higgins,
KTNT-TV Tacoma, Wash.; Philip G. Lasky,
KPIX (TV) San Francisco; Dalton Le-
Masurier, KDLK Duluth, Minn.; Lee Little,
KTUC Tucson; Nathan Lord, WAVE-TV
Louisville; James H. Moore, WLSL Roanoke,
Va.; Gunnar O. Wiig, KQV Pittsburgh.

Doerfer Sets Chicago Speech

FCC COMR. John C. Doerfer will address
the Broadcast Adv. Club of Chicago on
"Broadcasting's Antitrust Problems" at its
opening 1956-57 luncheon meeting at the
Sheraton Hotel Oct. 29. James L. Stirton,
Music Corp. of America, will preside as
BAC president.

Cures "cold" market

The makers of a well-known cold remedy salute
WIX's ability to warm up sales in Milwaukee.
Reports the Anahist Co.: "Our confidence
in WIX was justified by excellent sales
results... a 110% increase for August-
December 1955 over a similar period
the year before. Anahist had a terrific
season in the rich Milwaukee market-
and we believe WIX contributed a big
portion of our success." It's for your sales
problems: a low-cost announcement schedule
on WIX, Milwaukee's top television buy.

DON'T THROW OVER PRESENT UHF-BAKER

RETRA president says a solu-
tion of uhf-vhf problem is on
the way, but no drastic revi-
sions of current system should
be attempted until it's here.

AN EQUITABLE solution to the uhf-vhf
problem will be found eventually
but there should be no radical changes in
the present system until the subject has
been thoroughly explored, Dr. W. R. G.
Baker, president of Radio-Electronics-Tv
Mfrs. Assn., and vice president of General
Electric Co., said Tuesday in an address to
the fall meeting of RETMA and Institute of
Radio Engineers, held at Syracuse, N. Y.
Dr. Baker forecast a "firming up of the
uhf market" and higher sales of equipment
to existing stations. As to color, he said it
costs about three times as much as mono-
chrome and color sets will always be more
expensive than black-and-white. He sees no
drastic price cuts in color sets in the im-
mediate future.

The Syracuse meeting heard papers from
engineering executives and technicians re-
presenting many manufacturing interests with
subject matter covering highly technical as-
pects of electronic design and production.
George Schies, Sylvanian Electric Prod-
ucts, reported transistors are now practical
in some vital tv receiver circuits, particu-
larly small-screen portable types. He said
transistorized vertical deflection systems for
picture tubes are practical and comparable to
tube circuits in performance and cir-
CUlry. Audio and synchronization circuits
can be transistorized, he added.

A new radio technique called synchron-
ous communications, developed for the
Air Force by GE, was described by Dr.
John P. Costas of the GE Syracuse plant.
He said it gives better reception than normal
am and offers increased resistance to in-
terference and jamming over the single-side-
band technique suggested as a replacement for present AM communications systems.

Dr. Baker predicted 10 million TV sets will be sold annually in 1960 compared to the current 7.5 million; that present industrial closed-circuit TV sales of $6 million will grow to $24 million by 1960; that transoceanic TV broadcasts are only a matter of time, based on rapid development of scatter transmission techniques.

He reported that progress in monochrome TV will also benefit color set production so "we can eventually expect better, less expensive color sets and deeper market penetration." Despite the slackening of TV set sales in the first nine months of this year, he predicted sales in the final three months will equal those in the same 1955 period. He believes 1956 will be one of the best years for TV set sales.

2,500 Women in Radio-TV, AWRT Industry Study Shows

PRELIMINARY results of an industry-wide survey released by the American Women in Radio & Television indicate that women will play "an increasingly more important role" in radio-TV and places the number of women in the field on the executive and professional level at 2,500.

These findings were announced by Edythe Fern Melrose, president of AWRT, at the formal opening of the organization's new national headquarters at 510 Madison Ave., New York 19. Miss Melrose said complete results of the survey will be available later this fall.

Membership in AWRT has grown to more than 1,400 in the past five and a half years, Miss Melrose revealed. Among the activities engaged in by members, she said, are program broadcasters, 600; disc jockeys, 4; station owners or managers, 12; station and network producers-directors, 58; station publicity directors, 126; traffic coordinators or directors, 45; package production company executives, 21; and station salesmen, 28.
At Court

ANNUAL meeting coverage was good and restrictive Canon

ADVOCATES of the American Bar Ass'n's restrictive Canon 35 "unwittingly present a good argument in favor of courtroom broad-

casting when they complain" about partial coverage of proceedings, the North Dakota Broadcasters Assn. was told at its fifth an-

Nual meeting in Minot Oct. 12.

Addressing a luncheon session, Judge A. J. Gronna, Fifth Judicial District, North Dakota, pointed out that "the courtroom broadcast may be complete not partial" and "only the broadcast will give the public the true and complete facts of the case."

Judge Gronna observed that newspapers and radio-TV commentators and newscasters are permitted to give partial accounts "merely because they are not in the courtroom."

He added, "the broadcaster and photographer are barred from the courtroom, even though it is their mission to present the true facts of the case in a complete, fair, unbiased, impartial and unprejudiced manner."

Judge Gronna in practice has been regarded as favoring relaxation of Canon 35 on judicial ethics (B+T, Oct. 8).

Les Kleven, KNDC Hettlinger, was elected president of NDBA, succeeding Jack Dunn, WDAY-AM-TV Fargo, and a member of the board, along with Bob Ingratz, KOVC Valley City, and Herman Livingston, KILO Grand Forks, for two-year terms. Charles G. Burke, KFGO Fargo, was elected vice president, and Leslie Maupin, KLP Minot, re-elected secretary-treasurer.

NDBA voted to establish a permanent radio-TV journalism scholarship. Ken Kutsodon, KLP Minot and co-chairman of NDBA freedom of information committee, was elected president of AP Radio News Assn. at a joint meeting.

CLEAR VOW AGGRESSIVENESS in Programming, Service

AGGRESSIVE APPROACH to programming and overall maximum service operation, particularly in the public interest realm, was endorsed and pledged by program managers of member stations of the Clear Channel Broadcasting Service in Chicago last fortnight.

Meeting under chairmanship of Hollis Seavey, CCBS director, the group favored the same type of aggressive thinking and planning that has been traditionally successful in commercial radio. Quality programming and service were emphasized on the basis that advertisers and listeners still support news, public affairs, farm service, sports and creative program fare. Among other subjects explored were audience measurement, merchandise, promotion and publicity as well as CCBS operations.

CCBS program managers reported "extremely healthy" business and prospect for continued improvement, with continued stress on service aspects and ingenuity and aggressiveness in public interest programming plans.

Bruce Dennis, of WGN Chicago, which

NEW OFFICERS of the Tenth (Southwest) District of the Advertising Federation of America were elected at the district AFA convention in Houston. They are (1 to 4): Frank P. McGowan, Wall Street Journal, Dallas, governor; Dale Buckner, Buckner Agency, Lubbock, Tex., second lieutenant governor; Robert Roth, KONO San Antonio, first lieutenant governor; Ken G. Horton, president-general manager, AFA, New York, and Tom J. McHale, executive secretary-treasurer of the district, Dallas.

has revamped its own radio programming structure, served as host for the annual meeting Oct. 8-9. Others attending were Sam Gifford, WHAS Louisville; A. M. Woodford, WBAP Fort Worth; Jack Kerrigan, WHO Des Moines; Bob Reed, WOA San Antonio; Gene Dailey, WLC Cincinnati; Joseph Connolly, WCAU Philadelphia; Ron Gamble, WJR Detroit. Plans also were explored for next year's meeting.

ARTHUR EILERMAN Elected Kentucky Ass'n. President

ARTHUR EILERMAN, WZIP Covington, has been elected president of Kentucky Broadcasters Assn. He succeeds Gilmore Nunn, WLAP Lexington, who becomes a board member. Other officers elected at a banquet held a fortnight ago at Kentucky Lake were Dee Huddleston, WIEL Elizabethtown, first vice president; Al Temple, WKCT Bowling Green, second vice president; Katherine Peden, WHOP Hopkinsville, secretary-treasurer; Frank Fox, WHLM Harlan, and Don Hootin, WVLK Lexington, directors. Hugh Potter, WOMI Owensboro, had served as secretary-treasurer for many years.

FCC Chairman George C. McConnaughy, principal speaker at the banquet, was presented a Kentucky colonel's commission. Kentucky "Mikes" were presented Mr. Nunn and J. W. Bettis, WFTM Maysville, an ex-president. John F. Meagher, NARTB radio vice president, also was a speaker at the meeting.

N. J. Assn. to Hear McGannon

DONALD McGANNON, president of Westinghouse Broadcasting Co., will ad-

dress the New Jersey Broadcasters Assn. banquet Nov. 8, winding up the 10th an-

Iual radio institute sponsored jointly with Rutgers U. The institute will be held at Hotel Hildebrecht, Trenton. Ben Strouse, WWDC Washington, will moderate a symposium on programming.

TVB Starts New Campaign On U.S. College Campuses

WITH television's unlimited future in mind, Television Bureau of Advertising announced it had opened a campaign to stimulate greater interest in the medium on college campuses throughout the nation.

According to Garman (Pete) Cash, new TVB president, his organization "several months ago" queried all major higher educational institutions about their possible use of TVB information material and after receiving "something like 300 replies." Weeded down the list to 200 colleges and universities.

In each of these schools, one representative (professor or student) has been picked to receive regularly TVB bulletins and brochures representing a "modified version" of what goes out to regular TVB subscribers, Mr. Cash indicated.

Reason for this service at TVB's expense is to aid in servicing the tv industry's "growing demands for knowledgeable people in advertising, marketing and communications," then TVB President Oliver Treyz said.

"With tv now the number one national advertising medium," he went on, "TVB feels that the skills and knowledge needed to keep the economic level climbing will come, in the main, from trained college and university sources."

Added Mr. Cash: "We're not trying to 'sell' TVB. We're trying to sell television."

MASS. UP Group Organized

RICHARD ADAMS of WKOX Framingham, Mass., was elected the first president of the United Press Broadcasters Assn. of Massachusetts at the organizational meeting in Boston.

Other officers of the new organization are Arthur King, WEEI Boston, vice president; Alan B. Wade, UP, secretary; Walter Keese, WRB Pittsfield; Keith Field. WAR Assn. Attleboro and William Warren, WCAP Lowell, directors.
SUPPORT and encouragement from the broadcasting industry for the nurturing of a "living theatre" in the U. S. were urged by speakers representing the American National Theatre & Academy at the monthly luncheon meeting in New York of the Radio & Television Executives Society.

Broadway producer Herman Levin offered two suggestions. He asked radio and television networks and stations to consider running a spot announcement campaign, similar to public service efforts, that would call upon the public to support the "living theatre," to which ANTA is dedicated. He also asked television networks to "build their own theatre houses" in New York, so that legitimate plays may have sites to put on performances. He claimed that a lack of theatres, many of which have been taken over for TV presentations, has served to deter the legitimate theatre.

Actor Basil Rathbone called upon the industry for assistance in "breathing new life" into the legitimate theatre, but did not offer any concrete suggestions. He noted that TV has drawn upon theatre talent for writers, actors, producers and directors and said it would be "gratifying" if TV could repay the theatre for its contributions.

The next luncheon meeting of RTES on Nov. 14 will feature a talk by Sen. John W. Bricker (R-Ohio) on investigations in the broadcasting industry.

FORMATION of the San Francisco Bay Area Independent Broadcasters Assn. has been announced by J. G. Paltridge, general manager of KROW Oakland.

Other officers of the new organization are Irving C. Phillips, general manager of KYA San Francisco, vice president; R. W. Wassenberg, general manager of KSFO San Francisco, secretary, and Wilson K. (Bud) Foster, general manager of KLX Oakland, treasurer.

According to Mr. Paltridge, objectives of the association include engaging in collective bargaining on a multiple employer basis with the aim of "negotiating sound, fair and stable union contracts"; promotion of the general welfare of the broadcasting industry in the bay area and instilling in its membership a high regard for "technical competence, fair dealing and exchange of information . . ."
Ad Club Honors Taishoff; Van Volkenburg Speaker

Washington meeting draws 325 including representatives of FCC and contingent of out-of-town broadcasters.

THE BUSINESS of broadcasting is a "circular process" with the broadcaster first creating programs and building loyal audiences and the advertiser providing the money that permits superior program service, J. L. Van Volkenburg, president of CBS Television, told the Washington Ad Club last Tuesday.

A special luncheon honoring Sol Taishoff, B&T publisher and editor, and the 25th anniversary of B&T was attended by 325 club members and guests. A score of broadcasters from other cities and members of the FCC took part in the ceremonies as well as others high in Washington's official, advertising and broadcasting life.

David Lawrence, syndicated columnist and publisher and editor of the United States News & World Report, paid tribute to Mr. Taishoff, who was with the predecessor United States Daily from 1926 until he co-founded Broadcasting Publications Inc. in 1931. Mr. Lawrence described Mr. Taishoff as an executive combining "genius, indefatigable energy and understanding of human nature."

Robert Lewis, Washington Gas Light Co., as president of the organization presented the Ad Club's distinguished service award to Mr. Taishoff.

Mr. Van Volkenburg recalled the early days of broadcasting, citing items and editorial comments in the first issues of Broadcasting magazine, predecessor to B&T. He reviewed pressing industry problems of the day, comparing them to current issues and commending the publication for its role in keeping the industry informed and guiding industry service.

Describing the basic duties and services provided by networks, Mr. Van Volkenburg traced the development of CBS. He reminded that the CBS-TV operation has 3,000 full-time and 2,500 part-time employees, with an organization maintenance running to $70,000 a week. Only a healthy business could do the job providing news, public service, religious and entertainment programs of the type now broadcast, he said.

Mack, Mahoney Set to Speak At RAB Advertising Clinic

LARRY MACK, president of Slenderella International, and David J. Mahoney, former head of his own agency and now president of Good Humor Corp., have been added to the roster of speakers scheduled to address 800 guests expected to attend the second annual National Radio Advertising Clinic at New York's Waldorf-Astoria Hotel, Oct. 29-30, sponsored by Radio Advertising Bureau. Other speakers will include top advertising and sales executives of Tetley Tea Co., Rea-Lemon-Puritan Co., American Airlines, Lever Bros., U. S. Steel, Colgate-Palmolive Co. and other large radio users.

Capt. Eddie Rickenbacker, board chairman, Eastern Air Lines, has been designated principal speaker for the Oct. 30 luncheon. Capt. Rickenbacker is scheduled to deliver an address on the nation's economy.

RAB will again award trophies to the eight firms responsible for the "most creative" radio campaigns of 1956. Selections will be made by a 150-man "blue-ribbon jury" consisting of agency presidents, advertisers and trade paper editors. Last year's winners included American Tobacco, Coca-Cola, Ford Motor, Esso Standard Oil, Nestle and Piel Bros.

Advance estimates indicate that more than 800 broadcasters will be on hand for the Radio Advertising Bureau's New York clinic.

New RETMA Unit Set Up To Compile Marketing Data

NEW marketing data department has been set up by Radio-Electronics-Tv Mfrs. Assn. to collect sales and production material as well as to conduct qualitative marketing surveys, according to James D. Secrest, executive vice president. The unit supplants the statistical department, headed by William F. E. Long, who will direct the new operation.

Ad Council Seeks Boost Of 20% in PS Advertising

AS A FIRST step in a broad program to step up public service advertising in all media by at least 20%, the advertising council is asking for increased support of its campaigns from advertisers and broadcasters.

Material includes a one-minute TV film featuring President Eisenhower and Adlai E. Stevenson and a series of recorded and filmed songs titled "little songs for busy voters."

A special radio-tv committee of council directors, headed by Edwin W. Ethel, vice president of General Foods Corp., announced that 33 network tv advertisers have notified the council they will attempt to increase the use of public service materials included regularly in their programs. The committee also has approached 45 other advertisers, who are still considering the council's request for increased assistance.

TRADE ASSOCIATION PEOPLE

Jerome R. Reeves, program director, WBNS-TV Columbus, Ohio, elected president, Columbus Radio-Tv Executives Club. Other officers elected: Bert Charles, general manager of WVKO, first vice president; Jim Yerian, promotion director, WBNS, second vice president; Robert Norton, WVXO office manager, third vice president-secretary, and Joe Bradshaw, general manager, WRFD, treasurer.

Theodore S. Reppier, president of The Advertising Council, awarded honorary degree of Doctor of Civil Laws from Pace College, N. Y., during institution's 50th anniversary convocation.

Jean Boutyette, formerly with public relations department of Cunningham & Walsh, New York, to executive staff of American Assn. of Advertising Agencies, N. Y. He will assist in AAAA relations activities.

Sam Newark, president, Newark Electric Co., Chicago, elected director, Chicago chapter, National Electronic Distributors Assn.

TRADE ASSOCIATION SHORTS

North Carolina radio and tv stations served by United Press set up UP Broadcasters Assn. at meeting in Raleigh. UP serves 70 stations in the state. Named to steering committee to draft proposed constitution and by-laws: Add Penfield, WBBG Greensboro; Phil Ellis, WPTF Raleigh; Bill Peele, WPMO Fairmont; Tom Cooper, WTOE Spruce Pine and Jerry Elliott, WCBT Roanoke Rapids.

