WDGY
Minneapolis-St. Paul
now in first place, per all-day cooper coverage! Spectacular growth per latest Nielsen, and per latest Pulse. Talk to JOHN LAIR or WDGY GM Steve Abuski.

KOWH
Omaha
now in its sixth year of first place dominance. Latest Hooper - 47.7% First on latest Pulse and latest Trendex, in all time periods. Contact ADAM YOUNG NC, or KOWH General Manager Virgil Sharp.

WHB
Kansas City
First per Hooper, first per Area Nielsen, first per Area Pulse, First per Metro Pulse. 85% renewal rate among top 40 advertisers proves vitality. See JOHN LAIR or WHB GM George W. Armstrong.

WTIX
New Orleans
still rocketing, still in first place, with increasing margins all the time, per latest Hooper. and wait ‘til you see that newest Pulse. Ask ADAM YOUNG NC, or WTIX GM Fred Berelson.

WQAM
Miami
now bringing Storz music, news, ideas, excitement to all of Southern Florida, with 5,000 watts on 560 kc. WQAM is already a fine Miami buy, as JOHN BLAIR or GM Jack Sandler will demonstrate.

The Storz Stations Today's radio for today's selling

Todd Storz, President
SIoux City, Iowa
August ’56 Pulse Proves:

79% more audience* for KVTV

KVTV Top 25 Shows
KVTV 41 of Top 42 Shows
KVTV Top 20 Net Shows
KVTV Top 11 Synd. Shows
KVTV Top 39 Local Shows
KVTV 88% Greater Avg. Class A Rating (6:30 P.M. to 10:30)

dominant
7 days a week
day and night

August ’56 Pulse proves 79% greater share of audience for KVTV during all time periods when KVTV and the competition are on the air.

A Cowles station. Under the same management as WNAX-570 Yankton, South Dakota. Don D. Sullivan, General Manager.
Construction and expansion investments include: Allis-Chalmers, $10,000,000 addition to mammoth present plant; Indiana and Michigan Electric Co., $58,000,000 new plant; American Brass Co., $25,000,000, new brass plant; Commercial Solvents, Stran Steel, Charles Pfizer Co., Bemis Bag Co. and others are investing many more millions in this important Midwest market. Expansion of educational institutions, a new multi-million dollar shopping center, and enormous private construction have made Terre Haute the "Boom" market of this rich and fertile, billion-dollar area.

Complete television coverage of this "Booming" area is supplied by

**TERRE HAUTE**

**TERRE HAUTE, INDIANA**

**THE BOLLING, CO., NEW YORK — CHICAGO**

$110,000,000 make 1956 and 1957 "Boom" years in the

TERRE HAUTE Market
One of America’s important TV areas—3.5 million people with $5.2 billion to spend every year. The Channel 8 Multi-City Market is so important in its producing power that it is influencing completely new concepts in markets. Men responsible for the advertising and marketing of many of America’s most famous products are alert to these new concepts and are effectively using the WGAL-TV multi-city coverage and its unique prosperity to move goods at low cost.

Representative The MEEKER Company, Inc. New York · Chicago · Los Angeles · San Francisco
Overtures from two substantial groups—General Dynamics and ABC-affiliated TLW; sold for $50,000 down and interest. Discussions have been minimum internal contention and outstanding stock; $50,000 down and interest. Two deals were signed with Barnett P. I. of McCann-Erickson, was really making not-so-veiled pitch for bigger agency commission than traditional 15%. He noted that principle of "percentage share of assigned result" has proved successful for other forms of creative responsibility.

FREQUENT cry on high tv costs, raised again during Assn. of National Advertisers convention in Chicago last week, is falling on deaf ears in case of some advertisers. As example, Alcoa Co. of America (Alcoa TV Playhouse, alternate Sundays, NBC-TV) is reported very satisfied with tv and feels costs stack up well on cost-per-thousand basis (as exemplified with dealer tie-in results with screening product on Dave Garway Today campaign). Feeling of at least one of its advertising executives is that tv is not expensive in relation to results and overall budget, and that many cost gripes come from advertisers who aren't in and wouldn't use tv anyway.

COOMBS LEAVES KARM Clyde F. Coombs, vice-president-general manager of KARM Fresno, has sold his 50% interest in station (subject to usual FCC approval) to George R. Harm, son of Mrs. Hattie Harm, who owns other half of station. Purchase price understood, $50,000 but also involved purchase of Mr. Coombs' contract. Del Gor, on program staff of KJEO-TV Fresno, joins station as manager, and presumably George Harm will become executive head upon FCC approval. Mrs. Harm has announced station will continue its fight for ch. 12 in Fresno, on which KFRE-TV operates.

THOUGH it won't admit as much publicly, Big Ten is proclaiming its "complete independence" from networks on sports coverage. Basis is emergence of Sports Network Inc., which will feel conference's basketball coverage to 36 midwest tv stations starting Dec. 7 [at Deadline, Oct. 22]. Big Ten is known to feel that special line coverage arranged by Sports Network is "revolutionary" in concept and may provide answer, not only for itself but other conferences and perhaps all sports, to network difficulties involving station clearances, fees, etc. Under plan, it's understood, Sports Network sells sponsor (like Standard Oil of Indiana) on half-game sponsorship and offers other half to local stations for co-op sale.

NOW IT CAN BE TOLD Weeks before Sylvester L. (Pat) Weaver resigned NBC presidency last month, he was called to Washington and offered top post in USIA (Voice of America) operation under Director Theodore C. Streibert. Mr. Weaver, it is understood, rejected offer but reportedly did close door to some voluntary governmental activity at later date.

HOUSE Antitrust Subcommittee report on its investigation of alleged tv network monopoly won't be issued till December, it's indicated. Although Chairman Emanuel Cellar (D-N.Y.) was not hesitant about expressing his views of some network practices during hearings, sources near him indicate he won't arrive at any conclusions until record is collated and studied by himself, other members and staff. Whether there will be interim report prior to elections is still unknown.

NEAR ACCORD "Substantial agreement" has been reached between Mexico and United States on bilateral agreement on NARB radio-broadcast allocations with prospects that formal documents will be signed momentarily. FCC Comr. Rosel H. Hyde has been in Mexico City for past fortnight at invitation of Mexican government and it's reported that terms are in accordance with agreement evolved in Washington last July, on which Mexico at that time failed to agree. It's understood U. S. has waived right to use 1220 kc beyond domestic service now on that channel.

ASSN. of Maximum Service Telecasters (AMST), organized last August to protest interest of tv stations utilizing full facilities, both vhf and uhf, last Tuesday named four man committee to select executive director who would headquarters in Washington. Committee members are Jack Harris, KPRC-TV Houston, president; Harold Gross, WJIT- TV Lansing, secretary-treasurer; John S. Hoyt, WJIT- TV Washington, executive committee, and Harold C. Stuart, VKO-O- TV Tulsa, director. Understood four prospects are under consideration with decision expected in 30 days.
10 New Orleans radio stations look up to WTIX

(They have to. WTIX leads them all, by a big margin in all-day share-of-audience)

Among New Orleans' 11 radio stations, WTIX has been a commanding first for some time now, and with each passing day grows upward and onward. Of 220 weekly quarter hours, 170 (new high) belong to WTIX, which also has 40 2nd place quarters, 10 thirds...and not a single one lower!* Another look at new data shows WTIX with double the audience of the nearest network competitor! 'Nuff said. It's Storz Stations news, music, ideas at work. Put Adam Young to work, or look up WTIX General Manager, Fred Berthelson.

*Hooper continuing measurement of broadcast audience, April-June, 1958
CANCELLATION of the Stevenson-Kefauver film, on CBS-TV Thursday (see story page 62) was due to a "mistake," Reggie Schuebel, Norman, Craig & Kimmel vice president and handling broadcast media on Democratic account, said Friday. The program will be re-scheduled on network Monday night, she stated.

Miss Schuebel emphasized that all scheduled programs through windup of campaign will be carried, and that money was available to pay for them. Regarding the cancellation of two NBC-TV programs Saturday and today (Mon.), she said network had requested their cancellation because of programming production difficulties.

It was understood NBC's position was that, anticipating some uncertainty as to possible revision of schedule of Democratic broadcasts, network officials decided regular programs affected—spectacular on Saturday night, Stanley on Monday evening—be put into rehearsal at their full lengths rather than at shortened lengths which would have prevailed if political telecasts went on as originally scheduled. NBC officials were understood then to have contacted NC&K and obtained permission to drop those two five-minute periods.

S & B Personnel Shift To Bryan Houston Staff

JOSEPH SCHEIDERLE, president; Richard A. Stevens, general manager; William J. McKenna Jr., vice president and creative director; Norton B. Leo, vice president, and Alfred A. Steckman, all of Scheiderle & Beck Inc., New York, have joined Bryan Houston Inc., William R. Hillenbrand, president of Bryan Houston, announced late Friday. S & B last fortnight was reported negotiating agreements with New York agencies [CLOSED CIRCUIT, Oct. 22].

Four S & B accounts, Heublin Inc., C. F. Mueller Co., Whitehall Pharmaceutical Co. and Newsweek, although also looking over other agencies, are reportedly strongly considering Bryan Houston.

A fifth account, McHenny Co., Avery Island, La. (Tabasco), understood to be considering a non-New York agency.

Sylvania Sales, Earnings Reported at Record Highs

SALES AND EARNINGS of Sylvania Electric Products Inc., N. Y., for both third quarter and first nine months of 1956 exceeded those for any comparable period in company's history, according to Don G. Mitchell, chairman and president.

Mr. Mitchell placed net sales for nine months at $223,691,245 as compared with $216,642,359 for corresponding period last year and third quarter sales at $77,574,569, as against $77,529,210 in 1955 quarter. Net income for nine-month period, Mr. Mitchell said, totaled $10,958,617, 15% over previous record of $9,556,210 in last year's period, and third quarter net income amounted to $3,635,102, as compared with $3,468,191 last year.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 31.

EYE-CATCHER • Maybelline Co. (eye lids), Chicago, buying saturation of 20-, 60-, 90-second tv spots in about 100 markets for 13 weeks, marking return to spot tv after dropping over year ago when it purchased participations on NBC-TV Sunday Spectacular. Spot buys represented $350,000 expenditure. Maybelline also signed for CBS-TV's Inaugural Ball telecast Jan. 21 (11:15-12 midnight EST) with outlay in excess of $80,000. Individual spots being negotiated in movie and other participation carriers. Agency: Gordon Best, Chicago.

$2 MILLION BUY • Corn Products Refining Co.'s purchase of additional participations in It Could Be You (Nov. 12, 11-11:15 p.m.) and NBC Matinee Theatre (Mon.-Fri., 3-4 p.m.), both NBC-TV, for 52 weeks and amounting to nearly $2 million in gross billings, announced Friday. Starting dates are Dec. 5 and Dec. 14. C. L. Miller Co. is agency for Corn Products (Mazola oil, Karo syrup and Niagara and Limit starchyes).

PALL MALL IN 43 • American Cigar & Cigarette Co. (Pall Mall cigarettes), N. Y., through Sullivan, Stauffer, Colwell & Bayles, N. Y., placing radio spot schedule in 43 markets, starting Nov. 5 for eight weeks.

BUILDING, BUYING • Flav-R-Straits Inc., Mr. Ventura, N. Y., adding tv spots in markets all through South for four to six weeks, following its distribution expansion. Dow, Redfield & Johnstone, N. Y., is agency.

PM RETURNS • Marking return of Philip Morris to program sponsorship, cigarette firm Friday signed for 13 week co-sponsorship of 20th Century-Fox movies on KTTV (TV) Los Angeles, starting Nov. 7 in Sunday 7 p.m. period. Agency: N. W. Ayer & Son, N. Y. Philip Morris has used tv spot since dropping CBS-TV I Love Lucy. Other co-sponsor of package of 52 films acquired by KTTV from NTA is Savon Drug Stores through Doyle Dane Bernbach, L. A.

DIGEST REPEATS • For third successive year, Reader's Digest, through Schwab & Beatty, N. Y., will use radio spot campaign to promote magazine. Schedule is being prepared by agency to start early in January for one week only on each station in more than 10 markets.

HEPATIC SPOTS • Bristol-Myers Co. (Sal Hepatica), N. Y., placing radio spot advertising campaign schedule starting Nov. 5 in 10 markets in West, South and Southwest for eight weeks. Young & Rubican, N. Y., is agency.

 RADIO, TOO • Oldsmobile Div. of General Motors Corp., already sponsoring 29th annual Academy Awards ("Oscars") on NBC-TV, also will back coverage on NBC Radio. Event is slated for broadcast March 27, 10:30 p.m. and 12:15 a.m. EST. Agency: D. P. Brother & Co., Detroit.
MEREDITH STATIONS ARE "One Of The Family"

In a game room in KANSAS CITY
15th RANKING MARKET

In a car near OMAHA
55th RANKING MARKET

On a patio in PHOENIX
51st RANKING MARKET

In a kitchen in SYRACUSE
57th RANKING MARKET

*Total Dollar Volume Retail Sales, Metropolitan County Areas, Sales Management, May 10, 1956

KANSAS CITY KCMO KCMO-TV
SYRACUSE WHEN WHEN-TV
PHOENIX KPHO KPHO-TV
OMAHA WOW WOW-TV

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines
at deadline

Time Buying Topics, Speakers Slated for RTES Seminars

NUMBER of top agency executives are listed on speakers’ schedule for this season’s time-buying and selling seminar, which starts Nov. 13 through March 19, 1957, Radio & Television Executives Society, New York, announced Friday.