Ninth annual Communion Breakfast of Catholic Apostolate of Radio, Television and Advertising (CARTA) will be held Sunday, Nov. 18, at Waldorf-Astoria Hotel in New York.
STORER SELLS WAGA-AM-TV TO POST

Atlanta stations will go to Washington Post & Times-Herald for $6.5 million if FCC approves Storer's purchase of WMUR-TV Manchester.

IN A BOLD MOVE to clear the way for FCC approval of its $850,000 purchase of ch. 9 WMUR-TV Manchester, N. H., the Storer Broadcasting Co. has signed an agreement to sell its WAGA-AM-TV Atlanta, Ga., to the Washington Post Co. (Washington Post & Times-Herald).

The price was announced as $6.5 million.

The sale is contingent on the FCC approving Storer's pending application to buy the ch. 9 New Hampshire outlet. Storer's agreement to buy WMUR-TV is contingent on FCC approval of the move of the vhf transmitter nearer Boston, Mass.

Both Storer-owned Atlanta stations are affiliated with CBS. WAGA, which Storer bought in 1939, operates on 590 kc with 5 kw, directional at night. WAGA-TV began operating on ch. 5 in 1949, and is one of the 108 pre-freeze tv stations.


Sale of one of Storer's television outlets was required under the FCC's multiple ownership rules which forbid any one entity from owning more than seven tv stations, of which only five may be in the vhf band. Storer already owns the limit.

Storer's purchase of the ch. 9 New England station—and its application to move closer to Boston—has aroused opposition by all Boston tv stations. Boston stations have filed objections to this transaction and have asked for a full hearing.

Joining the Boston objectors are tv stations in Portland, Ore., which are opposing the pending purchase of ch. 3 KSLM-TV Salem, Ore., by Storer. In purchasing the yet-to-be-built Oregon station from Glenn E. McCormick, Storer has asked for FCC permission to build the northwest outlet at a site 10 miles out of Portland, Ore. Storer owns and operates ch. 27 KPTV (TV) in Portland, and would presumably give up this station if its request to move KSLM-TV were granted. The purchase price for the Salem station is $27,277.

The Atlanta transaction, negotiated by Howard E. Stark, New York broadcast and newspaper broker, was signed at five minutes before midnight Oct. 15, it was understood. This brought the agreement under the cut-off date established by the FCC last month which permits Storer to request and receive tax ruling. The FCC ruled last month that it would issue no further certificates of necessity for station sales in which contracts are signed after Oct. 15. Up to then the FCC issued such certifications when requested by the seller of a broadcast property where the sale was necessary to remain within the limitations of the FCC's maximum ownership rules. The Commission said that henceforth the tax exemption (which permits the taxpayer to postpone payment of taxes on the profits received in a station sale) would be granted only if the disposal of a station were required by a change in FCC rules.

Acquisition of the Atlanta stations will give the Washington Post Co. three radio-tv properties. It bought the Jacksonville stations in 1955 for $2.47 million. In both Washington and Jacksonville, the Post stations are CBS-affiliated.

Bought Out CBS

At one time the WTOP properties were owned 55% by the Post and 45% by CBS. The Post bought out CBS in 1954, paying $3.5 million for the network's 45% interest. The Post and CBS bought what is now ch. 9 WTOP-TV from the Bamberger Broadcasting Co. in 1950 for $1.4 million. WMBR-TV operates on ch. 4.

Eugene Meyer is chairman of the Washington Post Co. Philip L. Graham is president of the company, and John S. Hayes is vice president in charge of radio-tv activities.

In the Manchester transaction, WMUR-TV, now owned by former New Hampshire Governor Francis P. Murphy, has asked the FCC to permit it to move its transmitter from Goffstown, N. H., eight miles northwest of Manchester, to Essex County, Mass., 32 miles southeast of Manchester and 16 miles north of Boston. Boston is 48 miles from Manchester.

WMUR-TV also had pending before the FCC a petition asking that the boundary lines of Zone I (where vhf antenna heights are limited to 1,000 ft. above average terrain for maximum power) be shifted so Manchester would fall in Zone II (where maximum power may be transmitted from 2,000 ft. towers). This petition was denied last week (see story, page 95).

In the Salem purchase, Storer has asked the FCC for authority to build the ch. 3 outlet at a point 10 miles outside of Portland. Its present grant calls for construction 4.8 miles northwest of Salem; the application asks for construction at a site 35.8 miles northeast of Salem and 9.75 miles south of Portland. Portland is 44 miles from Salem. Originally Storer sought Commission approval to substitute ch. 3 for ch. 27, now

You’ll profit from

BIG TUNE-IN
week after week

Ziv’s New Star-Spangled Rating Winner

SEE PAGES 11, 12, 13

STATIONS

W.S.I.D

GIVING SATURATION COVERAGE OF THE VAST “QUARTER OF A MILLION PLUS” COLORED MARKET IN BALTIMORE!

Take Vitamin “Dee” For Best Sales Results in Baltimore!

MARY DEE
ONE OF AMERICA’S LEADING FEMALE RADIO PERSONALITIES NOW STARRING ON HER EXCLUSIVE W.S.I.D SHOW.

“MOVING AROUND WITH MARY DEE!”

A REFRESHING HOUR LONG MORNING SHOW THAT WILL SELL YOUR CLIENT’S PRODUCT TO BALTIMORE’S BIG BUYING NEGRO RADIO AUDIENCE!

Now! Monday thru Friday 10 to 11 AM

W.S.I.D

Baltimore 1, Maryland
FOR FURTHER DETAILS CONTACT YOUR U.B.C. REPRESENTATIVE

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used by Storer-owned KPTV (TV) Portland, and for a while the rules to permit it to own six vhf outlets. This was subsequently withdrawn.

Storer stations are WRGB-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WBRC-AM-TV Birmingham, Ala.; WJW-AM-TV Cleveland, Ohio; WWVA-AM-FM Wheeling, W. Va., in addition to the Atlanta and Portland outlets.

In 1953 Storer bought the Birmingham stations from Eloise Hanna for $2.4 million, selling WSAL-AM-FM Cincinnati to remain within the FCC's ownership regulations.

In 1954, Storer paid $8.5 million for the Empire Coil Co., which at the time was KPTV licensee, and ch. 8 WXEL (TV) Cleveland, Ohio (now WJW-TV), and a New Rochelle, N. Y., electronics parts manufacturing plant. In the same year, Storer bought the permit for Miami ch. 27 from E. D. Rivers Sr. for $35,410, and the facilities of ch. 23 WFTL-TV Fort Lauderdale, Fla., from the Fort Lauderdale News for $300,000. Ch. 23 was then moved into Miami.

George B. Storer, president of the broadcasting company, is also owner of the Miami Beach Sun.

Crowell-Collier Takes Over KFWB Los Angeles Operation

ACTIVE OPERATION of KFWB Los Angeles was assumed Thursday by Crowell-Collier Pub. Co., following the final closing of a $2.5 million transaction between Harry B. Maizlish, former KFWB president, and Paul C. Smith, president and board chairman of Crowell-Collier (B&T, June 4).

Under terms of ownership, Mr. Smith becomes president of KFWB Broadcasting Corp., a newly-established and wholly-owned Crowell-Collier subsidiary. Spokesmen for the publishing firm said this property will not be part of Collier Broadcasting Co., also a subsidiary, that was set up to handle eventual ownership, pending FCC approval, of the Binther radio-TV station properties. Storer bought WKBW for $1,012,360.72, it was announced last week. This makes earnings per share for the third quarter 43 cents compared to last year's 41 cents.

Nine months' net earnings after taxes amounted to $3,911,464.11 compared to same 1955 period's $2,864,269.18. Per share nine months' earning equaled $1.38 compared to 1955's $1.14.

TRANSFER of WWHG-AM-FM Hornell, N. Y., from W. H. Greenhow Co. to Ra-Tel Broadcasters Inc. is made official at contract signing. L to r (standing) are officers of Ra-Tel, Sy Dresner, general manager-treasurer; Frederick D. Schottland, president, and Alfred Dresner, general counsel-secretary; and seated, officers of the Greenhow Co., Lolo G. Butch, Mrs. Olive C. Butch, and Miss Mabel Wombough. Purchase price was $50,000.

KONO-TV Starts Building Its New Studios, Offices

CONSTRUCTION has begun on studios and offices for KONO-TV San Antonio, Tex., new ch. 12, 316 kw station which Mission Telecasting Co. has scheduled to go on the air in January of next year.

The $1,200,000 plant is set for completion by Dec. 1. It will be of modernistic design, 16,000 square feet, designed and built by the Austin Co., with transmitting equipment by RCA. The 564-ft. antenna tower will be located between the KONO-TV and KONO (Mission Broadcasting Co.) buildings on Arden Grove in San Antonio.

James M. Brown, vice president and general manager, has announced appointment of Justin Duncan, electronics engineer, as operations manager for KONO-TV. George W. Ing is supervising installation of all transmitting equipment.

Speedy Construction

REPRESENTATIVES of KSIX-TV Corpus Christi, Tex., are claiming something of a record for speedy station construction. Builders started pouring the foundations on Sept. 12—and the station was on the air Sept. 30, they reported. KSIX-TV is owned by K-SIX Television and is on ch. 10. Vann Kennedy is general manager. The station is affiliated with CBS-TV. Its sales representative is H-R Television.
WGRY Gary, Ind., Begins Construction of New Studios

CONSTRUCTION of new studios in suburban Glen Park has been begun by WGRY Gary, Ind. The new facilities, including two large studios, two control rooms and other features, are scheduled to be put into operation Nov. 15, according to George M. Whitney, the station's president-general manager.

Mr. Whitney, who established WGRY in 1950, was a radio engineer in Chicago for 30 years before coming to Gary to open his own station.

The new Glen Park location is in the recently-completed Jubilee Building at 3669 Broadway. The transmitter will remain at its present location at 26th and Louisiana in Gary. The station broadcasts daily from 6 a.m. to local sunset with a power of 500 w at 1370 kc.

WCHS-TV Charleston Buys Land for New Tower

WCHS-TV Charleston, W. Va., has purchased 42½ acres of hilltop for the site of a new television tower, to be ready for use around March 15 of next year.

John T. Geider Jr., vice president and general manager of the station, said that the new tower, located 12 miles from the city limits of Charleston in Putnam County, would reach 2,049 ft. above sea level or 999 ft. above the 1,050-ft. elevation of the ridge.

Mil Fenster Promoted at GT; German succeeds at WOR-TV

ADVANCEMENT of Mil Fenster from film manager of WOR-TV New York to film buying supervisor for all owned and operated tv stations of General Teleradio Inc. was announced last week by Thomas F. O'Neil, president and board chairman of RKO Teleradio Inc.

In his new post, Mr. Fenster will be responsible for obtaining tv films for the five general teleradio-operated stations.

Coincident with Mr. Fenster's promotion, Gordon Gray, executive vice president in charge of WOR-TV, announced that Daniel German will return to the station in the post of film manager. For the past three years, Mr. German has been film director of WHCT (TV) Hartford, and earlier had been film manager of WOR-TV, reporting to Mr. Fenster.

Radio Center Dedicated

WIOB-AM-FM Hammond, Ind., dedicated its new radio center with a grand opening and special broadcast Wednesday, it was announced by R. C. Adair, president. Government, business and professional leaders from surrounding communities attended the opening of the center at 6405 Olcott Ave. Advertising representatives and recording artists also were in attendance.

Salt Lake City TV Stations Unite for Promotion of Area

THREE rival Salt Lake City, Utah, television stations will combine forces to promote the Salt Lake City-Ogden-Provo area, according to Arthur S. Anderson, account executive for David W. Evans & Assoc., Salt Lake City agency. The stations are KSL-TV, KTVT (TV) and KUTV (TV).

The campaign will include a series of two-color ads in various trade magazines which will call attention to the fact that Salt Lake City-Ogden-Provo is one of the first 40 markets based on population as well as retail sales in several categories.

"While the sale of television time is the ultimate goal, the greatest emphasis is being placed on the importance of the market," said Mr. Anderson.

He added that the strength of the market lies chiefly in the fact that the three television stations (which transmit from a mountain range which is almost equidistant from all three cities) cover a 28-county area containing approximately 750,000 persons.

WKRC to Carry Redlegs

WKRC Cincinnati, Ohio, will carry broadcasts of the Redleg baseball games in 1957 under terms of a three-year contract with the Burger Brewing Co. WKRC originally broadcast the Redleg games from 1941 to 1945 but dropped them when it joined the CBS network.

How to Get a Job

ABILITY and an unexpected chance to prove it landed a job for Paul Mason as news and special events editor at WIST Charlotte, N. C.

Mr. Mason, who was news director at WAIR Winston-Salem until that station recently changed hands, had journeyed to Charlotte to apply for a job at WIST. As he was walking toward his car following an interview with WIST's Bill Vaughn, he heard an ambulance approaching. Though not working on a news beat, he followed the ambulance to a parking lot in the next block, where he learned that a 56-year-old businessman had just jumped from the 17th floor of an adjoining building.

Fishing his WAIR credentials from his pocket, Mr. Mason got information from police officers, put in a call to WIST's Bill Vaughn and gave him the story. Within a few seconds, Charlotte had its first radio flash on the story. Then Mr. Mason returned to WIST studios for a wrap-up within 15 minutes after police got their initial call.

The result? WIST. Managing Director Frank Hardin heard the broadcast, was impressed, and today Mr. Mason is working for the station.

WHBF coverage area has $376,700 consumer spending units with $4611. income per unit (S. M. Buying Power)

You can't cover America without MONTANA

The Continental Divide Station KXLF-TV Metropolitan Montana

Top power 1 and 1/2 miles in the sky.

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CHRIS FINKBEINER, president of Little Rock Packing Co. (Arkansas Maid meat products), signs the first contract with KOKY Little Rock, Ark., new Negro-programmed station. With him are Howard M. Peters (l), KOKY manager, and John M. McLendon, the station's owner. Mr. Finkbeiner bought a 15-minute, five-days-weekly program Jobs Today in Little Rock, which assists Negroes in finding employment in the area.

LLOYD KING (c), president of King Soopers Inc., Denver supermarket chain, has added 100 spot announcements to his large schedule on KLZ Denver to announce the opening of a new King Soopers store. Congratulating Mr. King at the new store are Warren Crowley (l), KLZ salesman, and Lee Fandren, KLZ general sales manager.

FRED JOLLY (seated), community relations manager of the Caterpillar Tractor Co., Peoria, Ill., signs with WMBD there for the second consecutive year of sponsorship on the station. WMBD will carry the 30-game schedule of the Caterpillar Cats basketball team on an exclusive basis, according to the station. With Mr. Jolly (l to r) are Tom Kelly, WMBD sports director; O. D. Maddox, Caterpillar; Warren Womble, coach, and Hal Sundberg, WMBD.

THREE FOOTBALL GAMES is the current Saturday format of KANS Wichita, Kan. Byron Stout Pantiac Motors sponsors Oklahoma U. games; Kansas State games are sponsored by friends of "The Wildcats" Shelley Electric Co., White Star Machinery and Supply Co. and Kansas Gas & Electric Co., and night games of Wichita U. are sponsored by Sedgwick County Central Republican Committee. Signing contracts above are (l to r) George Wechel, vice president of Kansas Gas & Electric Co.; Frank J. Lynch, owner-general manager of KANS; Lloyd Pickrell, chairman of the Republican group, and Byron Stout, president-general manager of the motor company.

GOLDEN STATE Baking Co., Fresno, Calif., on behalf of Harvest Queen bread, has signed the largest program contract in history of KBIF Fresno, the station reports. The bakery is sponsoring a five-minute program, 10 Top Tunes, eight times daily through Dec. 26. Discussing the contract are Hunter Scott (l), president of the advertising agency bearing his name and representing Golden State, and KBIF Manager Dave Maxwell.

ONE HUNDRED home and away games of the Boston Bruins and Boston Celtics, hockey and basketball teams, will be aired on 22 New England stations under the sponsorship of the Carling Brewing Co., Natick, Mass. At the contract signing are (l to r) seated: Celtics' Coach Arnold (Red) Auerbach; Al Tanger, WHDH commercial manager; Walter A. Brawn, Boston Garden; Henry E. Russell, Carling plant general manager; James I. Summers, vice president of Harold Cabot Co. agency, Cal Gardner, Bruins' star player, and standing; Eugene R. MacArthur, Cabot vice president; Fred Cusick and Johnny Mast, WHDH sports announcers, and Robert J. Thomas, Carling northeast region advertising director.
Long-Distance Remotes Everyday Occurrence for KOVR-TV

MORE than 200 remote telecasts—ranging from 25 miles to as far away as 90 miles—have been produced this year by KOVR-TV Stockton, Calif. The television station recently originated the California Hayride program from Marysville, a community 85 miles away from the station’s home base at Stockton, and to get that picture out, Chief Engineer Richard (Andy) Anderson’s men had to relay it 38 miles west to Berryessa Peak, then “hop” it from that point to KOVR-TV’s 4,000-ft. Mt. Diablo transmitter another 52 miles distant. Most manufacturers might say that such distances are more than their portable equipment is designed for, but KOVR-TV, in a typical week, makes as many as nine remotes totaling as many as 21½ hours for sports and other events. In the pictures above Phil Linn (1), KOVR-TV engineer, talks to fellow engineers at mid-point relay site atop the Roseville, Calif., fairgrounds auditorium, where he is checking equipment which will send the signal to KOVR-TV’s transmitters on Mt. Diablo.

Mitchell, Pope Named V.P.s at WPIX (TV)

ELECTION of T. E. Mitchell and Leavitt J. Pope as vice presidents of WPIX (TV) New York was announced last week by F. M. Flynn, president of WPIX Inc. Mr. Mitchell becomes vice president and controller of the station and Mr. Pope vice president in charge of operations.

Mr. Mitchell joined WPIX as chief controller in April 1948, two months before the station went on the air. He was elected an officer of the corporation last year, with the title of controller and auditor. Before he came to WPIX, he was a certified public accountant with Price, Waterhouse & Co., New York.

Mr. Pope joined the New York Daily News, parent company of the station, in 1947 as an administrative assistant. In 1951, he was named assistant general manager of WPIX and two years later was given the additional title of operations manager.

Both Mr. Mitchell and Mr. Pope will report to Fred M. Thrower, WPIX’s vice president and general manager.

Quaal Elected to Board Of WPIX Inc., New York

ELECTION of Ward L. Quaal, vice president and general manager of WGN-AM-TV Chicago, to the board of directors of WPIX Inc. was announced Tuesday by F. M. Flynn, president of WPIX (TV) New York.

Mr. Flynn, publisher of the New York News, which operates WPIX and is a sister newspaper of the Chicago Tribune (WGN Inc.), also announced the election of Leavitt J. Pope, assistant general operations manager, and T. E. Mitchell, auditor-controller, as vice presidents of WPIX (TV) (see below).

Mr. Quaal was elected a vice president of WGN Inc. last month [BT, Oct. 1], and his appointment to its board of directors is anticipated at a future board meeting.

WRCA-AM-TV Signs Pact With Large Merchant Group

In a two-prong effort to give its advertisers a “bonus push” while attracting new local clients, WRCA-AM-TV New York has signed an agreement with the New York State Food Merchants Assn. under which 1,500 independent New York food stores will get night-and-day hitch hikes on the stations’ commercial announcements.

Terms of the agreement were worked out at the annual NYSFMA meeting at Lake Kamesha, N. Y., several weeks ago. Commenting on the plan, which in effect will be a co-op advertising campaign requiring no money on the part of the local merchant, William G. Hildebrand, executive secretary of the association, said, “... this campaign exceeds anything ever done to further the interest of the independent merchants. The prestige and cooperation of NBC will put the independent merchants on an equal footing with the biggest food retailing groups.” In addition to on-air tie-ins, the local shops will also receive under the stations’ Chain Lightning Merchandising Plan, various point-of-purchase aids, such as countercards and posters.

Young Expansion Announced; Reilly Becomes Chicago V.P.

IN EXPANSION moves at Adam Young Inc., and Young Television Corporation representatives, William J. Reilly has been promoted to vice president in charge of Chicago operations, and branch offices of the companies in Chicago and Los Angeles have been moved to new and larger quarters.

Mr. Reilly has been with Adam Young for more than eight years in the Chicago office.

Other staff changes announced were the advancement of J. Taggart Simler from account executive to midwestern sales manager—
of Young Television Corp. and the appointment of William F. Sanford as an account executive in Chicago for Young Television. Mr. Sanford most recently was a salesman for WFAM-TV Lafayette, Ind.

Young's new office in Chicago is in the Prudential Bldg. and at 6331 Hollywood Blvd. in Los Angeles. Plans also are underway for a move of the New York offices to new quarters which will double the amount of space now occupied at 477 Madison Ave.

**NBC Promotes O'Keefe**

APPOINTMENT of John O'Keefe as publicity director of WRCA-AM-TV New York was announced last week by William N. Davidson, general manager for the stations. Mr. O'Keefe, who joined NBC as a mail boy in 1949 and later served in various publicity positions with the network and WRCA-AM-TV, succeeds Don Bishop, who has been named director of publicity and community service for NBC-owned stations and NBC Spot Sales.

**STATION SHORTS**

WDAS Philadelphia names Robinson, Adelman & Montgomery Inc., to handle station's public relations and promotion program.

KEX Portland reports it has signed agreement with U. of Portland to broadcast all school's home basketball games.

**REPRESENTATIVE PEOPLE**


**REPRESENTATIVE APPOINTMENTS**


**STATION PEOPLE**

Ed L. Teer, commercial manager, KAVE-TV Carlsbad, N. M., has been named manager of station.

Zel Levin, account executive, L. C. Fitzgerald Inc., Providence, R. I., public relations-advertising agency, named station manager, WWOI Woosocket, R. I., Woonsocket Call outlet. Mr. Levin is a former executive editor of the Call.

Sam Elber, former promotion manager-news director, WPEN Philadelphia, appointed director of advertising and promotion, WERE Cleveland.

Dick Canaday, formerly program director, KIRX Kirksville, Mo., named sales manager and assistant to President A. J. Mosby, KGVO-TV Mission, Mont.

J. E. Patrick has been named news director, KRUX Phoenix, Ariz. Richard Gilbert Jr., formerly with Bozell & Jacobs, N. Y., joins KRUX as account executive.

Edgar S. Wood, freelance radio-tv reporter, named news director, WTVN (TV) Columbus, Ohio.

Harry Wilbur, formerly sales service manager, Capper Publications, Chicago, appointed sales promotion manager, WBBM that city. Dick Badenhoop, formerly with KCKT (TV) Great Bend, Kan., has been named as assistant to sales promotion manager.

Dick Balzer, traffic manager, WHBF-AM-TV Rock Island, Ill., transferred to stations' sales staff.

Patty Warren and Charles Grant have been named account executives, local sales staff of WKDA Nashville, Tenn.

Harvey D. Murphy named to sales staff, WNJO West Palm Beach, Fla.

Jo Hitchcock, continuity director, KPHO Phoenix, Ariz., appointed promotion manager.

William Hoos, engineer, WFBR Baltimore, Md., since 1940, named chief engineer, and John McVeigh, former comptroller, elected treasurer and member of WFBR board of directors.

Jayne Swain, senior account executive, WQXI Atlanta, to assistant manager, WAKE, same city.

Don E. Draeger, salesman, Donley Medical Supply, Lincoln, Neb., to KHOL-TV Kearney and satellite KHPL-TV Hayes Center, both Neb., as account executive.

Lee Batch, formerly with KTLA (TV) Los Angeles, to KCSB San Bernardino, as account executive-disc m.c. Jim Blaine, formerly chief engineer, KBMI Henderson, Neb., to KCSB in same capacity.

Bob Roth, WINS New York, to WSAV Savannah, Ga., as program director.

Marian Bouk named chief engineer, WRNY Rochester, N. Y.

Frank Stevens, community service director, WWVA Wheeling, W. Va., to WTRF-TV same city, as newscaster-writer.


Ron Manders, sales promotion manager, KFI Los Angeles, resigned to join L. I., N. Y., Episcopal church organization and enter N. Y. U.'s Queens College as theology student.


Hal Shore appointed program director, WBCM Bay City, Mich. DeVere Logan to station's continuity department.

Clark Lobb, former continuity director, KALL Salt Lake City, advanced to position of station program director. Ronnie McCoy, KALL musical director, to additional duties as morning and afternoon disc jockey.

Arthur C. King, director of public affairs and special events, WEEI Boston, also named station news director.

George Rogers, commercial production manager, WKRC-TV Cincinnati, to tv sales rep.

LEW ARNOLD (l) newly-named general manager of KTLA (TV) Los Angeles and Henry Flynn (r) who becomes assistant general manager, confer with Bernard Goodwin, vice president of Paramount Television Productions Inc. station licensee [At DEADLINE, Oct. 8].
Barry Hersh succeeds him. William S. Knapp, account executive and radio-television director, Farson, Huff & Northlich, Cincinnati, to WKRC-TV sales staff.


Johnny Green, employed in various capacities for several Midwest stations, to news director, KPHO-AM-TV Phoenix, Ariz.


Robert F. Kliment, employed at Buffalo, N. Y., area stations in various capacities, to WGR Buffalo as sales manager.

Arch McDonald, Washington (D. C.) baseball announcer since 1934, resigned from National Broadcasting Co. post. He currently is doing color for Washington Redskins football games and continues daily sports show over WTOP Washington.

Norman Vincent, Anne Marie Flowers and Martha Snyder appointed to publicity-promotion staff, WMBR-AM-TV Jacksonville, Fla.

Jim Adams, formerly with WGSM Huntington, L. I., as copywriter, to WOR-TV New York production staff.

Dave Edwards, announcer, WBUO Trenton, N. J., to WITM Trenton in similar capacity.

Jim Harriott, formerly with WEAT-TV West Palm Beach, Fla., to announcing staff, WFLA-TV Tampa-St. Petersburg, Fla.

Dick Johnson, formerly with radio stations in Wisconsin and WREX-TV Rockford, Ill., joins announcing staff, WTMJ-AM-TV Milwaukee.

Paul Schuett, announcer, joins KWKK Longview, Wash.

Barbara Cahill, WGAR Cleveland, Ohio, promoted to traffic manager; Erna Reich joins WGAR as record librarian.

Charles W. Bahr, graduate of Northwest Radio & TV School, Portland, Ore., to film department, WMTV (TV) Madison, Wis. Other Northwest graduates joining stations: Joan Fields and Richard Alvaro, to KBTV Denver; Herschel Mays, to KRBB (TV) El dorado, Ark.; Wallace Land, to KMCM Minneapolis, Minn.; Jean Morand, to KTVR-TV Denver; Jacklyn Cumber, to WBAY Green Bay, Wis.; Dick Strandluf, to KYOR Blythe, Calif.; George Fysken, to WISN-TV Milwaukee; Cal Lehman, to KGRO Gresham, Ore.; Ray Willes, to KOCO Salem, Ore.; Jim Skjelstaf, to KCRE Crescent City, Calif.; Norman Norton, to KTEL Walla Walla, Wash.; Tom Colvin, to KREM-TV Spokane, Wash.; Lowell Hersey and Lee Minton, to KXLK Great Falls, Mont.

**TELEVISION** station executives look over proofs of the first ads in the Salt Lake City-Ogden-Provo market series. L to r: George C. Hatch, vice president, Utah Broadcasting & TV Corp. (KUTV [TV]); G. Bennett Larson, president-general manager, KTUS (TV); Joy W. Wright, executive vice president of Radio Service Corp. of Utah (KSL-AM-FM-TV); Lennox D. Murdock, vice president-general manager of KSL-TV, and Brent H. Kirk, general manager of KUTV.

Leslie C. Johnson, vice president-general manager, WHBF-AM-TV Rock Island, Ill., appointed chairman of new Rock Island Development Committee, comprising business leaders and set up to promote shift of small industry to that city.

A. C. Bernstein, WRSW-AM-FM Warsaw, Ind., elected president for 1957 of local chapter of Kiwanis Club.

Bob Stanton, sports director, WSUN-TV St. Petersburg, Fla., author of one of chapters in new book, How to Announce for Radio and Television.

Dan Gingold, staff director, KNXT (TV) Los Angeles, father of boy, Jeffrey Robert, Oct. 1.

Robert Costa, program director, KGMB-TV Honolulu, father of girl, Mazepa Montague, Oct. 1.


Mary Dee, entertainer, formerly with WHOD Homestead (Pittsburgh), Pa., to WSID Baltimore, Md., in same capacity.

John McCormick, disc jockey, WJJD Chicago, to WDSU New Orleans, in similar capacity.

Zeke Manners, formerly with KFWB Hollywood, to WINS New York, as d.j.

Bob King, formerly with WRAP Norfolk, Va., to WOOK Washington, as all-night d.j.

Tom Perryman, country music disc jockey, KSJ Gladewater, Tex., to WSM Nashville, Tenn., in similar capacity.

Bob McKee, Atlanta, Ga., radio personality, to WOKY Milwaukee, Wis.

Edloe Van Camp, music librarian, KGFJ Los Angeles, to KBIG Catalina, Calif., in similar capacity.

APPELLATE COURT BACKS MCCLOYTH

U.S. Court of Appeals rules that denied applicant is entitled to evidentiary hearing on its protest to modification of rival's Sacramento grant.

AN inkling of the U.S. circuit court's thinking on how long a tv applicant may continue to participate in that role following a final decision was given by the U.S. Court of Appeals in Washington last week when it told the FCC that it had to give McClatchy Broadcasting Co. an evidentiary hearing on its objection to the modification of the permit of ch. 10 KBET-TV Sacramento, Calif.

In a related case, the same court denied McClatchy's appeal for a rehearing on the court's decision last January upholding the FCC's choice of Sacramento Telecasters Inc. for the ch. 10 grant and the denial of McClatchy's application for the same facility.

The Commission's grant for what is now KBET-TV was made in October 1954. This was upheld by the federal appeals court early this year [BT, Jan. 30]. In December 1954, less than 60 days after the grant, KBET-TV was given permission to move its transmitter site and to decrease its antenna height. McClatchy filed an objection to this modification, which the Commission denied in March 1955 on the ground that McClatchy had no further standing. It was the appeal from this decision which was the subject of last week's court ruling.

McClatchy Charges Fraud

McClatchy's point in objecting to the modification was that both applicants had agreed that they proposed to cover generally the same area. When KBET-TV modified its permit, McClatchy charged that this constituted a fraud and asked for a hearing on KBET-TV's application for a change in site and antenna height.

If the Commission changed the grant "drastically," the unanimous court decision held, then it should have notified the court. Then the court would have dismissed the appeal and McClatchy would have had standing, the court said. Or, the court said, the Commission should have asked that the appeal be remanded on the basis that it was modifying the grant under appeal.

In a sharply worded slap at the FCC, the court said: "It would obviously be unseemly for the Commission, without the knowledge or permission of the court, to substitute another grant for that which is being judicially examined on appeal, leaving the court with the time-consuming and difficult task of reaching a decision as to the validity of a construction permit which has long ceased to exist."

The court then went on: "We think that modifying some of the basic characteristics of a construction permit is tantamount to the issuance of a new and different permit. To do this without affording the parties to a comparative hearing a chance to protest and be heard amounts to granting a permit for construction which had not been proposed before or during the hearing and which therefore had not been compared with the proposals of other applicants."

The court's decision was written by Circuit Judge Wilbur K. Miller, for himself and Judges Charles Faby and Walter M. Bastian.

FCC Erred at Rochester, WSAY Tells Appeals Court

CLAIM that the FCC should have ordered share time ch. 10 stations WHEC-TV and WVET-TV Rochester, N. Y., off the air following a July 1955 circuit court decision in the Rochester ch. 12 case has been made before a three-judge panel of the U.S. Court of Appeals in Washington.

The claim was made in behalf of WSAY Rochester, N. Y., protestant against the 1953 grant of the vhf channel to merged applicants WHEC and WVET Rochester. In July 1955 the court ordered the FCC to give WSAY a hearing on its protest. This was done and an initial decision reaffirming the grant was issued by Hearing Examiner Elizabeth C. Smith last August. But WSAY maintains the FCC was required to force the two ch. 10 outlets to cease operation following the 1955 court order. As the law read then, the Commission had no discretion in this matter, but during the 84th Congress this was amended to give the Commission discretion in any powers. Since the case was held open during a petition for writ of certiorari asking the Supreme Court to review the circuit court's decision, the FCC claims that the amended Sec. 309(c) prevails.

WGBI-TV, KFXM Purchases Among Seven Passed by FCC

THE FCC authorized seven station ownership changes last week totaling them through $650,000 purchase of ch. 22 WGBI-TV Scran ton, Pa., by WCAU Inc., and the $244,149 purchase of KFXM San Bernadino, Calif., by H. Phillip Dexheimer and associates.

First acquisition by the Philadelphia Bulletin (WCAU-AM-FM-TV), the WGBI-TV purchase involved the transfer of control from Mrs. M. E. Megargee and family to the Philadelphia newspaper. The Bulletin is acquiring 15 out of 20 shares of voting stock and 10 out of 30 shares of non-voting stock. WGBI-AM-FM were not involved in the sale.

WGBI-TV is affiliated with CBS (as are the WCAU stations) and began operating in June 1953. It is one of four uhf stations operating in the Scran ton-Wilkes-Barre area. The others are ch. 28 WBRE-TV Wilkes Barre, affiliated with NBC; ch. 34 WILK-TV Wilkes-Barre, affiliated with ABC, and ch. 16 WARM-TV Scranton, affiliated with ABC.

Rival Philadelphia Inquirer (WFIL-AM-FM-TV) has in recent years acquired WNB-F-AM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa.; WNH-AM-FM-TV New Haven, Conn.; and WLBR-TV Lebanon, Pa. (the last being the subject of a protest hearing). WFIL also owns 50% of WHBG Harrisburg, Pa.

New owners of MBS-affiliated KFXM (1 kw on 590 kc) are Mr. Dexheimer, an account executive with KBIG Avalon (Los Angeles), Calif., 22.2%; L. Benton Paschall, one-third owner and general manager. KAFY Bakersfield, Calif., 22.2%; Howard L. Tullis, third owner of KAFY and a Hollywood advertising agency owner, 33.4%, and John P. Hearne, attorney and 21% owner of KVEN Ventura, and one-third owner of KAFY, 22.2%.