Dates, topics and speakers at luncheon meetings to be held at Hotel Lexington: Nov. 13, Rating Services, Dr. E. L. Dickinger, vice president in charge of media strategy, Grey Adv.; Nov. 20, Coverage, John Churchill, assistant to president, A. C. Nielsen Co., and Julia Brown, associate media director, Comp-ton Adv.; Nov. 27, Re-emergence of Radio, Kevin Sweeney, Radio Advertising Bureau’s president; Dec. 4, Procedures of Buying, Walter Bowl, broadcast buyer, Sullivan, Stauffer, Colwell & Bayles; Dec. 11, How to Use Ratings, Jane Podester, McCann-Erickson.

Holt, Robinson Purchase WSFA Radio for $175,000

SALE of NBC-affiliated WSFA Montgomery, Ala., by WKY-AM-TV Oklahoma City interests to Charles W. Holt and Robert N. Robinson for $175,000, and WSFA Station, 1440 kc with 5 kw, 1 kw new, was bought, with ch. 12 WSFA-TV, by Oklahoma Publishing Co. (Oklahoma City Daily Oklahoman and Times) last year for $58,569. WSFA-TV not involved in transaction. Buyers own WHSY Hattiesburg and WHNY McComb, Miss., and WHXY Bogalusa, La.

Birmingham Meet Ends, Wraps up Fall Schedule

NARTB Region 3 delegates, winding up meeting in Birmingham, Ala., Friday, adopted resolution endorsing new FCC rule providing relief from old requirements covering mechanical reproduction announcements (see story page 89). Group also adopted other resolutions as follows:

Congratulated Sol Tashoff and B&W for 25 years of service to industry and American plan of private broadcasting; endorsed NARTB’s expanded public relations program; approved proposals to extend station license period to five years; asked guarantees for per program rights in music licenses; proposed that rating services list on their reports when programs attempt to buy audiences; thanked Comr. John C. Doerfer for his discussion of antitrust problems and tv allocation issues; thanked RCA for coffee club and reception; commended NARTB staff.

PEOPLE

CHARLES F. FLEISCHMANN elected a vice president of Young & Rubicam. Mr. Fleischmann will be an account supervisor at agency’s Chicago office.

BEN DUFFY, president of BBDO, N. Y., became grandfather for first time Oct. 23 when his daughter, Mrs. Arthur L. Hawkins (former Millicent Duffy), gave birth to boy at St. Agnes’ Hospital, White Plains, N. Y.

JANICE D. ROWSON, former M-G-M and Rogers & Cowan publicist, to John Corcoran Personnel Service, N. Y., as head of publicity and public relations placement.

PERRY ALLEN, formerly KNEB Scottsbuff, Neb., program director and more recently KTIN Denver disc jockey, named program director of KTEN.

DICK LYNCH, assistant director of public relations for Ice Capades Inc, for two years and formerly assistant director of promotion at CBS Radio Hollywood, to KTLA (TV) Los Angeles as assistant sales promotion manager.


JAMES R. OSBORN, formerly with WMBV-TV Green Bay, Wis., to WXIX (TV) Milwaukee as account executive.

BILL WILSON, formerly account executive at ABC Radio Central Div., to WBBM Chicago in similar capacity.

Mid-Illinois Seeks Pekin Uhf

APPLICATION for ch. 69 Pekin, Ill., filed with FCC Friday by Mid-Illinois Tv Co. Mid-Illinois is comprised of newspaper publisher-broadcaster F. F. McNaughton and family and James M. Unland, insurance interests. Group proposes 19.9 kw radiated power with antenna 384 ft. above average terrain. Costs: $84,716 for construction; $64,250 for first year operation.

F. F. McNaughton is publisher of Pekin Daily Times. His newspaper publisher-broadcaster of Pekin newspaper and holds 10% interest in Effingham (Ill.) Daily News. Mr. McNaughton, his wife Cecille and sons William, Joseph and John own WRMN Elgin, III.; KKGI Fontana, Wis.; KDHS Lowden, Ill.; and WYH-AM Kewanee, Ill.

CBS-TV EMP Adds Stations

ADDITION of KICA-TV Clovis, N. M., and KGZE-AM Kalispell, Mont., as CBS-TV interconnected affiliates under Extended Market Plan announced Friday by Herbert V. Akerberg, CBS-TV vice president, in New York, as part of network’s expanded station affiliations. KICA-TV (ch. 12), which is owned and operated by KICA Inc., two stations affiliated with network since Nov. 15. KGZE-AM (ch. 8), which will join network on or about March 1, 1957, is owned and operated by KGZE-TV Inc.

Research Committee Meets

NARTB radio research committee scheduled to meet Thursday at New York’s Waldorf-Astoria Hotel. Committee headed by E. K. Hartenbower, KCMO Kansas City, Mo., and includes George Clinton, WPAR Parkersburg, W. Va.; Simon Goldman, WTJN Jamestown, N. Y.; R. C. Reynolds, KMPC Los Angeles, Calif.; Harper Cerraine, CBS; James Cornell, NBC; Don Durgin, ABC, and Richard Puff, MBS.
the week in brief

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ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward notices.

BROADCASTING TELECASTING

The News Magazine of the Fifth Estate
Broadcast Advertising was founded in 1932, Broadcast Reporter in 1933 and TELECAST in 1952.

*Reg. U. S. Patent Office

Copyright 1956 by Broadcasting Publications Inc.
Now, 18 hours of music with 18 news shows daily on WJIM-Radio Lansing, Michigan say it with music
WASHINGTON SQUARE

DROPPING all such extraneous nonsense as a plot line, Ray Bolger’s new TV series gives him some good music, some comedy and, most important, plenty of opportunity to dance and plenty of room to dance in. That the opening telecast on Oct. 21 also included Bert Lahr in one of his most ridiculous burlesque routines, some singing by The Three Flames, Rusty Draper, Daniza Ilitsch and Elaine Stritch (who also handled some comedy lines very nicely), and an amusing dialogue with a bespectacled turtle who spoke with the voice of Al Stang, was all to the good. But what really mattered was that Ray sang and danced for a good part of the hour and that he repeated “The Old Soft Shoe” routine that stopped the show as successfully on TV as it used to do on the Broadway stage. At the end of the show, Ray had a word of thanks to his sponsor, Helene Curtis, and so do we for bringing him to us for an hour every other Sunday.

Production costs: Approximately $55,000. Sponsored by Helene Curtis Industries through Earle Ludigin & Co., on NBC-TV, every other Sunday, 4-5 p.m. EST. Starring: Ray Bolger, Elaine Stritch; supporting cast: Daniza Ilitsch, Arnold A. Turtle (courtesy, Bill and Cora Baird); guest stars, Oct. 21, Bert Lahr, Rusty Draper, The Three Flames, The Martins. Producer: William A. Bacher; director: Greg Garrison; writers: Mac Benoff, Al Schwartz, Buddy Arnold; music director: Charles Sanford; chore director: Hugh Martin, assisted by Timothy Grey; choreographer: Danny Daniels.

ADVENTURES OF HIRAM HOLLIDAY

WALLY COX is back and it’s good to have the little codger in our living rooms again. The erstwhile Mr. Peepers hasn’t changed a peep (haw!). His triumphs over the villains of the world continue in this new series based on the stories of Paul Gallico.

In this characterization (if it can be called such), Mr. Cox plays a quiet, retiring newspaper proofreader who rises to deeds of derring-do at the proper moments. Be it fencing, jousting, fencing, archery, Hiram comes through triumphant. In the course of these improbable adventures he also wins feminine hearts—but like a good, old western hero, he leaves them happy and full of gratitude as he rides off toward the setting sun (or in this case, munching on his daily ration of vitamins).

The incident we saw had Hiram in a Graustarkian kingdom impersonating the King (whom he resembled remarkably), to the confounding of the king’s enemies and the gratefulness of the queen. Highpoint was Mr. Cox’s talent with a broadsword, which he wielded mightily in ye olde dungeon torture chamber against a would-be assassin armed with a mace.

Remind you of “The Secret Life of Walter Mitty”? It should, because that’s what it is.

Production Costs: Approximately $37,000.

IN REVIEW

Available...

Participating Spots in a Schedule of Distinguished Programs in Oklahoma’s Biggest Market!

MYSTERY PLAYHOUSE

6 Nites a week
at 10:30 p.m. . . .

Every Sunday
MR. DISTRICT ATTORNEY
Every Monday
CITY DETECTIVE
Every Tuesday
RACKET SQUAD
Every Wednesday
SAN FRANCISCO BEAT
Every Thursday
HEADLINE
Every Saturday
CONFIDENTIAL FILE
Buy MYSTERY PLAYHOUSE
at Class B Rates . . . (Participating)

and that’s not ALL!

THEATRE 8

Full length, top Warner Bros. features, 6 nights a week
11:00 p.m.
Buy THEATRE 8 at Class C Rates. (Participation)
Reach the people with the kind of entertainment they like. Cover TWO of Oklahoma’s major markets at ONE Low Cost.

Call Your Nearest AVERY-KNODEL Representatives for Complete Information.

WASHINGTON SQUARE

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Production costs: Approximately $55,000. Sponsored by Helene Curtis Industries through Earle Ludigin & Co., on NBC-TV, every other Sunday, 4-5 p.m. EST. Starring: Ray Bolger, Elaine Stritch; supporting cast: Daniza Ilitsch, Arnold A. Turtle (courtesy, Bill and Cora Baird); guest stars, Oct. 21, Bert Lahr, Rusty Draper, The Three Flames, The Martins. Producer: William A. Bacher; director: Greg Garrison; writers: Mac Benoff, Al Schwartz, Buddy Arnold; music director: Charles Sanford; chore director: Hugh Martin, assisted by Timothy Grey; choreographer: Danny Daniels.

ADVENTURES OF HIRAM HOLLIDAY

WALLY COX is back and it’s good to have the little codger in our living rooms again. The erstwhile Mr. Peepers hasn’t changed a peep (haw!). His triumphs over the villains of the world continue in this new series based on the stories of Paul Gallico.

In this characterization (if it can be called such), Mr. Cox plays a quiet, retiring newspaper proofreader who rises to deeds of derring-do at the proper moments. Be it fencing, jousting, fencing, archery, Hiram comes through triumphant. In the course of these improbable adventures he also wins feminine hearts—but like a good, old western hero, he leaves them happy and full of gratitude as he rides off toward the setting sun (or in this case, munching on his daily ration of vitamins).

The incident we saw had Hiram in a Graustarkian kingdom impersonating the King (whom he resembled remarkably), to the confounding of the king’s enemies and the gratefulness of the queen. Highpoint was Mr. Cox’s talent with a broadsword, which he wielded mightily in ye olde dungeon torture chamber against a would-be assassin armed with a mace.

Remind you of “The Secret Life of Walter Mitty”? It should, because that’s what it is.

Production Costs: Approximately $37,000.

Sponsored by General Foods through Young & Rubicam, on NBC-TV Wed., 8-8:30 p.m. EST.

Producer-writer-director: Phil Rapp; filmed by California National Productions Inc.

THE FORD SHOW

FORD’s the star (Tennessee Ernie Ford, that is) and Ford’s the sponsor (Ford Motor Co.) and it adds up to a nice half-hour of corned humor and homespun harmony, with Ernie beautifully backed by the Voices of Walter Schumann, choral group of eight girls and six boys. Ernie is rather shy to stooge: “Don’t be afraid of girls; they’re just soft boys.” The program also has guest stars. On Oct. 18 the G. S. is Zsa Zsa Gabor, who played straight to Ernie with a Hungarian accent and looked gorgeous and expensive throughout the five-minute show.

Off-the-cuff verdict: Easy-to-take entertainment but nothing to keep you from watching 'Playhouse 90 if its show sounds interesting.

Production costs: Approximately $35,000. Sponsored by Ford Motor Co. through Walter Thompson on NBC-TV, Thurs., 9:30-10 p.m. EST.

Star: Tennessee Ernie Ford, with the Voices of Walter Schumann and guest stars. Executive producer: Cal Kuhl; producer-director: Alan (Bud) Yorkin; music director: Walter Schumann; conductor: Harry Geller; production assistant: Gerene McClure; writers: Bill Mahnoff, James Allardice, Tom Adair.

THE 77TH BENGAL LANCERS

This new film series, to quote an NBC press release, is “based on the turn-of-the-century adventures of a fictional regiment of Bengal Lancers, the most colorful light cavalry of all time.” Maybe so, but the opening installment, on NBC-TV Oct. 21, was just another riding, shooting melodrama in fancy dress.

Beloved Capt. Neil Cheney is retiring and to succeed him comes a young whipper-snapper, Lt. Michael Storm, to the disgust of Lt. Michael Rhodes, sober aide to Capt. Cheney. The regimental ball is in full swing when a scout rushes in with news that the ammunition train has been ambushed by Faiz Ullah and his Afridi tribesmen. Capt. Cheney, disregarding the pleas of his beautiful wife, gets permission from the stern old colonel to lead his troops for the last time. A rash charge leads to the death of the captain and his men. The two young lieutenants, disguised as natives, kill Faiz and blow up the ammunition, to regain control of the Khyber Pass for the Lancers, then go back to camp and report that Capt. Cheney had died as a hero leading their mission. The installment ends on the parade ground with the beautiful widow receiving the DSO posthumously awarded by Queen Victoria to the brave captain.

In color, the pomp and panoply might make up for the hackneyed plot. Unfortunately, The 77th Bengal Lancers is presented in black-and-white.

Production costs: Approximately $35,000.
Red Carpet* Service on United Air Lines

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Air travel’s warmest welcome mat is a Red Carpet!
It introduces you to United’s brilliant Red Carpet
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Cocktails...full-course meals and between-meal treats created by
Master Chefs...soft music...a spacious lounge where you always find good
company...many other “extras” at no extra fare add to your pleasure.
You’ll want to make reservations soon for Red Carpet Service
(with us, or with an Authorized Travel Agent).

“Red Carpet” is a service mark used
and owned by United Air Lines, Inc.
HOW
THE
RATINGS
SOARED
WHEN
THE
LION
ROARED!
MGM-TV PREMIERE
ON KTTV, LOS ANGELES,
BOOSTS STATION AUDIENCE 600%
WITH AN AVERAGE RATING OF 30.8
FOR A 53.8 SHARE OF THE AUDIENCE!

MGM-TV is on the air—and the rating revolution is here!

It began on October 12th when KTTV in Los Angeles presented their first M-G-M production. Overnight, the program viewing habits of an entire community were changed—the established ratings of every other station in the area (including networks) were toppled. These are the verified survey results:

- 30.8 A.R.B. Rating
- 53.8 percent of the viewing audience
- more than all other L.A. stations combined
- twice the total of all three network stations
- OVER TWO MILLION VIEWERS*

This astounding accomplishment (the result of the programming of a single M-G-M feature) will soon be repeated throughout the nation on every station programming the M-G-M library.

If you have not yet inquired about obtaining the M-G-M library for your station, now is the time to do so.

*THE HOLLYWOOD REPORTER reports:
"Greatest majority ever scored in our polls by one show over its competition. If this same result had been scored on a national basis, the KTTV movie would have outrated "The $64,000 Question"."
Sponsored by Jell-O Div., General Foods Corp., through Young & Rubicam on NBC-TV, Sun., 7-7:30 p.m. EST.
Stars: Phil Carey, Warren Stevens, Patrick Whyte. Featured on the premiere program were Patric Knowles, Jean Byron, Mel Welles and Joanna Barnes.

OHIO SUSANNA
Margie is back. On another network, and masquerading under the name of Susanna, but it's the same Margie. And remembering the success of the first show, there's no reason to think that this new series won't fare as well.

This time Gale Storm plays the role of a ship's social director—and constant thorn in the side of the captain (played by Roy Roberts, not Charles Farrel). ZaSu Pitts is in the act as Susanna's befuddled shipmate.

Aside from the merits or demerits of the show itself, CBS-TV is open to question for the wisdom of running two programs of such similar format as Suzzanna and Hey, Jeannie in tandem. Both are lightweight comedies, both star women, and together they face the considerably heavier weight Sid Caesar hour on NBC-TV. Still, this type of show (I Love Lucy, December Bride) has won before. They have the advantage of following the revived Jackie Gleason show, itself in battle with Perry Como. In large part, the fate of the last two will depend on the success of the first.

Production costs: $40,000.
Sponsored by The Nestle Co. through Bryan Houston Inc., N. Y., on CBS-TV Sat. 9-9:30 p.m. EST.

LAWRENCE WELK'S TOP TUNES AND NEW TALENT
With emphasis on young appeal and new talent, Lawrence Welk seems to have watered down his smooth Saturday success (Lawrence Welk Show, ABC-TV 9-10 p.m.) in the new Monday evening entry, Lawrence Welk's Top Tunes and New Talent, if the Oct. 8 opener is typical of the series.

Offered are such juvenile passions as "A Sweet Old-Fashioned Girl—Scooby Doo," and "From the Candy Store to the Chapel on the Hill," performed by semi-pro youngsters with wide, white smiles and "rhythm." Occasionally the maestro includes a violin treatment of tunes like "When the Lilacs Bloom Again," or something by the Champagne Lady to keep post-teens happy.

High spots in the Monday hour are the Dodge and Plymouth commercials, which are produced with drama and finish.

Production Costs: Approximately $26,000.
Sponsored by Dodge and Plymouth Divs. of Chrysler Corp., through Grant Adv., on ABC-TV, Mondays, 9:30-10:30 p.m. EST.
Show under supervision of Lawrence Welk; producer: Edward Sobel; executive producer: Sam J. Lutz; director: James Hobson; musical director: George Cates.
Regular cast: Mr. Welk and his Champagne Music Makers—including singers Alice Jonn, Jim Roberts, Larry Dean, Lennon Sisters, accordionist Myron Flowere, pianist-vocalist Larry Hooper, guitarist Buddy Merrill, trumpeter-comedy vocalist Rocky Rockwell, saxophonist-singer Dick Dale and others.

CIRCUS TIME
Any Adult who feels the big Top may be folding its collective tent as an American institution would do well to wander in on ABC-TV's Circus Time before drawing any conclusions.

In this full-hour program broadly (and blithely) geared for kids and grownups alike, ABC-TV combines elements of the night club and stage with the expected standard fare of the circus. The result is a fast-moving variety revue complete with tumblers, jugglers, ventriloquism, magic, comedy, beauty and terpsichorean artistry. Through all the welter of talent Paul Winchell manages to maintain a sprightly pace, even when he and Jerry Mahoney are helping out with the commercials.

Production costs: Approximately $20,000.
Sponsored by American Metal Specialties Corp. through Lavenson Bureau of Adv.; Remco Industries through Webb Assoc., and Hartiz Mountain Products through George H. Hartman Co., on ABC-TV, Thurs., 8-9 p.m. EST.
Stars: Paul Winchell and Jerry Mahoney as encees; with guest entertainers.
Producer: Martin Stone; associate producer: Leon Newman; assistant to the producer: Murray Benson; director: James Walch; music by Ralph Hermann and orchestra.

SEEN AND HEARD
Idea of First Meeting, which was given a "trial telecast" by NBC-TV on Oct. 21, is to find a celebrity who wants to meet another celebrity and get the two together in front of a tv camera for their first meeting. So here was Gen. Omar Bradley, who wanted to meet Beatrice Lillie and did, and then, that limping episode thankfully concluded, here was Bea Lillie who wanted to meet Carl Sandburg, who monopolized the rest of the half-hour forcefully, albeit pleasantly. Because its format forced three interesting people to waste their and the audience's time in awkward chitchat, one hopes that the First Meeting was also the last.

In re-creating the last mortal hours of the great Spanish toreador, Manoletta, by means of a coherent series of still pictures (given a third dimension by sound effects and a near-poetic reading by ex-bullfighter and author Barnaby Conrad), Omnibus proved again that tv is one of the most fluid of all art forms. To Mr. Conrad and the Omnibus staff: the ears of the tv critic who insists that tv is only good so long as it's live or on film.

Broadcasting • Telecasting
1957 PLYMOUTH

NEWEST NEW CARS IN 20 YEARS

1957 DODGE

WITH THE NEW SHAPE OF MOTION

1957 DE SOTO

WITH THE NEW TORSION-AIRE RIDE

1957 CHRYSLER

AND NEW PUSHBUTTON TORQUEFLITE

1957 IMPERIAL

CHRYSLER CORPORATION THE FORWARD LOOK

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25th Anniversary Greetings

EDITOR:
I have just looked over the Oct. 15th issue of your always interesting magazine. I want to congratulate you upon this excellent anniversary issue as well as upon your completion of 25 years as the reporter-spokesman for the broadcasting industry. You have developed not only a successful publication covering the dynamic field of radio-television but also one which is in every sense a real part of this fabulous industry. ... Sen. Warren G. Magnuson (D-Wash.) United States Senate Washington, D. C.
P. S.: Needless to say, I deeply appreciate your kind and discerning editorial with respect to the unfair attack my opponent has made upon me.

[EDITOR'S NOTE: Sen. Magnuson's postscript refers to the editorial "Below the Belt" (B'T, Oct. 12) which commented on the criticisms of him by his Republican opponent for election as senator for serving as chairman of the Senate Commerce Committee while holding stock (less than 4%) in KIRO, Seattle.]

EDITOR:
Words can hardly express the thrill I got out of reliving the last quarter century of radio and television in the 25th anniversary issue of B'T. It seems incredible that so much could have happened and that it all went by so fast. It is only at a time like this that your personal contribution to the growth and maturity of radio and television can be appreciated. I am certainly going to keep this anniversary issue close at hand. May your next 25 years be as worthy and fruitful as your first quarter century.
Ben Duffy, Pres.
BBDO, New York

EDITOR:
I believe I speak for the small 250's—the Lord sure must have loved us a lot because he sure made a lot of us—when I say congratulations and best wishes for the future. Speaking for myself—and I believe countless hundreds of others will agree—arrival of B'T really means the beginning of the week. It has and will continue to be looked forward to.

Julian Haas, Owner & Mgr.
KAGH Crossett, Ark.

EDITOR:
... You and your capable staff are to be congratulated on the exceptionally fine job you have done over the years. ... Albert R. Beatty, Asst. V. P.
Assn. of American Railroads
Washington, D. C.

EDITOR:
... You are deserving of the hearty handshake of every member of our fraternity—and not just because you have completed 25 successful years in business, but because of the unselfish devotion with which you have promoted the best interest of radio for the past quarter of a century. 

Yours has always been, and still is, far more than simply a trade journal. Rather it has been the most influential voice to be raised, in behalf of those broadcasters who have consistently adhered to the principles of operation "in the public interest." 
P. C. Sowell, V. P.
WLAC Nashville, Tenn.

EDITOR:
Congratulations, Sol, on that splendid 25th anniversary issue. It's a wonderful milestone in the history of B'T and in the career of its founder and chief. Best wishes from all of us at NBC, and from me personally, as you head into a new quarter century of service to our industry.
Robert W. Sarnoff, Pres.
National Broadcasting Co.
New York

EDITOR:
I liked the anniversary issue very much. I was especially impressed with the Duane Jones and the Amos 'n' Andy and other early radio days articles. And your letter from the editor-publisher was just a masterpiece.
Ray Jones
Media Coordinator, Spot Broadcasting Young & Rubicam, New York

EDITOR:
During the 25 years of B'T's existence it has not only faithfully reflected the progress and problems of radio and television, but it has formed an integral part of the industry itself. That this has been so is due in large measure to the impact of your own experience, wisdom and personality. ... Sydney M. Kaye, Chmn. of the Board
Broadcast Music Inc., New York

EDITOR:
It was not until I returned to the office yesterday after five weeks in Europe and I saw that great big Oct. 15th issue that I realized that this was the silver anniversary. So last night I had myself a time and went through it page by page. ... Frank White, Board Chmn.
McCann-Erickson International
New York

EDITOR:
... I think of so many things for which you deserve credit over the past quarter-century ... your many friends are high on the asset side; the success of B'T pinpoints your editorial and reportorial prowess, and your driving force as an enthusiastic and indefatigable worker characterizes you as an editor. ... 
Orrin E. Dunlap Jr., V. P.
RCA, New York

EDITOR:
... Congratulations to you and your staff from all of us here at IRE. ... George W. Bailey, Exec. Sec.
Institute of Radio Engineers
New York

EDITOR:
... How well I remember the first issue of Broadcasting • Telecasting, then just Broadcasting; how well I remember your enthusiasm and your sincere belief for the need of a good radio publication. ... Many late comers take you and B'T for granted

OPEN MIKE
YOUR Q FOR COLOR

WNBQ, NBC Television in Chicago and the nation’s leadership station in color telecasting, now introduces a stronger-than-ever program line-up—all in color—for its popular 10 to 10:30 p.m. period. Major programming change in the half-hour brings in the brilliant NBC network newscaster Morgan Beatty, followed by Norm Barry’s “Let’s Look at Sports.”

Beatty and Barry, together with Clint Youle, America’s top weatherman, and Dorsey Connors, Chicagoland’s favorite household-hint expert, form the new all color “Four-Star Final” line-up on WNBQ.

This “Royal Family of Chicago TV” is already selling in color and black-and-white for such blue-chip sponsors as Armour & Co., DuPont, Santa Fe Railroad and Slenderella. Program sponsorships and prime station breaks in “Four Star Final” can do a four-star selling job for you, too. Take your selling cue from “Q”—WNBQ—today!

10:00 p.m.—Clint Youle with the Weather Roundup
10:10 p.m.—Morgan Beatty with News Commentary
10:20 p.m.—Norm Barry with Sports News and Scores
10:25 p.m.—Dorsey Connors with Household Ideas
when actually they owe you a vote of thanks for making it possible for them to be broadcasters and telecasters. . .