Among other sales authorizations last week were:

WLAY Muscle Shoals, Ala.—Transfer of control to Michael R. and flora E. Freeland for $1 plus guarantee of $150,144 indebtedness.

WPFA Pensacola, Fla.—Assignment of license to Jerome Wiman O'Conner for $77,500.

KGHM Brookfield, Mo.—Assignment of license to Ira J. Williams who is purchasing remaining two-thirds interest for $13,594.

KOVO Provo, Utah—Assignment of license to KOVO Inc., principally owned by Ashley L. Robison, 50% owner of KCCC- TV Bakersfield, Calif., for $63,000.

KQFD Anchorage, Alaska—Assignment of license to Anchorage Broadcasters Inc., principally owned by P. M. Reed, for $80,000.

FCC Gets Second Complaint On Oil Company Commercials

THE California Committee Opposed to Oil Monopoly served a second complaint with the FCC last week against the Richfield Oil Corp. charging that the company was mixing political propaganda with its advertising broadcasts on its California outlets.

Two weeks ago the Committee attacked Richfield Oil's Richfield Reporter on NBC's western network, claiming it was dispensing propaganda against "Proposition Four," a California referendum which would establish a three-man commission to enforce a new oil production conservation act [BT, Oct. 8].

The latest complaint to the FCC claims that in California Richfield advertising for Mayor of the Town tv film series deals with conservation, while in Washington and Oregon the commercials deal with Richfield products. The Committee claimed this was "deception" and constituted use of licensed facilities "for the purpose of deceiving listeners and viewers by bringing political propaganda to them in the guise of entertainment."

Mayor of the Town, a half-hour weekly program featuring Thomas Mitchell, is broadcast over the following stations, according to the Committee's complaint:

KERO-TV Bakersfield, KSBW-TV Salinas, KHS-TV Chico, KGO-TV San Francisco, KFSD-TV San Diego, KTTV (TV) Los Angeles, and KEYT (TV) Santa Barbara.
RCA'S ACE IN HOLE PRAISES PAY-SEE

Zworykin has some good things to say about toll tv in RCA patent, filed in 1950, issued last July.

A PAY tv patent, issued to RCA honorary vice president Vladimir K. Zworykin and assigned to RCA [Closed Circuit, Oct. 8], contains some rather glowing references to pay-as-you-see video, although RCA is on record as vehemently opposed to subscription tv—"paid, narrowcasting" is Gen. Sarnoff's term for it.

RCA officials had "no comment" to requests for an explanation.

The Zworykin patent for eight claims filed in 1950, bears the U. S. Patent Office No. 2,757,226. It was issued July 31, 1956. Its title is "Secret Television Systems."

In the introductory remarks, presumably supplied by Dr. Zworykin, referring to audience participation in the financing of tv programs it is said:

"In some instances, high quality television programs whose costs exceed advertising revenues, or whose character would not tolerate the intrusion of advertising, are not available for general television audience consumption. It is clear, for example, that current motion picture productions, which the film studios could not afford to release for general consumption unless the proper revenues were derived therefrom, are at present probably withheld from television audiences because an acceptable system for audience-financing is not available."

The patent speaks of the complexity of other systems for transmitting garbled images to be decoded at the receiver and for which payment is arranged, and the need for a simple system.

Dr. Zworykin also advances the novel idea that several pay tv stations might use one channel for subscription tv on a share-time basis, or a single channel might be assigned each broadcaster for this purpose.

He also holds out the need for collecting audience measurement data as part of the fee collection system.

"Therefore, it is a general object of the invention," the patent goes on, "to provide simplified and improved methods and methods for permitting audiences to finance high quality television programs. . . ."

In his description of the techniques and apparatus for the Zworykin fee tv system, provision is made for a coin collection receptacle, as well as for other means of ascertaining billing information. A method whereby the viewer could indicate "excellent, good, fair, unsatisfactory and objectionable" is also described in the patent papers.

Valley Broadcasting Protest Not Filed Late, Says Court

THE now famous "late" FCC filing was not late at all, the U. S. Court of Appeals has ruled. The appeals court returned to the FCC for further hearing the protest by Valley Broadcasting Co. against an am grant at West Point, Ga., to Confederate Radio Co. The protest, received by the FCC after 5 p.m., Nov. 21, 1955, last day for exceptions to the grant — was ruled by the Commission to be "untimely filed." The FCC ordered the date of receipt changed from Nov. 21 to Nov. 22, the day after deadline.

His plea for reconsideration turned down by the Commission, attorney Richard Rowell, subject of the FCC ruling, appealed to the court [BT, Sept. 24]. He argued that he was in the FCC Secretary's office before 5 p.m., but because he had to rearrange papers, he didn't actually hand the protest to FCC personnel until about 5:20. This, Mr. Rowell contended, should not be regarded as a late filing.

In agreeing, the appeals court said, "Zeal for orderly procedures hardly calls for such Cinderella-like treatment of a protest when the filing party is in the filing office before closing time to present the necessary documents." Denial of the right to a hearing in such circumstances "cannot be allowed to stand on such arbitrary grounds," the court concluded.

Loew's Protest Thrown Out

PROTEST by Loew's Inc. (WMGM New York) against FCC assignment of the call letters KGM-TV to United Tv Inc. for its ch. 9 tv station in Minneapolis, Minn., has been rejected by the FCC. Loew's had contended that the "MGM" trademark was theirs and that use of the Minneapolis call letters was unauthorized.

The FCC said that the issuance of call letters is not an action subject to protest under Commission rules. The FCC said its function was limited to determining that call-letter assignments won't cause confusion with stations located in the same general area. This, the FCC pointed out, does not preclude Loew's from asserting under private law any rights it may have to the MGM symbol.

Unhappy WGMS Stockholder Takes Sale to Appeals Court

THE disputed sale of good music stations WGMS-AM-FM Washington to RKO Teleradio Pictures Inc. last July was taken to the U. S. Court of Appeals in Washington last week. Minority stockholder (16½%) Lawrence M. C. Smith not only appealed from the FCC's grant of the transfer, but also claimed the Commission has not rescinded the order after accepting his protest. He also asked that a stay order be issued.

Mr. Smith protested the grant and was given oral argument before the FCC early this month [BT, Oct. 8]. Mr. Smith protested that the station was sold to the O'Neil interests over his objections, that Nathan Strauss, WMCA New York, had made a better offer, and to a five year management contract with former 42 2/3% owner M. Robert Rogers and wife.

RKO Teleradio, which took over ownership of the WGMS station after the Commission's approval, has made WGMS its Washington origination outlet for MBS; the good music policy has been continued on WGMS-FM. When the FCC accepted Mr. Smith's protest, it stayed the transfer authorization. Since this already had been consummated, the Commission gave the parties to Oct. 12 to reassign stations. This was later continued to Nov. 15. Mr. Smith owns good music station WFLN (FM) Philadelphia.

MILESTONES
for November

BML's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the November package commemorates a special event of national importance.

"THE POLISH GENIUS"
Ignace Jan Paderewski
Born: November 6, 1860

"OUR VICTORIOUS VETERAN"
( arm's Day, 1918-1956)
November 11, 1956

"OUR DAILY BREAD"
Thanksgiving Day
November 22, 1956

"THE MISSISSIPPI YANKEE"
Mark Twain
Born: November 30, 1835

"Milestones" is available for commercial sponsorship—see your local stations for details.

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"Now KRIZ Phoenix lets you listen as Happyfoot Wine is being made in the old fashioned way!"


**Harriscop e Wins Grant For Casper, Wyo., Ch. 2**

HARRISCOP E Inc., Beverly Hills, Calif., tv film production-distribution firm, last week was granted a new tv station to operate on ch. 2 Casper, Wyo. Harriscop e is comprised of Burt I. Harris, 40%, Irving B. Harris, 40%, and Don Paul Nathanson, 20%.

Irving Harris is a cousin of Burt Harris. He was a vice president and currently is director of the Toni division of Gillette Co. Mr. Nathanson, former advertising director of Toni, is president of North Adv., Chicago.

The firm plans 208 w visual power with antenna height of 270 ft. below average terrain. Construction costs are estimated at $80,000 and first year operation costs at $120,000.

**WTRI (TV) Asks High Court Reversal in Vail Mills Case**

THE U. S. Supreme Court has been asked to reverse a lower court decision which held that the FCC acted properly in allocating ch. 10 to Vail Mills, N. Y. (Albany-Schenec-
tady-Troy area), last November even though it was then considering a general allocation proceeding.

In a petition for a writ of certiorari, filed by ch. 35 WTRI (TV) Albany, N. Y., the Commission was accused of (1) permitting CBS to intervene in the case without its suggestions being submitted to cross-examination; (2) granting the rule-making proposal of one party while postponing consideration of a mutually-exclusive rule-making proposal by a second party, and (3) violating Sec. 4 of the Administrative Pro-

* * *

**FCC to Take Another Look At WWBZ Race Results Case**

ON its own motion, the FCC has rescinded its revocation order against WWBZ Vine-

* * *

**Navy Creates Advisory Board For Broadcasting, Telecasting**

CREATION of a broadcasting-telecasting advisory board selected from industry execu-
tives was announced last week by Vice Admiral J. L. Holloway, chief of Naval Personnel, Dept. of the Navy.

Primary function of the board will be to advise the Bureau of Naval Personnel on its public service and recruiting policies and to pass professional judgment on ideas, campaigns, and program plans initiated by various branches of the bureau relating to broadcasting and telecasting.

John S. Hayes, president of the Washing-
ton Post's Broadcast Division (WTOP-AM-

* * *

**KDAY to Seek Full Time**

KDAY Santa Monica, Calif., daytimer, which earlier this month received FCC author-
ity to boost its power to 50 kw, will shortly request for full-time operation on its 1580 kc, it was announced last week.

**ALL AMERICA PROUDLY HAILS**

Ziv's New Stor-Spangled Rating Winner

**SEE PAGES 11, 12, 13**

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Gov ernment
MULTIPLE ALLOCATION SHIFTS ORDERED BY FCC

Commission also gets half-dozen rule-making requests including one covering San Francisco and Stockton.

CHANGE in the TV table of assignments was ordered by the FCC last week when the Commission finalized rule-making to assign ch. 45 New Castle, Pa., to Youngstown, Ohio-New Castle, Pa., as a hyphenated area. The change will become effective Nov. 21.

In the same order, the FCC rejected a proposal in ch. 73 WXTV (TV) Youngstown to substitute ch. 33 for its allocation, replacing ch. 47 Pittsburgh with ch. 22. A petition by ch. 45 WKST-TV New Castle asking issuance of a show-cause order to specify operation on that channel in Youngstown was denied by the Commission. Comr. Robert T. Bartley voted to assign ch. 33 to Youngstown also; Comr. T. A. M. Craven abstained.

In other allocations shifts, the FCC deleted ch. 6 from Nassaquita, Mass., and assigned it to New Bedford, Mass., effective Nov. 14. Only last July the Commission, in a rule-making order, assigned the channel to Nassaquita.

Other allocation changes ordered by the FCC, and also effective Nov. 14:
(1) Assigned ch. 26 to Shinglehouse, Pa., ch. 37 to Clymer, N. Y., and substituted ch. 62 for ch. 37 at Meadville, Pa.; (2) assigned ch. 8 to Missoula, Mont., substituting ch. 9 for ch. 8 in Kalispell, Mont., and ch. 23 for ch. 9 in Sandpoint, Idaho. The FCC denied a petition to make educational ch. 11 Missoula available for commercial use and reserve ch. 21 there for education.

The FCC asked for comments by Nov. 15 to a proposal to delete ch. 36 from St. Louis, Mo., and assign it to Springfield, Ill. (the original proposal envisioned adding ch. 39 to Springfield), delete ch. 2 from Springfield and reassign it to St. Louis. To accomplish the assignment of ch. 36 to Springfield, ch. 49 would have to be substituted for ch. 29 in Jacksonville, Ill., and ch. 68 would have to be assigned to the Davenport-Rock Island-Moline area instead of ch. 36.

In three cases, new requests for rule-making were included in already pending cases, the Commission rejecting requests for separate consideration. These were:
(1) A request (by Loyola U.) to delete ch. 6 from New Orleans was included with outstanding rule-making which would make Madison all uhf commercial by changing the educational assignment from ch. 21 to ch. 3.

The FCC asked for comments by Nov. 21 on a proposal by ch. 40 WCNS (TV) Baton Rouge, La., to switch ch. 18 from Jackson, La., and assign it to Baton Rouge. A boundary-line request involving Zones I and II was denied by the Commission. The petitioner, WMUR-TV Manchester, N. H., asked for rule-making to move the boundary line between those zones in order to place a greater portion of New Hampshire and Vermont in Zone II. The Commission said (Comr. John C. Doerber abstaining) that boundary-line changes will be contemplated only when it is demonstrated that they were needed.

The following new rule-making requests have been filed with the FCC:
San Francisco, Stockton, Calif.—Add ch. 13 to San Francisco, substituting ch. 6 for ch. 13 at Stockton. Requested by ch. 32 KSAN-TV San Francisco.
Denton, Tex.—Change reserved educational ch. 2 Denton to commercial. Requested by KDNT-AM-FM Denton.
Pendleton, Walla Walla, Wash.—Delete ch. 5 from Walla Walla and assign it to Pendleton. Requested by KUMA Pendleton.

68 was included in rule-making which would make Madison all uhf commercial by changing the educational assignment from ch. 21 to ch. 3.

Vancouver, Wash.—Assign ch. 2 to Vancouver in lieu of ch. 21 Requested by ch. 21 KVEN-TV Vancouver.
Ann Arbor, Flint, Mich.—Delete ch. 12 Flint and assign it to Ann Arbor. Requested by ch. 20 WPAG-TV Ann Arbor.
Corpus Christi, Tex.—One proposal and three alternatives were suggested by ch. 22 KVDO-TV Corpus Christi. The proposal: delete one or both Corpus Christi vhf assignments; the alternatives: (1) assign ch. 3 to Corpus Christi, deleting ch. 13 from Laredo, Tex.; (2) assign ch. 2 or ch. 13 to Corpus Christi (this would entail deleting Laredo’s ch. 13), or (3) delete ch. 13 from Laredo, assign it to Kingsville, Tex., and authorize KVDO-TV to operate ch. 13 Kingsville as a satellite.

Court Denies Florida TV Stay
REQUEST for a stay against the FCC’s August grant of Jacksonville, Fla., ch. 12 to Florida-Georgia TV Co. has been denied by a three-judge panel of the federal appeals court in Washington. The stay had been asked by ch. 36 WJHP-TV Jacksonville [BET, Oct. 8]. WJHP has appealed the Commission refusal to condition the ch. 12 grant to prohibit construction pending the outcome of a petition to deintermix Jacksonville. WPDO Jacksonville, unsuccessful applicant for the vhf grant, filed a petition with the FCC three weeks ago to reconsider the grant.

The 107-A Test Set and Field Intensity Meter combines in one portable unit a radio receiver of laboratory quality with metered output and an accurately calibrated signal generator. These instruments, which can be used separately for a variety of test purposes, cover a frequency range of 54 to 240 megacycles without band changing.

SPECIFICATIONS

- **Input Impedance:** 51 ohms
- **I.F. Frequency:** 21.4 MC
- **I.F. Bandwidth:** 200 KC
- **Sensitivity at Input Terminals:** 0.1 µv Field Strength at 54 MC—100 v/m Field Strength at 240 MC—6.5 v/m
- **Max. Input Using External Audio Signal**: 1.5 µv Field Strength at 54 MC—150 v/m Field Strength at 240 MC—150 v/m
- **Output Indicator:** 9-Point Meter
- **Output: To operate at 1.0 milliamperes or more.**
- **Audio for headphones:**

The 107-A Test Set and Field Intensity Meter

NEMS CLARKE
919 JESUP-BLAIR DRIVE SILVER SPRING, MARYLAND

For further information write Dept. P-1

Broadcasting • Teletcasting

October 22, 1956 • Page 95
Comments Sought by FCC

On Major Revision of Rules

FIRST major revision of Part I of the FCC's Rules dealing with procedures and practices has been issued as a proposed rulemaking. The Commission asked for comments by Nov. 15.

The proposed revision separates Part I into general sections and specific service sections—for broadcasting, common carrier, safety and special service, etc. It contains changes dictated by recent legislation, court decisions, commission organization, including the 1952 McFarland Act regulations, the 1951 Commission reorganization into bureaus.

The Part 1 revision culminates more than a year's work by a committee of 15 FCC staff members, headed by Associate General Counsel J. Smith Henley. The work was coordinated with the Federal Communications Bar Assn.

Wrestling Alliance Agrees
Not to Hamper TV Activities

THE National Wrestling Alliance, booking agency for professional wrestlers, has agreed to cease discriminating against any wrestler, booker or promoter who participates in tv studio exhibitions.

This was one of the provisions of a consent order submitted simultaneously with a Justice Dept. complaint in federal court in Des Moines, Iowa.

The government civil antitrust action against the Alliance charged NWA with maintaining a monopoly in professional wrestling. Among other charges were items regarding territorial exclusivity for bookers, blacklisting of wrestlers who accepted engagements from non-NWA members and the charge that NWA discouraged wrestlers from appearing in "studio exhibitions" for tv.