Ted Hills, Manager
KXYZ Houston, Tex.

EDITOR:

... All the platitudes in the world can't adequately express the meaning of B+T to the industry. Suffice it to say that I often wonder whether the industry could exist without it. . .

Ted Bergmann, V. P.
McCann-Erickson Inc., New York

EDITOR:
The other night I spent over two hours reading and enjoying your wonderful 25th anniversary edition, and I plan to spend some more time going through it.

My congratulations to you and your fine publication. . .

James M. Moroney Jr., Treas.
Dallas Morning News
(WFAM-AM-TV)
Dallas, Tex.

EDITOR:

... We all value the friendship you offer us and admire the integrity and courage with which you have built what is in effect a public service to the industry and to the public, not merely a trade journal for profit. . .

Samuel R. Rosenboum, Trustee
Music Performance Trust Funds
of the Recording Industries
New York

EDITOR:

... Congratulations on the most comprehensive, complete issue of a trade paper I have ever seen—your 25th anniversary issue. . .

I think the one item that impressed me more than any other is your "Letter from the Editor-Publisher." It was in every way just like you, which is another way of saying it couldn't be better.

Glenn Snyder, Manager
WLS Chicago, Ill.

EDITOR:

A wonderful recap of 25 years. Great work. Certainly a milestone in the industry's history. I love the new cover too. It looks modern as the up-to-the-minute news in B+T.

Jerome Feninger, Vice Pres.
Cunningham & Walsh

EDITOR:

... It seems as if every significant event in the business during the past 25 years had its identification with Sol Taishoff. Your contribution as a fellow pioneer shall always grace the forefront. . .

John E. Fetzer, Pres.
WKZO-AM-TV Kalamazoo, Mich.

EDITOR:

... We are all proud to know you and to be associated in communications with you. . .

Ken Heberton, V. P.
Western Union Telegraph Co.
Washington, D. C.

EDITOR:

It's great to be able to congratulate you and your associates upon the silver anniversary of B+T. I well remember how 25 years ago you discussed the goals which the then infant magazine might achieve. I shall always be inspired by the way you have reached your objectives. . .

Eugene S. Thomas, Gen. Mgr.
KETV Omaha, Neb.

EDITOR:

... Such things are not easily come by. Nice going. . .

A. L. Budlong, Sec. & Gen. Mgr.
American Radio Relay League
West Hartford, Conn.

EDITOR:

... You have rendered a magnificent service to radio and television for which you are entitled to all the success and blessings you have enjoyed. . .

George M. Burbach, Gen. Mgr.
KSD-AM-TV St. Louis, Mo.

EDITOR:

... You have made gigantic footsteps on the sands of broadcast time. You have been steadfast to the principles which have made the American system of broadcasting the finest in the world. . .

William S. Hedges, V. P.
NBC, New York

EDITOR:

... I am looking at a copy of B+T and I must say it represents a considerable monument to a useful life and certainly you can take much pride in it. . .

Victor A. Sholis, V. P. & Dir.
WHAS Louisville, Ky.

EDITOR:

... Your magazine has certainly come a long way and it is indeed the bible of the industry. . .

W. Patrick Donnelly, S.J.
President, Loyola U.
New Orleans, La.

EDITOR:

... You have and are continuing to render a truly important service to our industry—far more important than most of the people in it realize. Because you have tried so hard to do more than just put out an excellent magazine, you have been tremendously successful. . .

Lester W. Lindow, V. P. & Gen. Mgr.
WFDF Flint, Mich.

EDITOR:

... You have rightfully earned an en- vied reputation of reporting fully and faithfully all the news developments that have made up the success story of broadcasting. . .

Hollis M. Seavey, Director
Clear Channel Broadcasting Service
Washington, D. C.

EDITOR:

I enjoyed reading your 25th anniversary issue. Was very happy to see that it did not follow most anniversary issues, but left the reader with something tangible. . .

Lee Rich, Vice Pres.
Benton & Bowles, New York

 broadcasting • Telecasting
MONDAY THRU FRIDAY
MONDAY THRU SATURDAY
SEVEN DAYS A WEEK

WPEN

SECOND

IN PHILADELPHIA*

*Pulse: July-Aug. '56

REPRESENTED NATIONALLY BY GILL-PERNA, INC. New York, Chicago, Los Angeles, San Francisco
Cash registers are ringing all over Middle Georgia! $388 million in retail sales last year. Population doubled in last decade. Macon itself—a heart of Middle Georgia—is growing faster than all but 3 of the nation's top 25 markets.

Atlanta gives only fringe coverage of this boom area. Only 2 stations take you inside, offer your products the whole, rich market... WMAZ and WMAZ-TV.

To move merchandise, sell Middle Georgia. To sell Middle Georgia, you must use . . .

**OPEN MIKE**

**EDITOR:**

I tip my hat and send you warmest congratulations. . . . You have won the respect, confidence and admiration of the people of our industry and you have every right to be proud of the reputation you have earned. . . .

W. D. (Dub) Rogers, Pres. KDUB-AM-TV Lubbock, Tex.

**EDITOR:**

Congratulations and best wishes on your anniversary.

James Gerity Jr., Pres. WABJ Adrian, Mich.

**EDITOR:**

Congratulations on 25 years of objective reporting for an industry sometimes subjective in its aims and accomplishments; on 25 years of deciding independently what made for the greatest good of the broadcasting and listening public, then fairly reporting your decisions and arguments. . . .

Eugene D. Hill, Gen. Mgr. WGTO Haines City, Fla.

**EDITOR:**

I was truly thrilled when I read the Oct. 15 issue. I re-lived every minute of the 25 years and couldn't help but feel proud of the job you and the magazine have done for the industry. Your letter on page 15 in itself was a warming piece and I can't envision any of the old timers reading it without a lump in his throat. . . .


**EDITOR:**

. . . Both you and your book seem to improve with age. . . .

George Whitney, V. P. & Gen. Mgr. KFMB-AM-TV San Diego, Calif.

**EDITOR:**

The 25th anniversary issue is a magnificent chronicle of a quarter of a century of our great industry. Beyond that, it is a richly deserved tribute. I can think of no one who has done more for the industry and its people. . . .

John F. Box Jr., Exec. V. P. KRUX Phoenix, Ariz.

**EDITOR:**

Congratulations on the anniversary issue. I especially enjoyed the reissue of past 25 years. Some I had forgotten; others made me realize how fast we move forward. . . .

P. A. Sugg, Exec. V. P. WTVT (TV) Tampa, Fla.

**EDITOR:**

. . . Keep up the good work. . . .

Miss Frances Ding Dong School

[BT wishes to thank its many friends who took time and trouble to send congratulations on our 25th anniversary. We regret that space prevents our publishing them all.]

**Morale Booster**

**EDITOR:**

. . . You might like to know that your article ["A Prestige Department Store Discovers Radio"] has helped our advertising department in their self-education program and did indeed boost the morale of the entire section. We very much appreciate your cordial cooperation.

Mrs. Julia Lee
Director of Public Relations Woodward & Lothrop
Washington, D. C.

**WNEM-TV Not NTA**

**EDITOR:**

In the Sept. 17 BT you published an article concerning the proposed NTA film network. In this article on page 58 your magazine stated that WNEM-TV had signed up with the NTA film network. This statement is untrue; you must have received misinformation from NTA.

I would appreciate very much knowing exactly how you happened to list WNEM-TV in this article.

O. W. Myers, Vice Pres. & Gen. Mgr. WNEM-TV Bay City, Mich.

[EDITOR'S NOTE: NTA, which supplied BT with the list of affiliates of its film network, says that WNEM-TV was included through a clerical error, which NTA regrets.]

**Inspiration, Please**

**EDITOR:**

What a terrific response local radio gets with a truly "exciting" idea such as Kenyon & Eckhardt's "Pepsi, please" promotion [BT, Aug. 20] now on WMRI. An average of 800 telephone calls per day (plus a like number of busy signals as counted by Northwestern Bell) as listeners jam the lines to identify their recorded voices saying, "Pepsi, please" and win prizes!

This idea should be an inspiration to all of the radio men who are crying the blues and wondering where their audience went. In most cases, it's right there waiting for the blues something unusual . . ."exciting" like "Pepsi, please".

Ken Kilmer, Gen. Mgr. WMRI Marion, Ind.

**Mr. Nelskog's Station Interests**

**EDITOR:**

It was called to my attention that in your FCC roundup, it showed me as being the former owner of KUTI and KORD. It should have read "Walter N. Nelskog seeking 50% ownership of KYNG Coos Bay, Oregon. Mr. Nelskog's other interests include 50% ownership of KUTI Yakima, Wash., and 16% % in KORD Pasco, Wash."

The mistake has caused me some embarrassment.

Walter N. Nelskog, Pres. KUTI Yakima, Wash.

[EDITOR'S NOTE: BT felt victim to an ambiguity in the KYN application form and erroneously took the "1956" in connection with Mr. Nelskog's interests in KUTI and KORD as a termination date rather to indicate that those interests are continuing, as is the fact. We regret that our misreading has proved embarrassing to Mr. Nelskog.]

**Broadcasting • Telecasting**
"One of the greatest features I've ever run across... the most salable in many a month... sponsors are highly pleased and complimentary...

So writes Terry R. Speight, program director of WBKH, Hattiesburg, Miss., concerning the United Press radio and TV news wire feature, "Football Prophet."

Now in its 10th year, this weekly show forecasts the outcomes of college football games across the country. Thirteen U.P. sports experts, spotting from key points, make the predictions. They have turned out right on four out of five.

In consequence, "Football Prophet" ranks high among U.P.'s many and popular seasonal programs. A recent survey reveals a 72 per cent sponsorship.

WBKH's endorsement is more evidence that this prophet—for broadcasters everywhere—is making a profit.
WHEN Plough broadcasting interests bought WJJD Chicago from Field Enterprises Inc., in September 1953, Fred Harm was retained as general manager of the 50 kw, share-time daytimer, on the basis of his demonstrated sales ability, his long association with and knowledge of the station and his fervent belief in the future of independent radio operation in a tv-studded major metropolitan market.

The marks of a successful operation weren't immediate for Mr. Harm and a station which admittedly needed bolstering. In the past few months, however, WJJD has broken the Chicago listener and sales barrier, thanks to the teamwork efforts of Mr. Harm and Harold R. Krelstein, president of Plough radio properties and president-general manager of WMPS Memphis.

The basis of this success in Chicago (and elsewhere) is a relatively revolutionary "precision-timing" program format, which first delivered its big audience punch in Memphis last year and is now being utilized at Plough stations in Boston (WCP) and Baltimore (WCAO). According to recent Hooper Radio Audience indices, WJJD since June 10 has jumped from ninth to third in Chicago in the 12 noon-6 p.m. segment. It has moved up from eighth to fourth position in the pre-moon hours.

This resurgence comes as no surprise to Frederick Harm, who has been selling radio for 26 years, 20 of them with WJJD. Even now, in his executive capacity, he still believes a manager's strength lies in his ability to sell.

A native of Chicago (born June 11, 1911), Frederick George Harm seemed more sports-minded than sales-minded in his school days at Lane Tech High, where he won numerous ice-skating awards and otherwise excelled in athletics. He attended Northwestern U., where he specialized in advertising.

Mr. Harm got his first job in the advertising department of Grigsby-Grunow (manufacturer of Majestic radio sets), handling copy and other chores. He joined now-defunct WIBO Chicago and moved to WCFL as time salesman in 1931, remaining for two years. The Kremola Co., a Chicago cosmetic firm, offered him the post of advertising manager, which he accepted in 1933, concentrating heavily on radio. Mr. Harm wrote continuity and produced and announced Curtain Time on WMAQ for Kremola (which, ironically, was purchased later by Plough Inc., manufacturers of St. Joseph's aspirin and other proprietary products).

In 1936, Mr. Harm joined WJJD as a salesman, then owned by Ralph Atlass before the Atlas interests disposed of it to meet FCC duopoly regulations occasioned by ownership of WIND. (WJJD sale to Field Enterprises was approved in July 1944.) Mr. Harm became commercial manager in 1944 and was appointed general manager in 1951.

WJJD is reluctant to reveal sales figures, but its billings have risen, with a breakdown that shows an increase of 50% in national spot business over a year ago. Additionally, the 50 kw daytime-only station (which shares time on 1160 kc with KSL Salt Lake City) has announced a new rate card (No. 27) effective Nov. 1, calling for increases.

Mr. Harm is firm in his convictions about the aural medium. He says: "Independent radio today is stronger than ever. The threat of television replacing radio—if indeed there ever was such a threat—just doesn't exist. Proof of the pudding lies in the fact that successful radio stations which have programmed with the public interest and listener appeal in mind can't supply advertisers' demand for availabilities." In ratings, Hooper gave WJJD a 16.8 (12 noon-6 p.m.) and 8.0 (7 a.m.-12 noon) for August-September in terms of share of radio audience—and the station claims respective boosts of 630% and 300% in those periods since last June 10.