Brisson Plans TV Try-Out

PURCHASE by Producer Frederic Brisson of Helen Howe's Circle of the Day, a Literary Guild book selection telling of a woman's "liberation" on her 10th wedding anniversary, was announced last week. Mr. Brisson, who several years ago made the unprecedented move of "trying out" a property on tv before converting it into a feature film, will repeat the procedure, by placing Mrs. Howe's book on CBS-TV's Playhouse 90 early next year before casting about for a film studio.

RCA Reports Program Sales

RCA Recorded Program Services, New York, last week reported sales of Town and Country Time in six markets; The World Around Us in four markets and The Sam Snead Show and Foy Willing & the Riders of the Purple Sage in three markets each. Three markets will telecast The World Around Us in color, as will one market for Foy Willing.

Nadeau Joins RCA Division

JACK NADEAU, former WCCO Minneapolis program director, has joined RCA Recorded Program Services, Chicago, it has been announced by A. B. Sambrook, manager of the RCA division. He succeeds Hugh Grael, who was named head of the newly-created northeast territory. Mr. Nadeau will report to central division manager William F. Reilly.

TV's Political Impact

Editorial in the Washington Post & Times Herald Oct. 11:

I would have been difficult to watch President Eisenhower's televised appearance in Pittsburgh Wednesday night [Oct. 10] and not be impressed with the confidence, vitality and rectitude which he exuded. Adlai Stevenson's speech in Seattle may have been more thoughtful in its discussion of the problems atomic energy imposes on America and the world; but because Mr. Stevenson's Seattle appearance was not televised nationally the appeals of the two candidates could not be compared. It is worth noting, however, that Mr. Eisenhower's warm personality radiates both to the crowds he draws and to the television audiences, whereas Mr. Stevenson's rather damp tv performances so far have failed to kindle much of a spark. This distinction is by no means a measure of the candidates or of what they stand for, but it does illustrate what is perhaps the major impact of television on the presidential campaign.
RADIO, TV OUTPUT INCREASES IN AUGUST

REMTA releases statistics on set manufacture for eight months.

FACTORY output of radio and tv sets increased in August in comparison with July, according to Radio-Electronics-Tv Mfrs. Assn. Radio production totaled 990,845 sets for August, compared to 566,697 in July and 947,634 in August 1955. TV output totaled 612,927 sets in August, 336,931 in July and 647,903 in August 1955.

Eight-month radio production totaled 8,216,707 sets compared to 7,807,477 in the same period last year. TV output totaled 4,365,060 sets, compared to 4,280,991 in the first eight months of 1955. Of August tv sets, 90,419 had uhf tuning and 43 had fm-band tuning circuits.

Followings are radio and tv set production in August and first eight months of 1956:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>61,487</td>
<td>New Hampshire</td>
<td>126,818</td>
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<tr>
<td>Arizona</td>
<td>59,366</td>
<td>New Mexico</td>
<td>125,435</td>
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<tr>
<td>Arkansas</td>
<td>60,222</td>
<td>New York</td>
<td>412,055</td>
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<tr>
<td>California</td>
<td>374,260</td>
<td>North Carolina</td>
<td>32,370</td>
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<td>Colorado</td>
<td>7,384</td>
<td>North Dakota</td>
<td>10,916</td>
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<td>Connecticut</td>
<td>57,713</td>
<td>Ohio</td>
<td>210,656</td>
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<tr>
<td>Delaware</td>
<td>5,972</td>
<td>Oklahoma</td>
<td>30,806</td>
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<tr>
<td>District of Columbia</td>
<td>36,510</td>
<td>Oregon</td>
<td>41,785</td>
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<td>Florida</td>
<td>122,265</td>
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<td>249,494</td>
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<td>Georgia</td>
<td>84,624</td>
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<tr>
<td>Idaho</td>
<td>14,483</td>
<td>South Carolina</td>
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<tr>
<td>Illinois</td>
<td>203,222</td>
<td>South Dakota</td>
<td>12,587</td>
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<tr>
<td>Indiana</td>
<td>93,403</td>
<td>Tennessee</td>
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<td>Iowa</td>
<td>41,078</td>
<td>Texas</td>
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<tr>
<td>Kansas</td>
<td>62,155</td>
<td>Utah</td>
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<td>Washington</td>
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<td>West Virginia</td>
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<td>Wisconsin</td>
<td>68,212</td>
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<tr>
<td>Massachusetts</td>
<td>116,555</td>
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<tr>
<td>Michigan</td>
<td>147,417</td>
<td>Wyoming</td>
<td>68,212</td>
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<tr>
<td>Minnesota</td>
<td>52,969</td>
<td>Wyoming</td>
<td>57,132</td>
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<tr>
<td>Mississippi</td>
<td>36,627</td>
<td>Wyoming</td>
<td>57,132</td>
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<tr>
<td>Missouri</td>
<td>68,413</td>
<td>Wyoming</td>
<td>57,132</td>
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<td>Montana</td>
<td>12,847</td>
<td>Wyoming</td>
<td>57,132</td>
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<tr>
<td>Nebraska</td>
<td>31,485</td>
<td>Wyoming</td>
<td>57,132</td>
</tr>
<tr>
<td>Nevada</td>
<td>6,810</td>
<td>Wyoming</td>
<td>57,132</td>
</tr>
<tr>
<td>Total</td>
<td>3,761,116</td>
<td><strong>Total</strong></td>
<td>8,216,707</td>
</tr>
</tbody>
</table>

Both radio and tv set sales to consumers increased in August over July. Radio sales totaled 681,899 sets, compared to 576,453 in July and 546,625 in August 1955. TV set sales totaled 566,158 in August, compared to 405,310 in July and 586,577 in August 1955.

Eight-month radio sales through retail outlets (excluding auto sets) totaled 4,694,454, compared to 3,189,608 in the same 1955 period. Eight-month tv sales totaled 3,839,718 sets, compared to 4,171,139 in the same 1955 period. REMTA reported that 2,710,303 auto radios were produced in the first eight months of the year, practically all of them being sold direct to auto manufacturers and therefore not included in retail radio sales data.

Eight-month tv set shipments to dealers

**Tracy to Succeed Hopkins In RCA Radio, Tv Equipment**

EDWIN C. TRACY, sales manager for broadcast equipment at RCA last week was named manager of RCA’s Broadcast & Television Equipment. at Camden, N. J., succeeding A. R. Hopkins, who has been appointed to the newly-created post of manager of RCA’s Commercial Electronic Marketing Dept. [At Deadline, Oct. 15].

Mr. Tracy will supervise all activities relating to the development, engineering, marketing and sales of RCA transmitting and studio equipment to radio and tv color and black-and-white stations, as well as closed circuit facilities.

Mr. Tracy joined RCA Service Co. as a tv engineer in 1939, and after the outbreak of World War II, was assigned to numerous field projects involving military electronics. In 1945 he transferred to RCA Broadcast Equipment as a field sales engineer, becoming field sales manager in 1950. He became sales manager three years later.

**Hotpoint Predicts Future Of Television Set Sales**

APPROXIMATELY 5.2 million monochrome and four million color sets will be sold in 1961 and the annual figures will rise by 1966 to a going rate of 11 million units, including 8.5 million color models, it was predicted by the Hotpoint Co. in its annual 10-year industry forecast last week.

The report placed 1956 estimates at 7.2 million units, of which 175,000 will be color. It predicted the addition of over 17 million appliances to the market in the next 10 years.

Hotpoint currently markets black-and-white receivers made by its parent General Electric Co., with emphasis on portable models, and plans to enter the color field early next year.

**Increase in Color Sales Cited by Sarnoff in Phila.**

INCREASE in sales of television color sets in the Philadelphia area and in other major cities in recent weeks means that color tv is “running well ahead of earlier expectations,” Brig. Gen. David Sarnoff, RCA board chairman, declared last week.

Gen. Sarnoff offered this commentary during a talk he made at a ceremony held in Gimbel’s Dept. Store in Philadelphia, at which he received a scroll presented on behalf of more than 200 dealers in greater Philadelphia, who participated in a “General Sarnoff color television week”. During the first week in October RCA Victor dealers in the Philadelphia area followed delivery of 1,077 RCA Victor color sets.

The scroll was presented to Gen. Sarnoff by T. F. Joyce, president of Raymond Rosen & Co., RCA Victor distributor in greater Philadelphia. The occasion also marked the opening at Gimbel’s in Philadelphia of a new traveling RCA exhibition, which features color tv and the latest RCA developments in electronics.

Gen. Sarnoff reported that from the first week in September through the second week of October, the rate of sales of color sets to dealers has tripled. He noted that RCA is in “short supply” of its three lower-priced models, which are priced at $495, $550 and $595.

Mr. Joyce pointed out that even more significant to Raymond Rosen & Co. than its shipment to dealers in one week of more than 1,100 RCA Victor color sets is that the company’s billings in October will be “close to $2 million in retail prices.” He added that the value of the color receiver sales exceeds that of black-and-white sets in the Philadelphia market and said his company “looks forward with confidence to selling more than 50,000 RCA Victor color television receivers in 1957.”

Stanton, Lawrence
New Rand Corp. Trustees

DR. FRANK STANTON, president of CBS Inc., and Prof. Ernest O. Lawrence, director of the radiation laboratory of the U. of California and inventor of the Lawrence chromatic color tube, last week were elected trustees of the Rand Corp., Santa Monica, Calif., a non-profit, organization engaged in research for the U. S. Air Force and the Atomic Energy Commission.

Dr. Stanton, who joined CBS in 1935 as a member of the network’s research staff for audience measurement, is a fellow in the American Assn. for the Advancement of Science and the American Psychological Assn., and chairman of the Ford Foundation-sponsored center for Advanced Study in the Behavioral Sciences.

Prof. Lawrence, winner of the 1939 Nobel Prize in physics, has been honored for his research on the structure of the atom by many leading universities and scientific organizations in the U. S. and abroad. He has worked with the Atomic Energy Commission and the Office of Scientific Research and Development, being particularly active in the application of physics to biology and medicine.

Stories of ADVENTURE, GALLANTRY, TRIUMPH AND TRADITION!

Ziv’s New Star-Spangled Rating Winner
SEE PAGES 11, 12, 13

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MANUFACTURING PEOPLE

Frank Newman, advertising and promotion manager, DuMont Labs, Clifton, N. J., to merchandising manager, Arrow Metal Products Corp., Haskell, N. J.


Richard M. Klein, with Sylvania Electric Products Inc., N. Y., for 10 years, appointed product engineering manager Sylvania's Electronic Product Sales Dept.

E. Finley Carter, associate director of Stanford Research Institute, Menlo Park, Calif., appointed director.

Donald Kojane, Air Force electronic engineering officer, Rome Air Development Center, Griffiss AFB, Rome, N. Y., to Prodelin Inc., Kearny, N. J., (antenna systems, towers and transmission lines), as company's technical service engineer.

MANUFACTURING SHORTS


RCA Broadcast & Equipment Dept., Camden, N. J., announces development of auditorium-sized compatible color tv system, capable of producing images up to 41/4 x 6 ft., for 500-man audience.

Atlas Sound Corp., Brooklyn, N. Y., has issued Bulletin 756 describing applications of three new broadcast equipment items—microphone foot switch and two microphone stands.

General Precision Laboratories Inc., (broadcast electronics equipment), Pleasantville, N. Y., reports construction started on firm's new engineering building.

Magnetic Shield Div., Perfection Mica Co., Chicago, introducing non-sensitive, non-re- tense containers designed to preserve tapes indefinitely.

Mid-Continent Distributing Co., Sioux Falls, S. D., has been franchised as distributor in Sioux Falls area of high-fidelity and tv equipment for Sylvania Electric Products Inc., N. Y.

Admiral Corp. announces $5-$10 price increase on line of television bases, attributable to higher labor and material costs.

Bell & Howell Co., Chicago, announces new TDC electric changer for converting manual projectors into automatic models. Firm claims changer is first completely integrated unit and permits operator to change slides by pressing button. Changer retails for $33.50. Together with Headliner 303 projector, price is $83 with case, changer and federal excise tax included.


Freco Inc., Pittsburgh, Pa., announces new battery-powered diode and transistor tester which measures and tests characteristics of diodes, PNP and NPN transistors. Described as "economically low priced," the tester comes complete with test leads.

RCA reports shipment of 12-kw transmitter to WHYY (TV) Philadelphia (ch. 35), non-commercial educational station.

PROFESSIONAL SERVICES

— Hill & Knowlton Inc. Opens Headquarters in The Hague

HILL & KNOWLTON Inc., New York, which lays claim to being the world's largest public relations firm following absorption last year of Robinson-Hannagan Assoc., has announced a first link in a proposed international public relations "network" by opening the headquarters of Hill & Knowlton International N. V. in The Hague, Holland.

Hill & Knowlton services a host of "blue-chip" clients such as Avco Mfg. Co., Procter & Gamble, and Studebaker-Packard Corp., which recently joined forces with Curtis-Wright Corp., and the Daimler-Benz (Mercedes-Benz) Autowerke of Stuttgart.

Along with headquarters in The Hague, H & K International will maintain offices in Dusseldorf, Germany, and Sydney, Australia. Public relations firms associated with H & K will be in Brussels, The Hague, London, Toronto, Wellington (New Zealand), Stockholm and Paris. J. Carlisle MacDonnell, former public relations director of U. S. Steel, will be H & K's senior European consultant and will headquarter in Paris. General manager of the new international division will be Loet A. Velmans, H & K's former Dutch representative. Edward W. Barret, former assistant secretary of state and head of Barrett & Assoc. (also a H & K branch) and now dean of Columbia U's graduate journalism school, will serve on the board.

Frank Burke, 61, Dies

REQUIEM mass was held Thursday in Pleasantville, N. Y., for Frank Burke, 61, editor and vice president of Radio Television Daily, who died of cancer last Monday at the Hospital for Joint Diseases in New York.

Before becoming editor in 1943, Mr. Burke had been active in various capacities affecting radio-tv and allied fields. After a start as a newspaperman in the midwest, Mr. Burke entered the field of public relations, serving with RKO, MCA, later as personal manager for the comedy team of Olsen & Johnson and Don McNell, and as head of the Paul Whiteman office.

Surviving are his widow, Clara, a daught- ter, Mary Louise, two sisters and a brother.

Dobin Heads Bar Committee

PAUL DOBIN, associated with the Washington law firm of Cohn & Marks and former chief of the FCC Broadcast Bureau's Rules & Standards Div., has been named chairman of the communications committee, administrative law section of the American Bar Assn. He succeeds Washington attorney George S. Smith, Segal, Smith & Hennessey.

Broadcasting • Telecasting

In Cincinnati—
Get All Four

Personalities Ratings
Audience Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY
CS&I Names Nelson V.P.

GEORGE NELSON, veteran New York publicist and former metropolitan newspaperman, has joined Cleary, Strauss & Irwin as vice president in charge of eastern operations. He will headquarter at the public relations firm's New York office, 550 Fifth Ave. Mr. Nelson is former news editor for the Office of War Information and Voice of America. He also was associated with United Artists and later handled publicity activities for such tv programs as "Medic," "Frontier," and "Playwright's '56.

PROFESSIONAL SERVICE PEOPLE

G. Paul Crowder, former part owner, WCOR Lebanon, Tenn., joins Paul H. Chapman Co., Atlanta, Ga., station brokers.

Dan S. Blumenthal, with David O. Alber & Assoc., N. Y., since 1952, has been elected vice president, Mr. Blumenthal will supervise the public relations firm's industrial division.

Leon Kafka, formerly with publicity firm of George Schrier Assoc., N. Y., has joined the staff of Brandt Public Relations, same city.

Elizabeth P. Taber, advertising and public relations executive, has announced establishment of new office, "Opportunity Unlimited," at 21 W. 45th St., N. Y. Office specializes in placement of advertising, public relations and publishing personnel.

John W. McGuire, sales manager, syndicate film div., Motion Pictures for Television Inc. (MPTV), to marketing vice president, George W. Fotis & Assoc., N. Y., management consultant firm.

PROFESSIONAL SERVICES SHORTS

WDAS Philadelphia, Pa., appoints Robinson, Adelman & Montgomery Inc., same city, for public relations and promotion.

KDAL-AM-TV Duluth, Minn., appoints Phil Dean Assoc., N. Y., to handle public relations.

EDUCATION

Broadcasters' Drive to Aid North Carolina U. Division

CAMPAIGN to raise funds among broadcasters and others for the U. of North Carolina’s Div. of Communications has been voted by the Broadcasters Foundation of N. C. Inc., comprising state broadcasters.

Harold Essex, WSJS-AM-TV Winston-Salem, foundation president, said plans for the drive will be drawn up at the Nov. 1 meeting of N. C. Assn. of Broadcasters at Sedgefield Inn., Greensboro. Other foundation directors are Richard H. Mason, WPTF Raleigh; I. Frank Jarman, WDNC Durham; John Bone, WNAO-TV Raleigh; William Page, WLES Kinston; Earl J. Gluck, WSOC Charlotte; Edmund H. Smith Jr., WIRC Hickory; Robert M. Wallace, WHOS Shelby; Cecil B. Hoskins, WWNC Asheville, and Earl Wynn, director of the UNC Communication Center.

ETRC Puts Into Operation ‘Extended Services’ Plan

UNDER a new “Extended Services” plan, resources of national educational television are being made available to wider audiences, it was announced last week by the Educational Television & Radio Center, Ann Arbor, Mich.

The center regularly services the 24 non-commercial educational television stations now in existence.

Now, according to George L. Hall, director of development for the center, its programs are being offered to educational groups for sponsorship over commercial outlets. The programs are offered on a non-commercial basis, he added, with no advertising permitted.

S. F. State Gets Grant

SAN FRANCISCO State College’s tv teaching project and its extension into the field of science has received a grant of $192,000 from the Fund for Advancement of Education. Dr. J. Paul Leonard, college president, has announced. The grant brings funds given for this purpose to $317,000. The college is conducting a research program to determine if tv can be used to supplement regular classroom lectures in selected subjects.

EDUCATION PEOPLE


Michael J. Ambrosino, former radio-tv supervisor, U. of Connecticut’s Communications Div., to newly created position of assistant operations director, WGBH-TV Boston, ch. 2 educational station.


Brand Names Contest Opened

OPENING of competition for the 1956 retailer-of-the-year award, the ninth such contest, has been announced by Henry E. Abt, president of Brand Names Foundations. The award will be presented to the outstanding U. S. retailer at the Annual Brand Names Day Dinner, May 3, 1957, following screening by a panel of 24 judges, comprised of last year’s first place winners in the various retailer categories.

Standard entry forms may be ordered from the Foundation at 437 Fifth Ave., New York, and entries, attached to sample tear sheet advertisements, radio jingles, television mats, must be received by BNF Jan. 14.

AWARD SHORTS

Allen Wannamaker, vice-president-general manager, WBIG Greensboro, N. C., presented with miniature statuette for service to state’s 12 Boy Scout Councils.

KYW-TV Cleveland, for Juvenile Justice series, received Cleveland Police Dept. safety award and Freedom Foundation George Washington Medal.

KABC-TV Los Angeles cited for seven years of community service in resolution adopted by Los Angeles City Council.

Anne Hayes, director of women’s activities, KCMO-AM-FM-TV Kansas City, Mo., awarded citation from President’s Commit-
tee on Employment of the Physically Handicapped for her efforts in promoting employment of physically handicapped.

**WJAR-TV Providence, R. I., awarded 12, TV.**

**KFAI Fulton, Minn., awarded citation by Fulton City Council for publicizing issues affecting proposed extension of municipal power plant facilities. The extension was voted favorably in special bond issue election Sept. 25.**

**Warren Hull, m.c., and Walt Framer, producer, Strike It Rich, presented citation for helping physically handicapped obtain employment. Citation was presented by Thomas D'Arcy Brophy, Kenyon & Eckhardt board chairman, who represented President's committee in behalf of "Employ the Physically Handicapped Week."**

**John H. Battison, general manager, KAVE-AM TV Carlsbad, N. M., honored by Gov. John H. Simms with appointment as colonel, aide-de-camp, on governor's staff.**

**Nikola Tesla, inventor in electronics and other fields, honored posthumously by American Institute of Electrical Engineers, during fall general meeting, Chicago. Dr. Frederick E. Terman, dean of engineering, Stanford U., also honored with institute's first Member-For-Life medal. Dr. Charles F. Kettering, inventor, was presented with first Kettering Award, to be presented annually to outstanding engineer in one of several engineering fields.**

**Patty Cavin, newscaster, WRC Washington, D. C., presented with citation from Army Times Publishing Co. by Asst. Secretary of Navy Albert Pratt, in recognition of her Salute series of programs, reporting on military manpower in all branches of the Armed Forces.**

**William Winter, ABC news commentator, former broadcaster for O.W.I. during World War II, decorated at ceremony in Manila with Philippine Order of Legion of Merit by President Ramon Magaysay. Mr. Winter's citation was for aid to guerilla movement headed by Mr. Magaysay during Japanese occupation in World War II.**

**Clarence Worden, public affairs director, WCBS-TV New York, presented with special citation from New York U.'s president, Henry T. Heald, recognizing station's "distincted service to education through public service television programming." In past four years, five programs have been produced by NYU in cooperation with WCBS-TV.**

**Walt Disney's Disneyland program on "Antarctica—Past & Present" (ABC-TV, Sept. 12, 7:30-8:30 p.m. EDT), cited by Chief of Naval Operations Adm. Arleigh Burke, for "...excellent portrayal of Antarctica and the part the U. S. Navy is playing in solving the mysteries of this extremely important area..."**

**AWARDS**

**INTERNATIONAL**

**CBC Head Comes Out For Video Competition**

Dunton tells Royal Commission that major communities now are ready for competitive station operation, but specifies that CBC should have one station in all two-station cities.

**MAJOR Canadian cities now are ready for competitive television station operation, A. D. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp. told the Royal Commission on Broadcasting at Ottawa a fortnight ago. Dunton told the commission that privately-owned tv stations would have to meet certain program requirements including a substantial Canadian content and that one of two stations in a city should be a CBC station.**

**Commission chairman R. M. Fowler disagreed with Mr. Dunton's latter view. He remarked that "the viewer doesn't care whether it's CBC or private." The point was that the people wanted a choice of tv stations, he added.**

**Mr. Dunton said that it would be better to have a CBC station in each viewing area, so as to enable the CBC better to get its national service programs to the country. He suggested that second stations would be economically feasible now at Vancouver, Edmonton, Calgary, Regina, Winnipeg, Toronto and some other cities in southern Ontario, and Montreal.**

**The CBC chairman suggested that in rich tv territory such as Toronto, where CBC now has the only station, the second station could also be owned by the CBC and rented out to private operators, or it could be owned by a non-profit community organization that would plow back profits into production of live Canadian programs.**

**Program Control Rights**

Mr. Dunton indicated that the CBC board of governors would not object to some other regulatory body making general regulations, but felt that CBC should have control over networks to distribute its national programs. J. A. Ouimet, CBC general manager, told the commission that the CBC hopes tv coverage will be extended to another 10 per cent of the population within tv coverage. Regarding color tv, Mr. Ouimet said Canada cannot afford to bc a nation behind the United States once color tv gets well underway south of the border. He felt this would be before year-end. Once CBC gets finances, it would take about six months before CBC could transmit color network shows from the United States, and between one and two years before CBC could produce and transmit its own color programs.

**The Canadian Labor Congress earlier recommended to the Royal Commission on Broadcasting that the Canadian Broadcasting Corp. take over some of the profitable independent radio and television stations in order to boost CBC financing. The labor brief also proposed that CBC establish two Canadian tv networks on the grounds that private broadcasters cannot finance a national tv network. Only the Canadian federal treasury can do this, the Oct. 2 labor brief intimated. It suggested annual parliamentary grants to the CBC of up to $120,000,000, with an immediate start of a $60,000,000 grant for tv development. The Labor Congress stated that even if private broadcasters could finance a national tv network, it would have a different idea, on the grounds that private stations would draw heavily on United States programs.**

**The Canadian Assn. of Radio and Television Broadcasters filed a supplementary brief with the Royal Commission, refuting some of the statements made in the first Canadian Congress of Labor brief presented last spring. The CARTB brief stated that "we find the CCL and affiliated briefs supporting it to be merely forthright advocacies of complete nationalization, unsupported by argument, unrepresentative of the views of membership, inconsiderate of the public interest while promoting union interests. They misrepresent the legitimate requests of private broadcasters, make false charges of monopoly control by private interests while urging government monopoly in union interests. Their criterion has been 'what is good for the union leaders?' rather than 'what is best for the Canadian public?'" Appendices to this CARTB supplementary brief included surveys made by Gruneau Research Ltd., Toronto, in July "to obtain opinions and attitudes of labor union members to radio and television broadcasting, with particular reference to CBC stations and privately-owned stations; and to ascertain awareness of the union members of the Canadian Labor Congress brief to the Royal Commission on Broadcasting." This survey showed that 86.4% of the union membership in the city of Hamilton, Ont., where the survey was taken, did not know that the CCL was making a presentation to the Royal Commission.
Normandie Productions Ltd. Names Canadian Directors

NORMANDIE PRODUCTIONS Ltd., Toronto, Ont., Canadian affiliate of Television Programs of America, New York, has announced names of its first Canadian directors. They are E. A. Weir, until his retirement commercial manager of the Canadian Broadcasting Corp., Toronto; J. D. Mingay, vice president of McCurdy Radio Industries Ltd., Toronto, and Donald H. McTaggart, Toronto lawyer. Appointments were announced by Vincent Melzac, president of Normandie Productions and vice president of TPA for international affairs.

Normandie Productions is currently filming near Toronto the first Canadian commercial tv film series, 39 episodes of the Last of the Mohicans, based on the famous James Fenimore Cooper novel. Lon Chaney and John Hart, Hollywood actors, star in the film, which has a Canadian supporting cast. World rights and sales are jointly held by Normandie Productions and CBC, and sales are to be made in the United States by TPA. The film series has already been sold to British Independent Television Productions for telecasting on commercial stations in Great Britain.

TPA and Normandie Productions estimate the series will cost in excess of $1 million. Exterior film shooting is being done on a 120 acre estate east of Toronto, where there are numerous stands of heavy pine, while studios shots are being made at Audio Pictures, Toronto.

Expansion Program Urged At NABET Canadian Meet

AN EXPANSION program including building of bigger strike funds was urged at the triennial convention of the National Association of Broadcast Employees & Technicians (NABET) at the King Edward Hotel, Toronto, Ont., a fortnight ago. The 80 delegates, representing 5,000 radio and television employees in Canada and the United States, also urged jurisdictional arrangements be worked out with other unions representing workers in these fields.

NABET’s convention went on record with a warning to CBC, ABC and the Canadian Broadcasting Corp. that it would call a strike if necessary to protect its members from unemployment brought about by automation. Delegates directed their wrath against “slave” cameras and remote controlled transmitters which permit one technician to take over a number of jobs.

“We’re not standing in the way of progress but steps have to be taken to cushion the changes that are coming through some form of reduced hours and a more equitable share of the savings resulting from automation,” the NABET convention statement added.

Another resolution calls on all NABET members to resist any attempts to feed programs to striking employees on strike. Other motions called for the promotion of more live radio and tv broadcasts, increased participation in political action and the setting up of a committee to investigate the effects of automation. Merger arrangements were made with the Canadian Association of Radio Artists.

George W. Smith, Chicago, was elected international president for a three year term, with Eugene Klumpp as international vice president.

New Regulations Established For Broadcasting in Colombia

RADIO-TV audiences in Colombia will not see or hear (a) broadcast accounts of earthquakes, (b) interviews, (c) soap operas or serials, (d) bloodshed — unless they are officially approved by the Colombian government. So reported United Press in news accounts of a set of regulations issued by the government through Radiodifusora Nacional de Colombia as applied to all radio and tv programs.

Among the taboos: to devote more than 20% of a given program’s duration to commercials, to hire more than 20% non-Columbian actors or actresses appearing on dramatic shows, to play less than 25% popular Colombian music, and to air jokes, puns or double entendres that might offend the “dignity of civil, military or church officials.” No reports of earthquakes, the report goes on, can be broadcast “unless they are official.” No personalities, “either native or foreign,” must be interviewed without official government sanction. No reports of “bloody or sexual crimes” may be aired. Soap operas and like material must be screened and approved before being broadcast.

Positive note: stations “must” air weekly programs designed to spread knowledge of Colombian history and geography.

Scottish Television Names Purdy Executive Producer

RAI PURDY, Toronto radio producer and for the past six years with CBS at New York as a television producer, is to be executive producer of Scottish Television Ltd., Glasgow, Board chairman of Scottish Television is Roy Thomson, former owner of CKGB Timmins, Ont., CFCH North Bay, Ont., and CJKL Kirkland Lake, Ont., and partner in CHEX-AM-TV Peterborough, Ont., and CKWS-AM-TV Kingston, Ont.

Jack Davidson, managing director of the Thomson Canadian radio and tv interests, has been in Glasgow with Mr. Purdy and Bert Cobb, chief engineer of CKWS-TV, setting up arrangements to start the Scottish Television Ltd. One of the largest theaters in Great Britain has been purchased by the Thomson group for conversion into the main tv studio at Glasgow. Productions of Scottish character will be produced for the Independent Television Authority there and fed to ITA stations at London, Manchester, Birmingham and York. Programming is to start in September 1957.

RCA, NBC Have Interest In Welsh tv Applicant

RCA and NBC may have a role in programming British commercial television if an applicant in which they have a minority interest is approved.

They have a 20% interest in a Welsh company that has applied to Britain’s Independent Television Authority for a license to supply the programming and sell time for a commercial station in Cardiff, Wales. Some fourteen other applications have been received by ITA and a decision may be forthcoming by the end of the month.

RCA has acquired by TPA for international 5% of Welsh & Western tv stations, with various British and Welsh interests holding the remaining shares in company. If the bid by the groups is successful, RCA is expected to provide technical assistance and NBC supply part of the programming.

Davies Seeks Wales Tv

SENIOR W. Rupert Davies, majority-owner of CKWS-AM-TV Kingston, Ont., and CHEX-AM-TV Peterborough, Ont., has applied for a commercial television contract for Wales under the British Independent Television Authority. His partner in the CKWS-AM-TV operations, Roy Thompson, Canadian chain station and newspaper operator, has the ITA contract for Scotland [B-T. June 25]. The Welsh ITA transmitter will be located near Cardiff.

CFPL-TV Goes on Top Power

CFPL-TV London, Ont., on Oct. 8 began telecasting with 325 kw video and 195 kw audio on ch. 10. Power was stepped up from 117 kw video and 59.6 kw audio. Antenna remains at 576 feet. This makes CFPL-TV the second Canadian station to use maximum power allowed; the other is CKIL Windsor-Detroit.

WBIR-TV NEWSPAPER PLUGS
AS one means of promoting its tv shows at minimum cost, WBIR-TV Knoxville, Tenn., is authoring a tv column, "Tv Topics," which is published in newspapers within the station's coverage area. WBIR-TV points out that it is able to plug about 14 of its weekly shows for approximately $5 in the weekly papers and $8 in the dailies, and thereby obtain publicity which would cost much more as paid advertising. When WBIR-TV sells a local show, the entire column is devoted to that show and its sponsors, gaining publicity for all concerned—station, program and sponsor.

KSTP-TV 'STAR' CONTEST
KSTP-TV St. Paul has launched new "Speak to the Stars" contest on its Treasure Chest program, aired Monday-Friday. Viewers are invited to send the station a postcard indicating which NBC-TV star he or she would like to speak with and two questions to be asked of the star. Five winners were chosen and each has the opportunity to talk long distance to the star of his choice Oct. 29. Contest closed Oct. 17.

ROVING REPORTER TO RETURN
DOROTHY FULDHEIM, news analyst for WEWS (TV) Cleveland, is to return this month from a 13,000-mile news gathering venture, which has taken her to such world news centers as Cairo, Cyprus, Paris and London. Miss Fuldheim is being accompanied by Don Perris of the WEWS news and special events department, who is assisting in photographic coverage. News reports and films are flown to Cleveland for programming to WEWS viewers.

CKAC GOES AFTER AUDIENCE
CKAC Montreal, Que., keeps in touch with its listeners even when they go away for holidays. This past summer CKAC arranged with WGAN Portland, Me., to carry a daily five-minute French-language newscast, sponsored by CKAC, to keep Montreal French-speaking Canadians vacationing in the Portland area in touch with home news. Arrangements are now being made by Phil Lalonde, manager of CKAC, to do the same this winter in Miami, Fla., with a local station there.

WHLI EMERGENCY BROADCASTS
FOR the ninth straight year, WHLI Hempstead, N. Y., has made arrangements with more than 300 public, private and parochial schools in Long Island, as well as about 30 industrial plants, to broadcast public service emergency announcements during the winter months. The announcements will concern the closing of schools during inclement weather and latest weather reports and traffic conditions, and will be featured on WHLI's Commuters Time program (Mon.-Fri., 7-9 a.m.).

WIBW-TV WEATHER PROMOTION
AS a tie-in with its sponsorship of 10:40 p.m. weather reports on WIBW-TV Topeka, Kan., McEntire Brothers Inc. of that city, makers of Sycon sleeping products, is sending to its dealers a "rain predator," a blotter-sized card containing a chemically-treated insert that is blue in fair weather and turns red when rain is imminent. Called "Viking Rain Predictor," calling attention to the cartoon character on the WIBW-TV weather program—the card points out "The weather changes—but you can always rest luxuriantly on Sycon sleep products." The cards, for distribution to prospective Sycon buyers, tie in dealer product and WIBW-TV.

FAVORS FOR 4-A'S
NEWSREEL movies of all activities during the 4-A western regional convention at Coronado, Calif., were filmed by KFMB-TS San Diego and shown to the agency group 0ct. 9. It was the second year KFMB-TS staged the promotion. KFSD-TV San Diego provided free the services of a hotel secretary to all conventioneers who wished to dictate letters or memos before returning to their offices while XETV (TV) Tijuana sent its "Cover Girl" movie hostess to the Oct. 8 banquet to pin carnations on all male lapels. KBIG Avalon, Calif., originated its daily Stu Wilson record show from front lawn of the hotel using its Volkswagen mobile studio.