Mr. Harm belongs to the Radio & Television Executives Society of New York and Broadcast Adv. Club of Chicago and serves on Mayor Richard J. Daley's Chicago Citizens Committee. His interest in law enforcement activities is reflected in some measure on WJJD programming.

He married the former Gertrude Cora on Oct. 28, 1933. They have two children, Duane, 17, all-state quarterback in 1955 at Glenbrook High School (in Northbrook, III., a Chicago suburb where the Harms reside) and now a student at the U. of Wisconsin, and Demares, 12. Mr. Harm's hobbies are golf, boating and skiing.
Mark of Integrity
...in reporting circulation facts

We display the Audit Bureau of Circulations* symbol with pride! It's our mark of circulation integrity!

The seasoned marketing man finds trustworthy data vital in his work of advertising media evaluation. And reliable net paid circulation figures are among the most valuable facts he uses in selecting printed media for his advertising campaigns.

Once every advertiser guessed about circulation accuracy and gambled on advertising results; today he need not question the wealth of data in any A.B.C. audit report, for it contains only verified answers to his most searching circulation queries.

When a media director or advertiser asks us, "How much paid circulation? What do your readers pay? Where does your circulation go? How do you get circulation—your audience for my advertising?", we need only show him our latest A.B.C. audit report. There he finds factual answers that annually pass the test of a trained A.B.C. circulation auditor's scrutiny.

And any buyer of space can decide for himself, with confidence, the value of our circulation audience. Our A.B.C. membership means circulation reported in accordance with recognized, impartial standards, established by buyers and sellers of space working together in A.B.C.

Publishers who meet the Bureau's high standards know the A.B.C. symbol as a mark of circulation integrity. The value-wise advertiser, too, has learned that the A.B.C. symbol is his dependable guide to the audited facts about net paid circulation that protect his advertising investments.

*The Audit Bureau of Circulations, founded in 1914, is a cooperative, nonprofit association of the leading buyers and sellers of advertising space. A.B.C. sets standards for net paid circulation, audits and reports circulation facts. To be sure of what your print media dollar buys—look for the A.B.C. symbol.
A contract for advertising on WKHM is as if you'd been given a license to steal! Every spot helps you steal into the hearts and heads of thousands of listeners and carry away their loyalty to your product or service. Small wonder so many listeners prefer WKHM. It serves up the three most wanted features in radio today... news, music and sports!

By Buying 2 or More of these Powerful Stations
WKHM WKMF WKHM WSAM

Save up to 15%

WKHM... First in Power! First in Ratings!

A native of Chicago (born June 29, 1891), Mr. Owens was employed by Marshall Field & Co. and the Northwestern Railroad before entering advertising. He worked for the John Lee Mahin agency and Taylor Critchfield, both in Chicago, before joining Erwin, Wasey in 1916.

Many striking changes have occurred in advertising over the past 40-odd years, according to Mr. Owens. In early days, he points out, the most important task of the agency was to solicit ads and obtain enough to fill the space for which the agency had contracted.

With the emergence of radio and subsequently television, the Goodyear account, under Mr. Owens' supervision, took advantages of the newer media.

Mr. Owens has been married to the former Agnes Harding of Chicago for 37 years. They live in Manhattan and Mr. Owens is an ardent sports fan, particularly interested in baseball. He roots with equal fervor for the New York Yankees and the Giants. A regular weekend visitor to the Polo Grounds and Yankee Stadium, Mr. Owens spends at least part of his annual vacation in Arizona during the Giants spring training.

He belongs to the Recess Club in Detroit, the Detroit Athletic Club, the Akron City Club and the Portage Country Club in the latter city.
IMPACT
OF A 21-GUN SALUTE!

FOR THE TV STATIONS AND SPONSORS WHO WANT THE NO. 1 SHOW IN THEIR MARKETS...
ITV's NEW STAR-SPANGLED
RATING-WINNING
"MEN OF ANNA"
THRILLING TALES
OF MEN AND ADVENTURE!

Produced with the full cooperation of the Department of Defense and the

Big and lavish . . . with sequence after sequence
Featuring our Hollywood stars
Filmed at Annapolis! In the classrooms, on the playing fields, aboard the battle fleet . . . wherever Men of Annapolis go into action!

At your command . . .
Spine-tingling showmanship!
Every week your viewers will thrill to stories ablaze with the adventures, loves, heartbreaks and triumphs of the U. S. Midshipmen.

You'll be the proud sponsor of
The No. 1 show in your market!
Your product will be seen in a program people will take pride in watching, in talking about, in recommending.
R! COMPELLING AS THE CALL TO COLORS!

GLORIOUS AS OUR COUNTRY'S HISTORY!

OF polis II

SURGING WITH EXCITEMENT, SENTIMENT AND HEROISM!

AND THE SALES IMPACT OF A 21-GUN SALUTE!

STARRING THE U.S. MIDSHIPMAN

with a new hero for each thrill-filled half-hour starring Hollywood's top-flight talent.

ZIV Television

NEW YORK CHICAGO CINCINNATI HOLLYWOOD
Things are busier than ever in the Capital these days. Home furnishings (appliances, furniture, radios and television sets) are selling at an extraordinary rate—a rate never before equaled in Washington history.

Sales of home furnishings in the Capital last year reached an all-time high—just short of 100 million dollars. This figure represents a rise of 40% in just five years, a rate of growth greater than the total annual home furnishings sales of Jacksonville, Richmond or Salt Lake City.

Advertisers are paralleling this big buying pattern with greater and greater investments in the Capital's most effective media—WRC and WRC-TV, Washington's Leadership Stations. During the first half of this year, advertisers of home furnishings increased billings on these stations by 83.4% over those for the first half of 1954!

Like these advertisers, you'll move your product into more and more homes when you go with the biggest guns in Washington's selling boom...

WRC AND WRC-TV... SOLD BY

NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.
15% FEE SYSTEM: TO BE OR NOT TO BE?

• That is the question which advertisers may answer from forthcoming ANA study of agencies

• Approval for project given at 47th annual meeting of association last week in Chicago

THE Assn. of National Advertisers last week launched a special study aimed at providing information on which individual advertisers can make up their minds whether to date ads or quit the present 15% commission system of agency compensation.

The study will investigate the functions and practices of advertising agencies in today's advertising world. It was approved by the ANA board of directors as a climax to the three-day 47th annual meeting of the association last week in Chicago.

The convention also was highlighted by discussions of radio and television (including color) and other media. General theme was the growing demands on today's advertising. Approximately 500 ANA member representatives attended the meeting at the Drake Hotel Oct. 22-24.

Delegates heard predictions that advertisers will spend $150 million annually in network color by 1957 on the basis of present network momentum; assurances that aural broadcasting, especially network radio, is very much alive as a low-cost advertising medium, and recommendations that advertising assume a more important role in top management.

Agency compensation came to the fore Wednesday morning with a report by ANA's special study committee under John McLaughlin, sales and advertising director, Kraft Foods Co. Stressing that neither ANA nor the committee could champion any single system or formula for compensation —obviously because of possible antitrust action — Mr. McLaughlin's group recommended a "completely objective, independent, comprehensive, authoritative, up-to-date source of information . . . a study based on sound research, which would present facts on advertising agencies . . . without prejudice . . . in an unbiased way."

The study will be undertaken by Prof. Albert Frey, marketing professor, Tuck School of Business Administration at Dartmouth College, at an estimated cost of $30,000-$40,000. ANA expects to present a preliminary report at its 1957 spring meeting and a final one next fall, Mr. McLaughlin said.

The committee and ANA officially has been on record for a review of agency-client relations generally and with the contention that compensation is "the prime responsibility of the advertiser," not media. This has been the ANA's board sentiment since it appointed the special 11-man committee last May and has been made plain in other ANA sessions as well as before the American Assn. of Advertising Agencies [B&T, June 4, 18; May 14, 21; Aug. 27].

At its spring convention last March advertisers generally anticipated a continuation of a variation of the 15% fee method and indicated that agencies could expect to continue receiving the commission from media, although advertisers would not desire to be precluded from dealing with media directly at net rates and would pay additional compensation for special services [B&T, March 19]. AAAA members and media generally have favored the 15% fee norm.

Paul West, re-elected president of ANA, told B&T Wednesday that agency reaction to the committee's findings and study project was "very good" and felt no basic battle is involved. Over 100 agency representatives were guests of ANA at its annual banquet Tuesday evening and many also sat in on the agency compensation session Wednesday morning, along with media personnel. Marion Harper Jr., president of McCann-Erickson, gave an agency man's views on commissions.

In his talk Mr. McLaughlin said his committee found "disatisfaction" had been "smouldering under the surface" for a long time before the Justice Dept. brought it out into the open.

(Under terms of a consent decree, the AAAA has agreed not to insist on adherence to the 15% commission principle as a condition of AAAA membership.)

Advertisers are seeking answers to a number of questions. Among them: "Should the commission on packaged shows be the same as on agency dated shows?" and "Are television costs getting out of line?" Another: "If the advertiser buys a merchandising service, to which purchase and use of the service the agency contributes nothing, are others allowing it to be commissionable?"

Top management is seeking the answers from advertising managers and "demanding better management of the advertising function," Mr. McLaughlin emphasized. Among other areas in which the ANA study will penetrate is one on nature of services available from agencies.

Mr. McLaughlin expressed confidence that results of the project "will prove to be one of the most important contributions to the advertising industry ever made" because it will "define the function of the modern advertising agency in today's marketing process," the extent to which it confines its responsibilities to creation of advertising, to which it contributes to the entire marketing operation and to the degree it becomes involved in research, merchandising, pricing, etc. The study also will show different agency practices in serving clients and ways agencies are paid, with respect to services other than time and space.

With such a study, he explained, advertisers will be better able to "solve the problem with their advertising agencies of establishing the most productive relationship."

At a news conference later Mr. Mc-
YOU SEE before you a man who does not believe that one picture is worth a thousand words. For example:

Woman's scream  
Male voice saying "your money or your life"  
Female voice saying "I'm Marilyn Monroe...KISS ME!"  
Male voice saying "congratulations...it's a boy!"

Sound of automobile tires under emergency braking  
Pictures could add little to the response of most people to those sounds. They conjure up an image as only words and sounds can.

There are sounds, including words, which convert latent memory pictures into top-of-the-mind responses. Were I to know, and be able to mention to each of you individually, the name of your best friend...your pleasant response would be immediate. You wouldn't necessarily remember all the reasons why he is your best friend...just the sound of his name would trigger your emotional, pleasant response.

We believe a similar result can be achieved in relation to your brands through understanding and use of imagery transfer in your national advertising.

If your company has been in business a reasonable length of time, and has produced good products, advertised them well in print and demonstration television, and achieved good retail display exposure, it is inevitable that latent memory images will have been created in the minds of millions of consumers. In effect, you have stored up in millions of human memories a wealth of potential energy. It doesn't serve you until it is converted somehow into kinetic, action-producing activity, i.e., the buying of your product.

It is to this "somehow" that we of the NBC Radio Network have addressed considerable time and treasure. We have become convinced that the science which can serve us best in this connection is General Semantics, and our network has joined the New York Society for General Semantics.

The men who have pioneered this new discipline of the mind are now conferring with us to establish ways and means of study and research to first make us understand ourselves, then make us understand others, then build the sound and sight bridges over which will travel thoughts of utmost clarity and maximum efficiency. It may take years for us to achieve demonstrable results via this approach, but the potential rewards to be gained are worth almost any price in time and treasure.

Let us examine imagery transfer in advertising.

The chairman of the board of a Chicago advertising agency, one of the creative greats of our business, wrote me some days ago about imagery transfer, sending me a copy of a recent speech of his. In this speech, he pointed out that the human mind and memory nerve had not substantially improved over the past 20 years. However, the amount of product information advertising men want the public to remember has more than doubled.

We know that the human memory can store an incredible number of images, including advertising images. For an advertiser, these images have tremendous potential energy in actual sales. The problem is to convert this potential energy to kinetic, usable buying action.

It is my proposition that radio, because of certain exclusive inherent properties, is literally the perfect instrument of imagery transfer from the memory to the "top-of-the-mind" during the critical hours and minutes prior to the act of buying.

First, radio is the best "point of use" advertising medium. By that I mean it delivers advertising messages to the public during the use of products.

The housewife uses drugs, cosmetics, food and household cleansing products while she is listening to radio. She can't read newspapers, she can't watch television, she can't see billboards. You can conjure up your product image at the very moment she is using your product, or the product of your competitor.

The man in his workshop, or the man mowing the lawn, or repairing his boat, or washing his car, can listen to radio at the same time. He cannot read magazines, or watch television or see billboards. Here again, you can transfer product images from his memory to the top of his mind at the very time he is working with or using the products of your competitors.

With millions driving on weekends, or to work, or to shopping centers, only radio and billboards can affect imagery transfer from memory to the top-of-the-mind. When you add to this the almost incredible cost efficiency of radio, you have the ideal imagery transfer instrument.

Cost efficiency will become even more important in coming months and years as print and television rates increase, as increase they inevitably will. During my five years in the magazine industry, consumer and trade, I personally witnessed the great increase in rates from 1945 through 1950. I understand they have increased at least as much as from 1950 to present. This has forced some advertisers to decrease in frequency in major consumer magazines.