KFEQ MARKET STORY
TO satisfy timebuyer demands for fuller market information, Simon, Hirsch, Assoc., New York, which handles servicing KFEQ St. Joseph, Mo., as station representatives Oct. 1, has issued what the station's new management "confidently believes . . . to be . . . one of the most complete sets of information put in the hands of the buying trade." The market data, broken down into programming logs, descriptions of each program, a "farm fact-sheet" and a "station profile," is currently being mailed to timebuyers throughout the U. S.

WOL ADOPTS GOOD MUSIC
TEN sponsors have been signed for a new WOL-AM-FM Washington program titled Good Music Time. Paul Hume, Washington Post music critic, will start 21 hours of weekly music including orchestra, choral, operatic and folk selections. Henry Rau, WOL president, said the station is endeavoring to satisfy "the thirst for good music on the air in the Washington area" following a change in competitive programming. The program will be heard daily, 9 p.m.-midnight.

WHAS' 'CAMPAIGN TRAIL'
ACTIVITIES of the four Kentucky senatorial hopefuls are being covered by WHAS Louisville in a Monday-Friday 15-minute program titled Campaign Trail. The station is utilizing four additional newsmen, a total of nine, to keep on top of political developments via phone recordings, live commentaries and electronic transcriptions from wherever the candidates happen to be. The station is also covering the Indiana political picture, too, since about 23 of that state's counties are in the WHAS primary area. Campaign Trail began Oct. 1 and will continue right up to election day, Nov. 6.

'LUCKY BREAK' IN DALLAS
KNOWING your own voice pays off in Dallas, Tex. WFBA Dallas has started a "Lucky Break Contest," which provides listeners an opportunity to record their voices and later identify them over the air for cash prizes. The first winner of the contest was Mrs. S. F. Rifenbush, who received a check for $100 for identifying her voice.

MOORE-PATTERSON ON NBC-TV
SIMULCAST of the Archie Moore-Floyd Patterson 15-round heavyweight championship bout Nov. 30 at Chicago (Ill.) Stadium will be broadcast by NBC-TV and NBC Radio beginning at 10 p.m. EST.

ANDREWS, WERDEL ON CBS-TV
CBS-TV Public Affairs Dept., continuing its policy of granting free time to minority parties, was scheduled last Saturday to carry the acceptance speeches of T. Cofer Andrews and Thomas H. Werdel, presidential and vice presidential candidates of the National Committee for Andrews and Werdel (or State's Rights Party). Nominations were made Oct. 15 in Richmond, Va., and filmed speeches were aired at 5:30-6 p.m.
KOA FINGERS FORGERS

DENVER BUSINESSMEN's gain is the check forgers' loss, now that KOA Denver is conducting a regular tracer service. The station alerts Denver week days at 1:05 p.m. on stolen or forged checks reported to the office of the city district attorney. Complete descriptions and numbers of stolen checks are given, along with the time and location of the burglary. Local businessmen are asked to call the D.A.'s office if someone attempts cashing a check like one described on the air. That local merchants are pleased is attested by Cal P. Pond, manager of the Denver Retail Merchants' Assn. who said in his column in the Denver Post, "KOA is to be complimented on adding it (the D. A.'s check report) to their programming."

BARTELL'S SMILING NEWS

SOME TEN MILLION faces are calculated to wear smiles as a result of the Bartell radio-tv stations' Optimistic Week promotion. All stations will open newscasts the week of Nov. 11 with: "This is National Optimist Week, and WAKE, Atlanta's happy station, opens this newscast on a note of optimism."

From this point on, each will go into a light or optimistic news item. Stations in the Bartell group are WAPI, Appleton, WMTV Madison, WOKY Milwaukee, all Wisconsin, as well as WAKE, KRUX Phoenix, Ariz., and KCBQ San Diego, Calif.

SHOW MUST GO ON

RADIO'S adaptability as a news medium was demonstrated during an interview conducted with Rep. Adam Clayton Powell (D, N. Y.) speaking from a telephone booth at the Newark Airport. Rep. Powell was scheduled to appear on WLIR New York's The Editors Speak program on Oct. 13 (Sat., 1:30-2:30 on UNC), but on Oct. 11 the Congressman issued his statement in support of President Eisenhower and he subsequently was asked to make several trips outside of New York in connection with his new political stand. WLIR made arrangements with Rep. Powell to meet him at Newark airport on Oct. 12, installed him in a telephone hooked up with the station's switchboard and recorded the half-hour Editor Speaks show. Rep. Powell caught a plane at the airport, and WLIR carried the program the next day, as scheduled.

PENNIES FROM WGN-TV

QUESTION-and-answer quiz game, titled The 50,000 Penny Jackpot, is new addition to weekly program schedule of WGN-TV Chicago under sponsorship of Cadillac. Host of Chicago (Sun., 2:30 p.m.). Children up to and including 14 years of age may win 50,000 pennies ($500) by correctly answering a series of 10 questions. First correct answer is worth 100 pennies and succeeding questions offer opportunity for contestant to build sums in succeeding weekly appearances. Questions are selected on basis of youngster's age by representatives of Chicago Board of Education, Catholic School Board and Board of Christian Education. Feature of program is that contestant enters "rocket ship" after first two questions. If he or she answers seven correctly, they return following week for eighth and ninth questions (good for 12,500 and 25,000 pennies) and again for jackpot, providing they obtain parents' permission, a requisite for entering contest.

WVNA KEEPS UP WITH TIME

A "timely" promotion is being used by WVNA Tuscaloosa, Ala., to keep motorists informed of the station's services and location on the dial. WVNA, an independent daytimer, is employing an electric clock sign on U. S. Highway 72 to continually remind passing motorists that WVNA is 1590 on your dial! and "the station of the day." The sign gives the time in incandescent and ultraviolet light. The signboard is five-colored and is effectively pointed up at night by alternating incandescent and ultraviolet light.

NEW SHOW SLATED FOR NBC-TV

NBC-TV will introduce a live audience participation show, The Price Is Right (Monday-Friday, 10:30-11 a.m. EST), starting in late November. The new series is a Goodson-Todman production and will replace NBC Bandstand in that period.

NBC SPOT SALES PROMOTION

"SOMETHING EXTRA" in way of community service is the theme of NBC Spot Sales' latest presentation—a collection of double-truck magazine advertisements telling how the stations represented by NBC Spot Sales best served their community by "leadership" in color, sales and public service programming. The comprehensive presentation is labeled: "When It's Leadership That Counts . . ."

A PATRIOTIC STORY that has never been told!

Ziv's New Star-Spangled Rating Winner

SEE PAGES 11, 12, 13

October 22, 1956 • Page 103
Station Authorizations, Applications
(As Compiled by B•T)

October 10 through October 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rule & standards changes and routine roundup.

Abbreviations:
- Cps--construction permit.
- D--directional antenna.
- ERFP--electronically radiating power source.
- VHF--very high frequency.
- UHF--ultra high frequency.
- A--antenna.
- U--aerial.
- V--visual.
- KW--kilowatt.
- WP--watts per.
- TV--television.
- D--day.
- N--night.
- L5--local broadcast.
- M5--modulation.
- T--transmitter.
- UCL--unlimited control license.
- R--radio station.
- TCT--transmitting control.
- SASA--special assistance authorization.
- STA--special temporary authorization.

CAROLINAS

Fulltime Independent
$32,000.00

Daytime Independent
$40,000.00

Located in an excellent market this new facility has an opportunity for real growth. $20,000.00 down, balance over three years.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

Radio-Television-Newspaper Brokers

WASHINGTON, D. C.

CHICAGO

Jackson & Proctor

Ray N. Hamilton

Harvey W. McFarland

Washington Bldg.

523-B First National Trust Bldg.

Atlanta

San Francisco

Clifford B. Marshall

William H. Shubhfeld

W. R. Twining

Atlanta Bldg.

1020 Franklin St.

Jackson 2-1576

Exhnik 2-5671-2

Broadcasting • Telecasting

FOR THE RECORD

Existing TV Stations

APPLICATIONS FOR FCC

WBC-C-TV Anderson, Ind.--Application returned to attorney, letter 10-10-56 (not acceptable for filing until effective date of order altering ch. 36 to Anderson). Filed Oct. 16.

WTVT-TV Tampa, Fla.--Application for license to cover op. to be amended to cover WPUN, effective Oct. 15. Filed Oct. 16.

APPLICATIONS

WSBA-TV Montgomery, Ala.--Application seeking license to cover op. to be amended to change name from WTVR to WPUS, first moving for assignment of facilities authorized by license to WPUS, effective Oct. 15. Filed Oct. 16.

APPLICATION RESUBMITTED


Allocations

APPLICATIONS FOR FCC

Nashaquitas, New Bedford, Mass.--FCC, by memorandum opinion and order, deleted ch. 6 from ch. 6-2 plus ch. 9 from Nashaquitas, and assigned it to New Bedford, effective Nov. 14, to make more effective use of channel in southern Massachusetts. (Rules which originally prohibited this assignment were deleted for New Bedford because of minimum spacing requirements which have since been amended to permit assignments to other areas in the city.) Filed Oct. 16.

APPLICATION AMENDED

KWWL-TV Waterloo, Iowa.--Application seeking license to cover op. to be amended to change channel assignment to cover at new location under call sign KWWL from 32 to 31. Filed Oct. 17.

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KWWL-TV Waterloo, Iowa.--Application seeking license to cover op. to be amended to change channel assignment to cover at new location under call sign KWWL, effective Oct. 15. Filed Oct. 17.

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Augusta, Me.--Application of Pine Tree Telecasting Corp. for new tv station to be amended to correct location to "to be determined, Augusta." Filed Oct. 16.

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Ellensburg, Washington.

Bryan-College Station, Tex.--FCC by mem-
ber, Commissioner Craven, has received
requests and applications for the following:

Kansas City, Mo. For Channel 6, $3,000,
WITB, Oklahoma City.

Union Station, Denver, Colo.--Request
for Channel 18. Accepted.

Ft. Worth, Texas.--Request for Channel
12. Accepted.

Montgomery, Ala.--Request for Channel
7. Accepted.

APPLICATIONS

Heideman, Va.--Burley. Co. granted
1300 kw, 27.2, 86.2, 104.2. WITB, Wash.

APPLICATIONS

Weed, Calif.--C. E. Wilson and P. D. Jack-
tson, dba as Independent Radio, Inc., 1 kw,
D. P. O. address Box 1104, Weed, Calif.
Estimated construction cost $40,000.

Applications.

Battlesford, Tex.--Vance. Co. granted
80 kw, 216.0, 256.0, 304.0. WITB, Wash.

APPLICATIONS

Salida, Colo.--N. E. Vance seeks 73 (624-
280) kw to reestablish 4 K. O. B. V. Denver.

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Applications

WCAS Gadsden, Ala.—Seeks cp to increase power from 1 kw to 5 kw; install DA- and new transmitters. Filed Oct. 17.

WJTV Huntsville, Ala.—Application seeking cp to increase power from 1 kw to 5 kw and install new transmitters. Filed Oct. 17.

APPLICATIONS

Applications for new fm stations

Cedar Hill, Tex.—C & F Musick Co., granted 107.9 mc., 8 kw untl. P. O. address 2501 N. 16th St. Phoenix, Ariz. Estimated construction cost $6,000, first year operating cost $3,000, revenue $1,000. Applicant owns KAPI, Phoenix, Ariz. and KKAR, Tucson, Ariz. Filed Oct. 17.

APPLICATIONS

Los Angeles, Calif.—Echo Park Evangelistic Assn., 102.3 mcs. change type to FM. Filed Oct. 17.

APPLICATIONS

WAMM Amarillo, Tex.—Announces change of business name from Signal Radio, Inc. to Signal Enterprises, Inc. Filed Oct. 17.

New fm stations

ACTION BY FCC

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Existing fm stations

ACTION BY FCC

Kenney, Ind.—Application for new fm station for change of station call sign from 95.1 to 95.3. Filed Oct. 17.

APPLICATIONS

WAMM Amarillo, Tex.—Announces change of business name from Signal Radio, Inc. to Signal Enterprises, Inc. Filed Oct. 17.

Ownership changes

APPLICATIONS

WFKH Palm City, Fla.—Granted assignment of license from 103.9 mc. to WFKH, Inc. to William David Frink to St. Clair Beach, System for $15,000. N. C. Media, Inc., N. C., is majority interest owner. Filed Oct. 17.

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APPLICATIONS

WAMM Amarillo, Tex.—Announces change of business name from Signal Radio, Inc. to Signal Enterprises, Inc. Filed Oct. 17.
TOP DISC JOCKEYS NEEDED at
MCELDON Stations

There are openings for really good disc jockeys at three of the McEldon Stations:

KLIF, Dallas . . . KTSA, San Antonio . . . and KELP, El Paso

Each station by far number one in its city in ratings. Send your tape if you are mediocre but, if you have real talent, air mail an audition and background to:

GORDON MCELDON

2104 Jackson Street

Dallas, Texas

Page 107 • October 22, 1956
**ANNOUNCERS WANTED!**

For a few years standing in the FCC license field? Is your experience and qualifications top-notch? Then you're the one we're looking for! We have positions available in various markets across the country, and we're offering competitive salaries and benefits. Contact us now to start your journey in the exciting world of radio! For more information, please visit [our website](http://www.announcerswanted.com).
WE NEED YOU

Middle west 50,000 watt radio station with full power VHF sister TV station has opening for a capable air personality. If you have been successful in handling ad libbed music shows, selling on the air and have a good appearance with a pleasing personality there is an excellent opportunity for you in this position. If you drink to excess and are not dependable do not apply.

Send picture, audition tape or disc and personal history to Box 251C, B-T.

SALES ENGINEERS

Broadcast equipment manufacturer has openings for sales engineers in various territories to travel and call on radio stations as well as non-traveling positions for sales engineers in midwest home office. Technical radio background is essential, preferably as Chief Engineer of AM radio station. These are permanent positions with a future with a growing company. Please send complete resume and photo to Box 753A, B-T.

ANNOUNCER

Staff announcer who will also do football and basketball play-by-play on 2 man sports staff for NBC Radio-Television station in deep South. Great opportunity. Send letter, tape and photo and we’ll telephone you for interview. Box 139C, B-T.
Help Wanted—(Cont'd)
Programming-Production, Others

IMMEDIATE OPENING

News Director—Top flight local newsmen
who knows what makes news. In a small but
very active market. Aggressive hard
worker for station which believes in local
news.

Farm Director—Top—To administer outstand-
ing Farm Program. Unique farm program
format allows us to consider man either with
farmer program background or man with light farm experience but
since—prefer experience. However, must have staff
experience.

DJ—Down to earth DJ with something to
say. No screwball approach. Sincerity and
friendliness builds audience here.

All openings created when men were
moved up into metropolitan jobs with
our best wishes and good will. These
were fine men. Can you replace one of
them? Send full resume and photo to
Box 227C, B+T

Situations Wanted
Announcers

AVAILABLE
DYNAMIC
ROCK AND ROLL DJ
INTERVIEW...TAPE
BOX 218C, B+T

FOR SALE
Equipment

TV ANTENNA
For sale, TV Antenna RCA type TF-
5A-H, Channel 12. Also, 480 feet of
3% inch transmission line type MI-
19113-B1. Available immediately. Call
or write Morris Barton, Chief Engi-
ner, ELSLA-TV, Shreveport, Loui-
siana.

FOR SALE
2 Federal FTL 27 B microwave systems—
complete with 10 ft. Parabolic antennas.
Make an offer.
600 Channel 8 Yogi Antennas with Trans-
fomers. Will sail complete lot of 600 or
in lots of 100. Competitive price.
Address inquiries to
Chief Engineer
WOOD-TV
Grand Rapids, Michigan

CONTINUES FROM PAGE 106

WIND-AM-TV Chicago, Ill.—Seeks assign-
ment of license. 1150 W. Big Bend, Chicago B. Co. for $5,500.

WFKB-AM-TV St. Paul, Minn.—Seeks assign-
ment of license. 5935 University Ave., St. Paul, Minn. for $5,000.

WJAI-AM-TV Miami, Fla.—Seeks assign-
ment of license. 225 S.W. First St., Miami, Fla. for $4,000.

WABC-AM-TV New York, N. Y.—Seeks assign-
ment of lease to WABC Holdings, Inc. (the present licensees), 1010 1st
Ave., New York, N. Y., to WABC-AM-Radio, N. Y., for $1,000.

WYES-FM New Orleans, La.—Seeks assign-
ment of license. 6711 St. Charles Ave., New Orleans, La. for
$5,000.

WQX-AM-TV Memphis, Tenn.—Seeks assign-
ment of license to World Goodwill Inc., 627 S. Main St., Memphis, Tenn.
for $5,000.

WCTI-AM-TV Wilmington, N. C.—Seeks assign-
ment of license to WRAL Radio, Inc., 1900-A W. Morgan St., Raleigh, N. C.
for $5,000.

WFPV-TV Green Bay, Wis.—Seeks transfer of
control of Neenah-Menasha Broadcasting Co. (parent corporation of licensees)
from Clayton Ewing, S. F. Pickard, F. L. Lentz and George E. Mills to
Clayton Ewing, S. N. Pickard and George E. Mills as voting trustees. Corporate
change. Filed Oct. 16.

WNAM Neenah, Wis.—Seeks transfer of control
of Neenah-Menasha Broadcasting Co. (parent corporation of licensees)
from Clayton Ewing, S. F. Pickard, F. L. Lentz and George E. Mills to
Clayton Ewing, S. N. Pickard and George E. Mills as voting trustees. Corporate
change. Filed Oct. 16.

WPWR-TV Chicago, Ill.—Seeks transfer of con-
trol from Thomas Gallagher and Edwin Erdman to W. C. Schlakhter Jr. for
$40,000, Mr. Schlakhter is see-tres. and gen. mgr. of WPWR. Filed Oct. 11.

FM TRANSMITTER

INSTRUCTION

FM TRANSMITTER

FOR SALE

Equipment

available

for sale

TV ANTENNA

For sale, TV Antenna RCA type TF-
5A-H, Channel 12. Also, 480 feet of
3% inch transmission line type MI-
19113-B1. Available immediately. Call
or write Morris Barton, Chief Engi-
ner, ELSLA-TV, Shreveport, Loui-
siana.

FOR SALE

2 Federal FTL 27 B microwave systems—
complete with 10 ft. Parabolic antennas.
Make an offer.
600 Channel 8 Yogi Antennas with Trans-
fomers. Will sail complete lot of 600 or
in lots of 100. Competitive price.
Address inquiries to
Chief Engineer
WOOD-TV
Grand Rapids, Michigan

FOR THE RECORD

MONTANA: For sale, TV Antenna RCA type TF-
5A-H, Channel 12. Also, 480 feet of
3% inch transmission line type MI-
19113-B1. Available immediately. Call
or write Morris Barton, Chief Engi-
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Grand Rapids, Michigan

FOR SALE

Equipment

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Grand Rapids, Michigan

FOR SALE

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash.
Send all details, condition and price. Box 255C, B+T.

INSTRUCTION

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INSTRUCTION

FM TRANSMITTER

FOR SALE

Equipment

A REAL OPPORTUNITY NOW

New York—Chicago—Norfolk—Wilmington—Plattsburgh

Indianapolis—Georgetown—And another major market

Unlimited possibilities for advancement in major markets
with a rapid growing radio-TV chain continuously
 expanding by purchasing, building new facilities and increasing
 power.

- Assistant Managers who can advance to the top
- Sales Manager & Salesmen with proven experience
- Announcers—Top-flight personalities
- Combination Engineer-Announcers
- Engineers—With or without experience

Send resume to Tim Crow, Rollins Broadcasting-Telecasting, Inc.,
Wilmington, Delaware

Broadcasting • Telecasting

October 22, 1956 • Page 111
October 11 Decisions

USE OF TELEVISION TEST SIGNALS
1. FCC has under consideration institution of rules, regulations, and procedure rules (Part 1) in accordance with current concepts determined by public interest, serve to further the development of radio and television, and court decisions. Proposed rule was preceded by conferenced and general comments from Federal Communications Bar Assn.

PROPOSED REVISION OF PRACTICE AND PROCEDURE RULES
FCC invites comments by Nov. 15 to rule-making proposal to revise completely its practice and procedure rules, including the rules governing the complaint process leading to the opening of a proceeding.

October 11 Applications

October 12 Decisions

October 12 Applications

ACCEPTED FOR FILING

October 15 Decisions

ACCEPTED FOR FILING

October 16 Decisions

Modification of CP

KSSF - Colton, Cal. - Seeks modification of CP (as mod. which authorized new tv) to extend completion date to 10-28-56.

KNOB - Columbus, Ohio - Seeks modification of CP (as mod. which authorized new tv) to extend completion date to 10-28-56.

KQAR - San Antonio, Texas - Seeks modification of CP (as mod. which authorized new tv) to extend completion date to 10-28-56.

KTVI (TV) - Kansas City, Mo. - Seeks modification of CP (as mod. which authorized new tv) to extend completion date to 10-28-56.

License to Cover CP

KUEN - Elkhart, Ind. - Seeks license to cover cp which authorized change frequency, increase power, change station, and change from fm to tv.

KVMX (TV) - Cincinnati, Ohio - Seeks license to cover cp which authorized changes in ground system to extend completion date.

KTVI (TV) - Kansas City, Mo. - Seeks license to cover cp which authorized new am and tv trans. to extend completion date.

RENWELD LICENSE
KFWC - Phoenix, Ariz. - Seeks license to cover cp which authorized new tv trans. to extend completion date.

License to Cover CP

KBOO - Gresham, Ore. - Seeks license to cover cp which authorized new tv trans. to extend completion date.

License to Cover CP Reconsidered

WBCB - Brookhaven, Miss. - Seeks license to cover cp which authorized new tv trans. to extend completion date.

WAKT - Jacksonville, Fla. - Seeks license to cover cp which authorized increase power, change station, and change from fm to tv.

WJAC - Johnstown, Pa. - Seeks license to cover cp which authorized increase power, change station, and change from fm to tv.

WTVC - Charlotte, N.C. - Seeks license to cover cp which authorized new tv trans. to extend completion date.

WBCB - Brookhaven, Miss. - Seeks license to cover cp which authorized new tv trans. to extend completion date.

WAKT - Jacksonville, Fla. - Seeks license to cover cp which authorized new tv trans. to extend completion date.

WJAC - Johnstown, Pa. - Seeks license to cover cp which authorized new tv trans. to extend completion date.

WTVC - Charlotte, N.C. - Seeks license to cover cp which authorized new tv trans. to extend completion date.

RENEWAL OF LICENSE
KFSU - Santa Fe, N.M. - Seeks renewal of license.

KKGW - Jackson, Miss. - Seeks renewal of license.

KLSI - Kalamazoo, Mich. - Seeks renewal of license.

KHER - Keokuk, Iowa - Seeks renewal of license.

KARR - Rapid City, S.Dak. - Seeks renewal of license.

KCBY - Battle Creek, Mich. - Seeks renewal of license.

KBOE - Ogden, Utah - Seeks renewal of license.

KALY - San Antonio, Texas - Seeks renewal of license.

KOKY - Santa Fe, N.M. - Seeks renewal of license.

KANG - Annapolis, Wash. - WAGA Atlanta, Ga. - Announces change of call letters.

License to Cover CP

KBOO - Gresham, Ore. - Seeks license to cover cp which authorized new tv trans.

License to Cover CP Reconsidered

WBCB - Brookhaven, Miss. - Seeks license to cover cp which authorized new tv trans.

WAKT - Jacksonville, Fla. - Seeks license to cover cp which authorized new tv trans.

WJAC - Johnstown, Pa. - Seeks license to cover cp which authorized new tv trans.

WTVC - Charlotte, N.C. - Seeks license to cover cp which authorized new tv trans.

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KFSU - Santa Fe, N.M. - Seeks renewal of license.

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KLSI - Kalamazoo, Mich. - Seeks renewal of license.

KHER - Keokuk, Iowa - Seeks renewal of license.

KARR - Rapid City, S.Dak. - Seeks renewal of license.

KCBY - Battle Creek, Mich. - Seeks renewal of license.

KBOE - Ogden, Utah - Seeks renewal of license.

KALY - San Antonio, Texas - Seeks renewal of license.

KOKY - Santa Fe, N.M. - Seeks renewal of license.

KANG - Annapolis, Wash. - WAGA Atlanta, Ga. - Announces change of call letters.

October 16 Applications

BROADCAST ACTIONS

Applications for October 15, 1956

WASHINGTON TELECASTING

Applications for October 15, 1956

APPLICATION FOR LICENSE

KBPW (TV) - Grants Pass, Ore. - Seeks license to cover cp which authorized increase power, new trans. to extend completion date.

KMET (TV) - Seattle, Wash. - Seeks license to cover cp which authorized increase power, new trans. to extend completion date.

KDOO - Yakima, Wash. - Seeks license to cover cp which authorized increase power, new trans. to extend completion date.

WFAA - Dallas, Texas - Seeks license to cover cp which authorized increase power, new trans. to extend completion date.
October 16 Applications

ACCEPTED FOR FILING

WRFM Indialantic-Melbourne, Fla.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KAGT Anacortes, Wash.—Seeks mod. of cp (which authorized new tv) for extension of completion date to 6-16-57.

WAGY-TV Princeton, Ill.—Seeks mod. of cp (which authorized new tv) to extend completion date to 6-16-57.

WCKY-Wynne, Ark.—Seeks license to cover cp which authorized new am.

KXXJ San Jose, Calif. (Improperly filed).

October 17 Decisions

ACTIONS ON MOTIONS

By Chairman George M. Connaughton

Warthen-Alvares Broadcasting, Inc., San Diego, Calif.— Granted motion to extend time for filing response to "Petition to Enlarge Issues" in ch. 3 proceeding.

Mis-Station-WKBN, Youngstown, Ohio.— Granted motion to extend time for filing response to "Petition to Enlarge Issues" in ch. 25 proceeding.

KDKA-TV Pittsburgh, Pa.— Granted motion to extend time for filing response to "Petition to Enlarge Issues" in ch. 26 proceeding.

KSNV-TV Las Vegas, Nev.— Granted motion to extend time for filing response to "Petition to Enlarge Issues" in ch. 52 proceeding.

By Chief Hearing Examiner

North Platte, Neb.—Granted petition for extension of time to file reply to "Petition to Enlarge Issues" in proceeding re am application of Radio Station KODY, North Platte, is reconsidered and set aside; further ordered that petition is granted as modified, and new completion dates are established in capacity of intervenor. Action Oct. 16.


By Hearing Examiner Herbert Sharman

Providence, R. I.—On oral request of counsel for Channel 18 of R. I. Inc., Providence, and without objection by counsel for other parties in proceeding re application of Cherry & Webb Broadcasting Co., Providence, for cp for tv station and for special temporary authorization (ch. 13), ordered that time for filing reply proposed findings of fact and conclusions is further extended from Oct. 16 to Oct. 18. Action Oct. 15.

By Hearing Examiner H. Gifford Irion

Fitzgerald, Ga.—On informal request of counsel for Thomas W. Oates, Fitzgerald, ordered that prehearing conference scheduled for Oct. 15 is continued indefinitely, in proceeding re application of WBBF, Fitzgerald, Ga., for motion to dismiss CP-52 application for tv station in City of Atlanta, State of Georgia. Action Oct. 15.


By Hearing Examiner I. E. Ritter

Huntington, Ind.—Ordered that prehearing conference will be held Oct. 17 re am applications of J. F. Hills, Lafayette, Ind. and Crawfordville Beasrs, Inc., Crawfordville, Fla. Action Oct. 15.

By Hearing Examiner Herbert Sharman

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By Hearing Examiner I. E. Ritter

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We Join the Audit Bureau

In the world of the printed word, October is ABC month. Many leading publications display the symbol connoting membership in the Audit Bureau of Circulations and run editorials citing the significance of this membership to the buyers of advertising.

In this issue we display the ABC insignia for the first time. Alone among publications in our field, we have been admitted to membership in this non-profit association of 3,740 advertisers, advertising agencies and publications. It was not entirely by coincidence that this membership came to us at the end of our 26th year.

The main objective of the Audit Bureau is to supply advertisers with accurate, verified information about the net paid circulation of all publisher members. Before we were voted into membership, a rigorous audit was made. We found we had to revise our circulation record-keeping. We lost some circulation in the process, because of the rigid rules of the Bureau. But we are confident that this loss will be retrieved and increased, because of demonstrated reader acceptance and our zeal to cover all the news in our field.

Simultaneously, we have also been accepted for membership in Associated Business Publications. Membership in the Audit Bureau is a condition precedent to membership in ABP, because both deal with paid circulation, as opposed to free-controlled, giveaways or a mish-mash of both.

Network in Transition

A conflict in operating philosophies was at the center of last week's executive shakeup at ABC, and, as always in such cases, the boss had to win.

With the majority of directors behind him, Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, was plainly the boss. When the dispute between him and Robert E. Kintner became irreconcilable, Mr. Kintner had to go.

It would be true to say that this was a simple struggle for power. Opposing concepts of management were at stake. That the clash should pass the point at which compromise was possible can be attributed only to the fact that both are strong-willed men who are willing to back their convictions.

So, at least temporarily, Mr. Kintner retires from broadcasting management after a relatively short but spectacular career. We are sure that if he chooses to remain in broadcasting he will have no trouble doing so. And indeed broadcasting will be the better for his participation.

Mr. Goldenson now assumes the most challenging assignment in networking. Despite the enfeebled handicap of a late start in a time of inadequate distribution of stations, ABC-TV has become a significant force in network television. ABC Radio is doing better than holding its own in the somewhat uncertain world of radio networking.

Mr. Goldenson's concept of running ABC obviously will be to build a strong executive staff and reinforce it with capital investment. As a first step in that direction he has brought Oliver Treyz back to the network as head of television after a highly successful 22-month tenure as president of Television Bureau of Advertising.

Mr. Treyz has demonstrated an extraordinary talent for salesmanship at TVB. That talent will be particularly useful at this point of ABC's history.

Meanwhile, the 230 members of TVB may be assured that their organization will not be damaged by the loss of Mr. Treyz. In less than two years Mr. Treyz brought together an unusually capable staff. The present executive lineup of TVB under the direction of Norman (Pete) Cash, as the new president, is fully capable of carrying on the bureau's work. Nor are Mr. Treyz's services entirely lost to TVB; he will become ABC's representative on the bureau's board.

Mr. Goldenson proposes to remain as the operating head of the network only long enough to find his successor and beef up the executive echelon. How long that takes will to a large extent depend upon his success in improving ABC's competitive position.

We imagine Mr. Goldenson will be able expeditiously to retire himself from active management of ABC and then return, as he desires, to full time operation of the parent company. He has proved himself to be an exceptionally skillful executive in his years with AB-PT and before that with the predecessor United Paramount Theatres. It would surprise us if he failed to give CBS and NBC a real fight.

Larceny in the First Degree

Last week we said here we had no interest in partisan politics except to the extent to which they affect the freedom and well-being of broadcasting. We took a swing at GOP Gov. Langlei of Washington who raised ethical questions about the minority stock ownership in KIRO Seattle of his Democratic opponent, Sen. Magnuson. We said Gov. Langlei took that low road. There is nothing sinister in that situation, and, if there were, a good percentage of public office holders would have to quit.

This week the shoe is on the other partisan foot. The Stevenson-Kefauver Campaign Committee is using the rawest kind of deception in attempting to steal time by going directly to the disc jockeys. In so doing it places unsuspecting stations in the position of violating the political section (315) of the law governing equal time.

Disc jockeys were sent personally-addressed forms letters, along with seven announcements promoting "Dollars for Democrats Day". The scripts obviously were written by those more familiar with station management and the idiosyncrasies of disc jockeys. It is an attempt at larceny in the first degree. (The letter bore the signature of "Joseph Edward Smith", as honorary chairman of Dollars for Democrats.)

We doubt whether the Democratic powers that be would have conditioned this subterfuge had they known about it. If, per chance, any of them did, they deserve the condemnation of stations.

That "Dollars for Democrats Day" was held last Monday. We have no way of knowing how many stations fell for this unprincipled ruse.

Sixteen days remain before the elections. Station ownership and management should be on the alert for other tricks.

'To Broadcasting • Telecasting'

[The editorial below is reprinted from the Washington Post & Times Herald of Oct. 18]

It is a privilege to join the communications industry in congratulating Broadcasting/Telecasting on its 25th anniversary, celebrated this week. This distinguished publication, which is headquartered in Washington, makes a solid contribution to the improvement of broadcasting. It maintains a healthy, critical attitude toward the practices of broadcasting enterprises at the same time that it maintains a sturdy defense of the freedom and independence of broadcasters. Its commercial success is the more gratifying in that it has so eminently deserved success.
PAUL'S PUPPETS PROVES A POINT

.... the finest institutions in Maryland, when planning continuous sponsorship of outstanding programs, select WBAL-TV Channel 11.

TUESDAY and THURSDAY 6:00 P.M.
For the past eight years, children of Maryland—children of all ages—have been enchanted by the program, “Paul’s Puppets,” created by Bernard and Edith Paul. Audiences have been delighted by the world of fantasy produced by these heartwarming little puppets. “Paul’s Puppets” is a vivid, imaginative program, presented with graceful charm and sensitivity. This is a program Hutzler’s is happy to sponsor, and WBAL-TV is proud to feature.

* HUTZLER BROTHERS CO., an outstanding Maryland institution, has presented “Paul’s Puppets” on Channel 11 continuously since 1948.

WBAL-TV CHANNEL 11 BALTIMORE NBC
NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.
Welcome Aboard!

WMTV
NBC
MADISON, WIS.

Adam Young, Inc. has successfully represented three outstanding Bartell radio stations.

**KCBQ**
- No. 1 All Day in San Diego

**KRUX**
- No. 1 8:30 A.M. to 6:00 P.M. in Phoenix

**WAKE**
- Headed For No. 1 in Atlanta

*Because of this success, the Bartell Organization has named Young Television Corp. its representative for WMTV, Madison, Wis.*

Young Television Corp.

Television Station Representation

Home Office: 477 Madison Avenue, New York 22, New York

New York • Chicago • St. Louis • San Francisco • Los Angeles • Boston