If this price trend continues, and there is evidence it will, a very apparent danger emerges. The print advertising will still be very effective in registering product and copy images in the memories of the public, but the conversion of these memory images to top-of-the-mind buying impulses may falter because of lack of frequency and the fierce competition of other advertising.

Radio could well bridge the gaps between print ads and trigger the conversion of print advertising images from the memory to buying impulses.

During my four years in television I observed the gradual but rapid breakdown of continuity and frequency in television advertising. First, the hour per week advertisers converted to either two hours per month, or half hours per week. Then the half-hour advertisers went from four out of four shows per month to three out of four, then to two out of four, and this season, we had several cases wherein advertisers have decreased their television sponsorship to one half hour show per month.

This, in my opinion, is still good advertising, for the product images created by sight, sound, demonstration, and increasingly, color, must continue to be enormous effective. The danger is that these images may not be readily transferred to top-of-the-mind consciousness at the critical time, i.e., the hours and minutes immediately before buying.

See how beautifully radio fits into the pattern of the future? If an advertiser has two half-hour shows per month on television, he can bridge the gaps and convert the product images developed by television to buying impulses on a daily basis through imagery transfer via radio.
Laughlin stressed that an advertiser must first establish his needs before “value and price can be assessed” in business-like negotiations. He said one major agency executive told him that “if the Freey report does what you say it will do, it will be one of the greatest contributions to us.” It was explained the study would be as “universal” as possible and take cognizance of all size advertisers. “The old concept of small and large advertisers is diminishing in terms of growth and change,” Mr. West observed.

Edwin W. Ebel, vice president for advertising and consumer relations, General Foods Corp., New York, had just stepped down as ANA board chairman, asserted that “if we created the impression that there will be horse-trading (as a result of the government’s consent decree) on Madison Ave., that was not true.” In response to questions, he talked of “deals in terms of honest business negotiation rather than horse-trading” and warned “we must be careful to approach client-agency relations and compensation in a way that will preserve the climate of creativity.”

Harper’s Views Expressed

Mr. Harper’s views on agency compensation were these:

(1) The large agency provides a unique service in managing a “variable creative workload” and providing skilled creative people “on demand” and otherwise assumes responsibility of maintaining, developing and financing a pool of creative manpower “in terms of the creative quality sought . . . not in terms of the ability of the advertiser to pay.”

(2) Internal economies of the agency business “are in appropriate proportion to the risk taken under present compensation practices, but rising costs are changing this proportion.

(3) “Contrary to the dire predictions of the ‘30s, the ‘inflexible form’ in the method of agency compensation has become an integral part of an expanded media service to the public and a vital and dynamic business economy. In short, it works.

(4) “The conventional commission arrangement, however, is not related to any meaningful breakdown of the hundreds of services in hundreds of media and hundreds of varying space and time rates per unit of audience, but is only related to the advertiser’s total outlay. The agency, in its own professional judgment, determines the amount and cost of the labor and service to be applied to message and media. It determines the proportion of emphasis, the order of priority and relevance to the total sales development goal, for which it takes responsibility in the terms of cessation of commission upon notice.

(5) “Total advertising agency compensation 20 years from now will be largely the result of a continuation of individual negotiations relating the needs of the client to the creative sales development services of the advertising agency.

(6) . . . No one has yet found a method more applicable than the needs of business than the standard commission structure . . . The main direction of the ultimate solution will rest in . . . the standard method now

tying compensation to the value of results obtained by the sales development service . . . A governing principle in seeking an optimum system of compensation (is that of) percentage share of the assigned result.

(7) Agency compensation is an infinitesimal part of an opportunity for striving to reduce distribution costs to remain competitive, with increased competition for worldwide markets confronting the marketing function.

Mr. Harper felt the advertising profession “generally would adjust the cause of business much faster, if it would devote its energies to the main target—more productive advertising.” He suggested that sales development is the basic purpose of the modern, complete advertising agency” and that agencies analyze, prove and experiment in this area. Mr. Harper questioned whether, as a central issue, agencies can stay within the 15% structure “and yet deliver the range of services that brings maximum returns in sales development.” He felt any considerations in revising the commission system should be based not on rising costs “but on their appropriateness to the agency function and advertiser-agency relationship.

Any alternative compensation systems must stand the tests of whether they stimulate quality competition, provide adequate incentives for creativity, reward calculated risks, hold administrators responsible for results, protect objectivity and independent viewpoint, identify creative men with entire goals of the business and not simply its parts.”

Members of the ANA special study committee, headed by Mr. McLaughlin, are C. J. Coward, General Electric Co.; Don Frost, Bristol-Myers; Ed Gerbick, Johnson & Johnson; J. Ward Maurer, Wildroot Co.; George Mosley, Seagram Distillers; Ed Rothman, Ford Motor Co.; Henry Schacht, Lever Bros.; Bill Smith, Thomas J. Lipton; Paul Willis, Carnation Co., and Ralph Winslow, Koppers Co.

Aside from Mr. West, who was re-elected ANA president, other officers named were Mr. Mosley, ANA board chairman, succeeding Mr. Ebel of General Foods, and Ralph Winslow, Koppers Co., as vice chairman. Re-elected directors were Ben H. Wells, Seven-Up Co., and George Abrams, Revlon Products. Four new directors are Ray Weber, Swift & Co.; Albert R. Stevens, American Tobacco Co.; George Frost, Cannon Mills, and Ralston H. Coffin, RCI.

Duckwall’s Theory Of Media Buying

At earlier ANA sessions Gene Duckwall, vice president and media research director, Foote, Cone & Belding, Los Angeles, noted that the problem of investing advertising dollars is becoming more complex in recent years because of the growth of TV as a major medium and “many more magazines, broadcasting stations and other media.” He introduced a new “intrusive-directory” concept for media.

TV and radio were described as “intrusive” media while public-service advertising is primarily “directory” and newspapers a combination of both, involving passive and active attitudes by consumers.

“High interest products can be advertised most effectively in directory media and low interest in intrusive media,” Mr. Duckwall contended, though he stressed this should not be construed as a preference for one type of medium exclusively. He also explained terms of “first” and “second” money relating to investments for low interest and low cost products and high interest and frequently bought items.

In certain instances, like advertising refrigerators, he said, it’s best to spend “first money" on directory media and, if the budget permits, "second money" on intrusive media.

Mr. Duckwall cited Purex as an example where “first money” should be invested in intrusive media. Purex is currently putting all its advertising funds “in the clearest type of intrusive media—television,” Mr. Duckwall said, adding: “I think they are correct in doing so, primarily because the soap and cleanser field represents the best example of low interest product which does not merit or receive readership as compared to other products.” He said a number of advertisers actually have applied these principles.

TV GETS ATTENTION OF ANA DELEGATES

Pinkham tells Chicago convention that video medium has grown 'as though it had a pituitary disorder' and predicts advertisers will invest $600 million in network color television by 1960.

TELEVISION—both color and black and white—proved an attention-getter for ANA delegates at their 47th annual convention in Chicago last week, thanks to a "progress and prognosis" report and live closed-circuit presentation by NBC-TV.

Advertisers will invest $150 million annually in network color by 1957 and $600 million by 1960 if the two networks (NBC-TV and CBS-TV) "sustain their present momentum," Richard A. R. Pinkham, vice president in charge of NBC-TV network programs, told ANA representatives Tuesday.

He noted television has grown overall "as though it had a pituitary disorder" and noted that "more people are watching television over more stations more hours of every day of the week than ever before." He decried the contention that TV's novelty has worn off or ever will, because intra-network competition will mean programs and new concepts and personalities.

"Noting TV's emergence last year as the No. 1 national advertising medium in billing and increased circulation, Mr. Pinkham reported the average evening TV program now reaches 7.6 million homes for "near saturated"
AN IMPRESSIONISTIC painting of a radio set as seen from behind—its insides—won first prize in the competition conducted by Radio Advertising Bureau to develop for radio an “art” that would portray the medium and its effect on the people.

This and two other winners, along with 17 other works commissioned by RAB, are being displayed for the first time today (Mon.) and tomorrow during RAB’s second annual National Radio Advertising Clinic at the Waldorf-Astoria in New York (story, page 92). The three prize winners are being announced at the opening session of NRAC this morning (for these and other entries, see reproductions at right).

RAB commissioned 20 young American artists some months ago to submit their impressions of radio. Subject and form was left entirely to the artists.

In a catalog reproducing the 20 entries, RAB President Kevin B. Sweeney explains:

“Radio broadcasting became an important shaper of American life when it was only 10 years old.

“Today, 25 years later, it is one of the strongest influences on the daily lives of tens of millions of Americans.

“...We felt that such an important part of American life and business should have an ‘art,’ that radio and its effect on people should be interpreted pictorially for today and preserved for tomorrow...”

Judges of the entries were art critic Frank O’Hara, Prof. Raymond Dowden of Cooper Union Art School, and William Akin, editor of art and architectural books for the Rheinhold Pub. Corp.

Jackson Wolfgang Beck, designer and artist, directed the project for RAB.

All 20 works are to be offered for sale to radio and advertising executives following the exhibit during the NRAC sessions. Prices range from $125 to $225 each. Each of the three winners is being offered at the top price.

In addition to the winners and other works shown on these pages, one titled “Kilowatts,” by Barrie C. McDowell, was given honorable mention.


FIRST PRIZE: The Oracle, by Ernest R. Smith, gives an impressionistic rear view of the insides of a radio set. The 32-year-old artist was born in Los Angeles. He was an award winner in an exhibition at New York City Center in 1955.

ENTRY: Live Mikes, by Vincent Di Giacomo, metal projections from the canvas, with wires

ENTRY: The interview, by Robert Andrew Parker, typifies one of radio’s basic news and information functions. It is a water color on paper.

ENTRY: Particle Transmission, by Roy Kuhlman, has a background of concrete. Before the cement had dried, Mr. Kuhlman painted it and inserted the radio parts which form the pattern evident here.
SECOND PRIZE: Tower, by Arno Sternglass, is an abstract painting of microphone and tower. The artist, 30, was born in Berlin.

THIRD PRIZE: Maestro, by Sheldon Cotler, depicts a conductor leading an orchestra in what is obviously a studio. Mr. Cotler was born in New York 23 years ago, traveled abroad, is now painting in New York.

ENTRY: Sky Patterns, by John Wheat, looks out through the lower structure of one radio tower upon the silhouettes of others rising up ahead and at both sides.

ENTRY: Combination Man, by Winslow Williams, is done in highly photographic style. It portrays one of the mainstays of radio, the board operator-announcer.

ENTRY: Rooftop Listener, by Robert F. Sullivan, is a water color demonstrating the reach of radio. It shows a workman taking his momentary ease on a rooftop, dialing for a favorite program.
rion”—or one out of every six homes. He claimed, however, that “the most dramatic growth in tv viewing has occurred during the daytime hours,” and “more homes are presently watching television in the morning than watched the average nighttime program during the whole year of 1953.” Mr. Pinkham reported 40% of all homes watch television regularly prior to 9 a.m., 70% prior to noon and nine out of every ten homes regularly use their sets in the afternoon.

“Here is where the savvy advertiser is

CLOSING day of Assn. of National Advertisers’ 47th annual convention in Chicago brought together two ANA officers and featured luncheon speaker L to r. Paul B. West, re-elected ANA president; William C. Stolk, president of American Can Co., who spoke on “Capitalism—USA,” and George E. Mosley, vice president-advertising for Seagram Distillers Co. and new ANA chairman.

really making his television dollar work for him,” he told ANA delegates. “With Class C rates and relatively low program costs, it is possible for even the more modest advertisers to afford daytime exposure two or three times a week and reach a cumulative audience equivalent to and frequently greater than the expensive nighttime attractions and at a significantly lower cost per thousand.”

While network and spot tv have shown “incredible growth,” Mr. Pinkham pointed out, television “will also become more expensive,” based on time cost boosts geared to circulation. He felt, however, that cost-per-thousand will stay in line and that anticipated cost increases won’t be significant compared to those in other media.

Discussing high talent costs, Mr. Pinkham noted that “all three networks are permitting one pelvic artist to get away because he was asking an exorbitant price just because he had a friend who was a hound dog.” But the problem of talent is being brought under control, Mr. Pinkham claimed, by development of new stars, writers, and directors.

Turning to color, Mr. Pinkham insisted that, “the usually reliable Wall Street Journal and Time Magazine, to the contrary,” color is very much upon us (see story, page 84). By the end of the year, consumers will be able to choose from 40 different models (many under $500) turned out by ten manuf

facturers.

“Set sales are beginning to boom,” Mr. Pinkham claimed, citing set sale increases in New York and Philadelphia the past month and attributing it to increased color program fare, particularly by NBC, which is boosting its nighttime schedule 500%. He also noted color conversion by WMJ-TV Milwaukee this week and by WNBQ-TV (Chicago) last April.

As an indication of color tv’s selling power, Mr. Pinkham cited findings of the recent joint NBC-BBDO “Color-town” study on growth and impact of the medium (B&T, Oct. 15).

“Color tv is already beginning to supplant black and white and the roster of companies supporting color tv is a roster of industrial leadership,” Mr. Pinkham asserted. “These are the sponsors who are fighting the fiercest competitive battles, who are looking for the extras that spell leadership.”

Cities Service Tries TNT

THEATRE Network Television Inc., New York, Thursday night staged a closed-circuit tv nine-city hook-up for the Cities Service Co. in order to introduce 5,000 dealers to three new gasoline brands. Connected by TNT were dinner meetings in New York, Boston, Providence, Newark, Philadelphia, Baltimore, Washington, D. C., Richmond and Norfolk, all of which got underway at 8:30 p.m.

Six of the nine cities were hooked together by a two-way system that permitted Cities Service executives, headed by president Burt S. Watson, to conduct a questionnaire-and-answer period. Following the business part of the meeting, Cities Service staged a special entertainment show, featuring Jack Lesoulieu, Jonathan Winters and Paul LaValle and the Cities Service “Band of America.”

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ADVERTISERS & AGENCIES

Cablecasting

Advance Schedule
Of Network Color Shows
(All times EST)

CBS-TV
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. 4 (1-1:30 p.m.) Hecke! & Jekkie Show, sustaining (also Nov. 11, 18, 25).
Nov. 9 (3:30-4 p.m.) Bob Crosby Show, participating sponsors (also Nov. 16, 23).
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. 29-31 (3-4 p.m.) Matinee, participating sponsors (also Nov. 2, 5-9, 12-16, 19-23, 26-30).
Oct. 29 (9:10-10:30 p.m.) Robert Montgomery Presents, Schick through Warwick & Legler, S. C. Johnson & Son through Needham, Louis & Brody on alternating weeks (also Nov. 5, 19, 26).
Oct. 30 (7:30-7:45 p.m.) Jonathan Winters Show, Lewis Howe Co. through Dancer- Fitzgerald-Sample, and Viek Chemical Co. through BBDO (also Nov. 6, 13, 20, 27).
Oct. 30 (8:30-9 p.m.) Noah’s Ark, Liggett & Myers through McCann-Erickson, and Max Factor Co. through Doyle Dane Bernbach (also Nov. 6, 13, 20, 27).
Oct. 31 (9-10 p.m.) Kraft Television Theatre, Kraft Foods, through J. Walter Thompson Co. (also Nov. 7, 14, 28).
Nov. 1 (10-11 p.m.) Lux Video Theatre, Lever Bros. Co. through J. Walter Thompson Co. (also Nov. 8, 15, 22, 29).
Nov. 2 (8:30-9 p.m.) Walter Winchell Show, Toni through North Adv., and R. J. Reynolds Co. through William Esty on alternating weeks (also Nov. 9, 16, 30).
Nov. 2 (9-10 p.m.) Chevy Show, starring Dinah Shore, Chevrolet through Campbell-Ewald (also Nov. 30).
Nov. 3 (8-9 p.m.) Perry Como Show, participating sponsors (also Nov. 10, 17, 24).
Nov. 4 (9-10 p.m.) Alcoa Hour, Aluminum Co. of America, through Fuller & Smith & Ross.
Nov. 11 (9-10 p.m.) Goodyear Playhouse, Goodyear Tire & Rubber Co. through Young & Rubicam.
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]
19% Gas-Oil Dominance

Market figures prove WXEX-TV Grade B area families spend 19% more at filling stations than Grade B area families of any other Richmond market TV station.

<table>
<thead>
<tr>
<th>WXEX-TV</th>
<th>$73,806,000</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station B</td>
<td>$59,529,000</td>
<td>80.7%</td>
</tr>
<tr>
<td>Station C</td>
<td>$59,812,000</td>
<td>81%</td>
</tr>
</tbody>
</table>

Source: Sidney Hollander Associates

Tom Tinsley, President NBC BASIC–CHANNEL 8 Irvin G. Abeloff, Vice Pres.
For busy two-headed time buyers who buy in four station markets

KLZ-TV outrates, outsells 'em all in DENVER

Highest number of syndicated half hours sold.
13 of top 15 in both surveys are seen on KLZ-TV.

Highest rated local news, weather, sports and children’s shows.

Highest rated nighttime network shows.

Highest rated daytime network shows.

Sharpen up your schedules with a potent spot buy on KLZ-TV. Wire your KATZ man or call Jack Tipton, General Sales Manager, KLZ-TV.

Denver’s highest powered TV station.
Represented nationally by the KATZ Agency.
THE P.I. BOYS DON THEIR SANTA GARB

Approach of holiday season brings increased requests to stations for time promoting everything from hypnosis courses to children's toys.

SIGNS of Christmas are appearing early around radio and tv stations as the influx of per inquiry offers starts to swell.

The current crop of P. I. deals indicates that the toy business will be booming this yearend. At least one industry figure believes the most active P. I. offer of all will be a game with a commercial twist—Who's Got the Rate Card?

Approach of the holiday season has brought a stack of P. I. mail to B.T., forwarded by broadcasters who recall promised miracles of past holiday seasons along with such unpromised complications as assorted litigation, audience protests and federal involvements.

The P. I. business of recent weeks includes dolls, balloon, toys, cuckoo clocks and other games. Then there are such year-round rate-card evaders as vitamins, magazines, meat tenderizers, correspondence school courses and a recording that promises to teach hypnotism in 15 minutes.

A toy offer submitted by Samuel Gerber Adv., Boston, covers "10 king-size Mickey Mouse Club balloon-like toys for $1 ppd." Samuel M. Gerber, president, opens his letter, "You undoubtedly have had experience with balloon offers before. This is another, which I feel, has more to offer—not only in quantity and value, but a legitimate tie-in with Walt Disney characters.... I would appreciate your considering this on a P. I. or pre-recorded Radio basis. We can pay $50 on each dollar sale. Promotion from November to Dec. 15. Ideal for Christmas!"

Promises of Profits

Mr. Gerber adds, "I personally am responsible for this creation; my entire background as an advertising agency will stand the closest credit and character check you can make. I've had my own agency for 10 years and can show a clean bill of health in all my agency activities." The 50% profit on each sale is "less agency commission." The agency suggests a daily count of orders received be forwarded to it.

Pittman Co., Porterville, Calif., "can't find words to properly express the extraordinary importance of this bombshell that will blast your way to real big money!"
The offer covers "unique clocks that have been nationally advertised for $9.95 with cuckoo, $5.50 without, with prices now smashed to $3.95 and $2.95 including delivery charges by surface mail.... except the 15¢ packet fee."

These "genuine Black Forest clocks" provide $1 per order sale "or you may add another $1 to this making you $2 profit and still be extremable (sic) low." The offer is signed by James W. Pittman, manager.

Kleicar Corp., Chelsea, Mich., has a Rub-R-Art game that sells for $1. "It has appeared on the Arlene Francis Home Show, in Parents magazine and elsewhere," writes Henry B. Wilcox, of Kleicar, adding, "We can pay a full 30¢ on either a per inquiry or a per order basis; prompt same-day shipping guaranteed. We can pay weekly, monthly, or you may deduct your commission from cash received.

Enclosing suggested air copy, Mr. Wilcox add a postscript, "You may edit copy as you see fit." The copy has an opening announcement cue into music, middle announcement of about 200 words and closing copy.

Sunway Vitamin Co., Chicago, which Marcus Bernstein, president, says "have been successfully selling their product solely over radio for the last 18 years on a satisfaction guaranteed or money refunded basis," has a $2 vitamin offer that will "pay your station $1.36 per order." With each order, Mr. Bernstein writes stations, "the Sunway people send a handsome extra—heavily silver-plated serving spoon...." Finally, station managers are offered a spoon and bottle of vitamins for personal use.

Maher's Offer

Maher Publications, Chicago, offers "40% of every dollar that comes in" for Country & Western Jamboree, 10 issues for $2 "plus autographed photos of four favorite recording stars." It also offers Down Beat, 12 issues for $3, plus a special issue of an extended play record ($1.98 value). The offer is made by Charles Suber, publisher. The free book is for New York, but Y.Papaya instant meat tenderizer that lets the station "retain 50% on every $1 mail order for your selling efforts," according to an offer signed by Charles E. Eckel, general manager. He writes, "New York stations WCBS' Galen Drake, WGMG's Carlton Fredericks, WOR's Martha Dean and John Gambling and others have done a good job for us on this item."

Advertising Co. of America for its American School pays $2 less 15% per inquiry. "In addition, if enrollments are obtained at a cost of less than $10, the school pays the difference. That is, the school pays an additional $2 for each enrollment obtained for $8, an additional $3 for each enrollment obtained for $7, etc. Audits are made 90 days from the date leads are received." Frank K. Levin, director, adds, "Good results have been obtained at nearly every broadcasting time. We shall be glad to hear from you. This could be a good thing all around."

Comes the Hypnotic Approach

Kenneth Shaker Advertising Co., Hollywood, some weeks ago invited stations to increase their revenue $500 to $1,000 a week. "It's as easy as being hypnotized... but I'm not in a state of hypnosis when I tell you that we are breaking all mail order records with our hypnotic kit that sells for $5... and I mean really sells," writes Kenneth Shaker, president. He includes a facsimile of a big display ad that ran in the New York Mirror, without mentioning whether this newspaper space was on a card or per inquiry basis.

The payment plan for broadcasters is described as follows: "And what's so delightful to the station managers is that we pay a healthy $2 commission on each and every order that our tested five-minute E.T. brings on your station! We'll then ship you the tested five-minute E.T. that has the selling punch of that New York Mirror ad!"

BYMART-TINTAIR SPLURGES IN TV

BYMART-TINTAIR Inc., New York, is planning its biggest use of television since the time (1950-51) when it spent close to $4 million (via Somerset Maugham Theatre on both CBS-TV and NBC-TV) in its effort to make Tintair (diey) an overnight household word. Starting "within 30 days," Bymart-Tintair, which is looking for tv station availabilities for a spot campaign as well, hopes to be sponsoring a syndicated tv film program in at least 90 markets to introduce its newest product, identified thus far only as a shampoo.

Product Services Inc., its agency, currently is screening a number of film properties, and reportedly is seeking a program that would appeal particularly to the female viewers.

Agency spokesmen indicated that the client has set aside $1 million appropriation for the tv film program alone with an additional $800,000-plus set aside for the tv spot announcement campaign breaking about the first of the year also in 90 markets and for 39 weeks.

G&R Adds Two Partners

WILLIAM S. KINNEY Jr., a copywriter, and Henry R. Hallowell Jr., of the contract department, have been named partners in Gray & Rogers, Philadelphia advertising and public relations agency, enlarging the firm's ownership group to 14. Their appointment becomes effective Jan. 1 of next year.

Before joining Gray & Rogers in 1947, Mr. Kinney worked for Donahue & Cee agency, New York, the New York Journal
RUTHRAUFF & RYAN ELECTS BEIRN PRES.

F. KENNETH BEIRN, executive vice president of Ruthrauff & Ryan, New York, was elected president of the agency last week, succeeding Robert M. Watson, who moved up to vice-chairman of the board.

Simultaneous with Mr. Beirn’s election, the agency announced the completion of a two-year administrative streamlining program “completely in tune with modern progressive management practices.”

Mr. Beirn joined Ruthrauff & Ryan about a year ago and before that served as president of Blow-Beirn-Toigo Inc. From the time he joined R&R, he has headed the agency’s creative services activities. Before joining Blow, Mr. Beirn headed the New York office of Dancer-Fitzgerald-Sample. Before that he was with Grant Adv. and Pedlar-Ryan.

Census Heads May Drop Radio Ownership Query

RADIO set saturation in U. S. households has reached such a high point that it has been suggested the set ownership question be dropped from the Census Bureau’s questionnaire for the 1960 nationwide census.

A. W. von Struve, public information officer of the Census Bureau, said this suggestion has been made to the American Statistical Assn.’s Census Advisory Committee, which advises the Census Bureau on the decennial census.

But the Census Bureau has made no decision on the radio set question, Mr. von Struve said, and the matter is still “wide open.” He indicated that if leaders in the broadcasting industry are interested in retaining the radio set ownership query in the 1960 questionnaire, they should make their positions known to the Director of the Census. The final version of the 1960 questionnaire on population and housing will be completed next year.

There is no question that a similar question on TV set ownership will be asked in the 1960 census, Mr. von Struve said. He explained that a proposed question to determine which households had AM and FM radio sets was dropped from the 1950 census questionnaire on grounds people were not familiar enough with the differences in AM and FM to give accurate information. In the past, the Census Bureau has dropped such questions as one concerning literacy on grounds there are few people nowadays who cannot read.

Mr. von Struve said the Census Bureau will welcome any suggestions regarding questions to be asked about radio set ownership—such as whether households have two or more sets—as a possible replacement for the question on whether there is a radio in the home.

The Census Bureau has made a special survey on multiple radio ownership, but the regular decennial census has not sought figures on multiple radio sets in the home, Mr. von Struve said.

NARTB represents the broadcast industry on the Council of Population and Housing Census Users, comprising users of census information and statistics from the various fields. This group makes suggestions to the Census Bureau on the questions to be asked in the census taken every 10 years.

Two Appointments by NL&B

APPOINTMENTS of Leonard Kent and Albert A. Klatt as vice president and director of its research and copy departments, respectively, have been announced by Needham, Louis & Borby Inc., Chicago. Mr. Kent has been in charge of research since the resignation of Stuart H. Britt, and Mr. Klatt has been acting head of copy since the resignation of Curtis Berrien.

Thermo-Chef Names A&E

MICRO-MOISTURE Controls, for Thermo-Chef, has appointed Ashe & Englemore Adv., New York, to handle its advertising. Plans have been made to use participations on NBC-TV’s Today and Tonight shows for approximately 60 markets. Campaign, starting Nov. 12, will run until the end of the month.

BEER IN PHILADELPHIA TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

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

NATIONAL NETWORK INDEX

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product &amp; Agency</th>
<th>Network Shows</th>
<th>Total “Commercial” Networks Units</th>
<th>Hooper Index of Broadcast Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Schlitz (J. Walter Thompson)</td>
<td>1</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>2.</td>
<td>Pabst (Leo Burnett)</td>
<td>2</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td>Miller (Mathisson)</td>
<td>(P)</td>
<td>1</td>
<td>2</td>
</tr>
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</table>

PHILADELPHIA INDEX (NETWORK PLUS SPOT)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product &amp; Agency</th>
<th>Network Shows</th>
<th>Total “Commercial” Networks Units</th>
<th>Hooper Index of Broadcast Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ballantine (William Esty)</td>
<td>—</td>
<td>3</td>
<td>17½</td>
</tr>
<tr>
<td>2.</td>
<td>Schmidt (Al Paul Lefton)</td>
<td>—</td>
<td>3</td>
<td>15½</td>
</tr>
<tr>
<td>3.</td>
<td>Esslinger (J. Cunningham Cox)</td>
<td>—</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>4.</td>
<td>Pabst (Leo Burnett)</td>
<td>2</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>5.</td>
<td>Piel’s (Young &amp; Rubicon)</td>
<td>—</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>6.</td>
<td>Schlitz (J. Walter Thompson)</td>
<td>1</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>7.</td>
<td>Ortlieb (Samuel Taubman)</td>
<td>—</td>
<td>3</td>
<td>4½</td>
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<tr>
<td>8.</td>
<td>Stegmaier (McCann-Erickson)</td>
<td>—</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>9.</td>
<td>Miller (Mathisson)</td>
<td>(P)</td>
<td>1</td>
<td>2</td>
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</tbody>
</table>

(P) Participations, as distinguished from sponsorship.

In the above index, the monitoring occurred the week ending Sept. 14, 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 result for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by Broadcasting • Telecasting. No reproduction permitted.

*“Commercial Units”: Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A “commercial unit” is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four “commercial units” are attributed to a 20-minute program, and in the same proportion for programs of other lengths. A “station identification” equals one-half “commercial unit.”

**Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.
Don't wait 'till the front seats are gone...
1,000,000 people by 1961

You have heard it said that the South is America's last economic frontier. A region where great new consumer franchises can be built.

This is true. But as ever happens, late-comers seeking the promised land more often find that the frontier has vanished. Others are solidly entrenched at lesser cost and greater profit.

Already this picture takes shape in Atlanta. Population of the Metropolitan Area is now reliably put at 869,014. In less than five years it will surpass a million.

In 1961 what will be your competitive position in Atlanta? What is it now?
WSB Radio and WSB-TV invite you to share the rewards of this great and growing market's present and future. Put in your ground-floor claim on the South's largest radio and television audiences today.

*****
WSB and WSB-TV are affiliates of The Atlanta Journal and Constitution. NBC affiliate. Representatives are Edw. Petry & Co.

Leadership is traditional . . .

"White Columns" is the home of WSB Radio and WSB-TV in Atlanta
CONVENTIONS UPSET TOP 10 ADVERTISERS DURING AUGUST

POLITICAL convention sponsorship was responsible for a radical change in the makeup and ranking of the top 10 tv network advertisers for August of this year, according to a tabulation based on Publishers Information Bureau's computation of tv network gross billings.

Westinghouse Electric, with more than $3.7 million (sponsored conventions on CBS-TV), topped the listing. Procter & Gamble bought more than $3.3 million of network television time (gross), spending about a half million dollars more than in August of 1955.

The unusual totals for the top 10 advertisers, swelled by political convention time buys, resulted in every one of the 10 spending more than $1.1 million. Four had an outlay of more than $2 million; seven of more than $1.4 million, with the other three well over $1 million. All the network advertisers which sponsored convention coverage on any one of the three tv networks appeared on the list. In addition to Westinghouse: General Motors (Oldsmobile Div. on NBC-TV); RCA (on NBC-TV); Sunbeam Corp. (on NBC-TV), and Philco Corp. (on ABC-TV).

It took big spending on the part of "regular" national advertisers to break into the list last August. P & G, Colgate-Palmolive, American Home Products, Gillette and General Foods all showed enough strength to appear in the listings. As a yardstick of the accelerated spending by convention sponsors: Philco in August of 1955 spent $168,035 in network tv, General Motors failed to make the top 10 grade that month, and Sunbeam bought only a little more than $165,000 of tv network time.

Network tv's gross billings in August this year were up some $12.3 million above the gross for that month a year ago. The January - through - August period showed billings about $57.4 million higher this year compared to last year.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR AUGUST AND JAN.-AUG. 1956, COMPARED TO 1955

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$59,126</td>
<td>$494,345</td>
<td>$194,028</td>
<td>$39,690</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>279,048</td>
<td>1,974,053</td>
<td>1,631,407</td>
<td>2,154,709</td>
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<tr>
<td>Automotive, Auto Access. &amp; Equip.</td>
<td>4,685,287</td>
<td>39,480,522</td>
<td>3,357,599</td>
<td>28,167,944</td>
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<tr>
<td>Aviation, Aviation Equip. Access.</td>
<td>...</td>
<td>17,055</td>
<td>...</td>
<td>76,395</td>
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<td>Beer, Wine &amp; Liquors</td>
<td>656,743</td>
<td>4,717,136</td>
<td>618,319</td>
<td>4,924,144</td>
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<tr>
<td>Building Materials &amp; Supplies</td>
<td>117,550</td>
<td>2,175,782</td>
<td>51,420</td>
<td>724,255</td>
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<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>377,325</td>
<td>5,984,974</td>
<td>122,468</td>
<td>4,700,753</td>
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<tr>
<td>Consumer Services</td>
<td>238,176</td>
<td>1,592,080</td>
<td>40,773</td>
<td>793,569</td>
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<td>Drugs &amp; Remedies</td>
<td>2,744,283</td>
<td>24,467,602</td>
<td>1,804,937</td>
<td>14,115,452</td>
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<td>Entertainment</td>
<td>36,963</td>
<td>36,963</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>6,471,508</td>
<td>57,345,011</td>
<td>5,824,156</td>
<td>52,119,864</td>
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<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>323,283</td>
<td>2,787,156</td>
<td>399,057</td>
<td>3,095,294</td>
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<tr>
<td>Horticulture</td>
<td>2,784</td>
<td>211,185</td>
<td>...</td>
<td>109,669</td>
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<tr>
<td>Household Equipment &amp; Supplies</td>
<td>6,380,014</td>
<td>23,635,144</td>
<td>2,378,548</td>
<td>20,049,290</td>
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<td>Household Furnishings</td>
<td>111,630</td>
<td>2,050,796</td>
<td>28,690</td>
<td>1,660,190</td>
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<td>Industrial Materials</td>
<td>742,849</td>
<td>6,507,799</td>
<td>363,505</td>
<td>4,427,404</td>
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<td>Insurance</td>
<td>271,576</td>
<td>2,852,676</td>
<td>26,600</td>
<td>1,072,490</td>
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<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>350,366</td>
<td>3,711,392</td>
<td>211,818</td>
<td>2,930,424</td>
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<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>323,458</td>
<td>2,759,160</td>
<td>415,631</td>
<td>3,790,302</td>
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<td>Political</td>
<td>3,140</td>
<td>8,435</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>299,533</td>
<td>1,024,306</td>
<td>68,396</td>
<td>486,742</td>
</tr>
<tr>
<td>Radio, tv Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>4,176,259</td>
<td>8,567,226</td>
<td>422,892</td>
<td>5,581,053</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct by Mail</td>
<td>2,832,602</td>
<td>26,671,326</td>
<td>3,202,819</td>
<td>27,357,937</td>
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<tr>
<td>Smoking Materials</td>
<td>4,701,204</td>
<td>39,630,839</td>
<td>3,848,724</td>
<td>28,664,047</td>
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<tr>
<td>Soaps, Cleaners &amp; Polishes</td>
<td>21,121</td>
<td>393,298</td>
<td>...</td>
<td>45,927</td>
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<tr>
<td>Sporting Goods &amp; Toys</td>
<td>6,330,461</td>
<td>53,686,494</td>
<td>6,856,377</td>
<td>48,302,363</td>
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<tr>
<td>Totebars &amp; Toilet Goods</td>
<td>43,170</td>
<td>383,550</td>
<td>40,350</td>
<td>340,500</td>
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<tr>
<td>Travel, Hotels &amp; Resorts</td>
<td>78,426</td>
<td>1,883,611</td>
<td>50,786</td>
<td>1,796,687</td>
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<tr>
<td>Miscellaneous</td>
<td>...</td>
<td>...</td>
<td>...</td>
<td>...</td>
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<tr>
<td>TOTALS</td>
<td>$42,867,975</td>
<td>$314,945,801</td>
<td>$30,344,948</td>
<td>$257,517,496</td>
</tr>
</tbody>
</table>

Source: Publisher's Information Bureau

Leading Advertisers By Product Groups During August 1956

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Gross Ad.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ralston Purina Co.</td>
<td>$43,776</td>
</tr>
<tr>
<td>Best Foods, Inc.</td>
<td>89,272</td>
</tr>
<tr>
<td>General Motors Corp.</td>
<td>2,314,051</td>
</tr>
<tr>
<td>Joseph Schlitz Brewing</td>
<td>204,060</td>
</tr>
<tr>
<td>Johns-Manville Corp.</td>
<td>58,314</td>
</tr>
<tr>
<td>Coca-Cola Co.</td>
<td>152,462</td>
</tr>
<tr>
<td>American Tel. &amp; Tel.</td>
<td>238,176</td>
</tr>
<tr>
<td>American Home Prod.</td>
<td>1,170,722</td>
</tr>
<tr>
<td>Paramount Pictures Corp.</td>
<td>36,963</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>1,100,374</td>
</tr>
<tr>
<td>Gulf Oil Corp.</td>
<td>216,180</td>
</tr>
<tr>
<td>Stern's Nurseries Inc.</td>
<td>2,784</td>
</tr>
<tr>
<td>Westinghouse Electric Corp.</td>
<td>3,722,013</td>
</tr>
<tr>
<td>Armstrong Cork Co.</td>
<td>82,725</td>
</tr>
<tr>
<td>Aluminum Co. of America</td>
<td>173,650</td>
</tr>
<tr>
<td>Prudential Insurance Co. of America</td>
<td>223,500</td>
</tr>
<tr>
<td>Eastman Kodak Co.</td>
<td>128,156</td>
</tr>
<tr>
<td>Gillette Co.</td>
<td>99,855</td>
</tr>
<tr>
<td>New York State Democratic Comm.</td>
<td>3,140</td>
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<tr>
<td>Time Inc.</td>
<td>261,907</td>
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<tr>
<td>Philco Corp.</td>
<td>2,258,181</td>
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<tr>
<td>R. J. Reynolds Tob. Co.</td>
<td>779,243</td>
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<td>Procter &amp; Gamble Corp.</td>
<td>3,089,479</td>
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<td>Mattel, Inc.</td>
<td>21,211</td>
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<tr>
<td>Colgate-Palmolive Co.</td>
<td>1,164,384</td>
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<tr>
<td>Pan-Am. World Airways</td>
<td>43,170</td>
</tr>
<tr>
<td>Armour &amp; Co.</td>
<td>59,273</td>
</tr>
</tbody>
</table>
PORTLAND, OREGON
Associated with KING Broadcasting Company, KING & KING-TV, Seattle

announces the appointment of

BLAIR-TV

as exclusive national representative
on-the-air date, December 17, 1956 · Video power 316,000 watts

PIONEER BROADCASTING COMPANY
Walter Wagstaff, Manager, KGW-TV  John Pindell, Sales Manager, KGW-TV

Strengthen your Portland schedule NOW. Check KGW-TV availabilities with your nearest Blair-TV office:

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

Broadcasting • Telecasting  October 29, 1956 • Page 43
MAKING final plans for The Hidden Treasure Show are (l to r) Messrs. Corbly, Clemens, Esau, Burke and Gericke. The show will be sponsored by the DAV.

DISABLED AMERICAN VETS WILL SPONSOR QUIZ SHOW

All home viewers will be eligible for money prizes on hour-long, once-monthly program by paying one dollar entrance fee. William Tell Productions to produce new series.

A NEW, hour-long, monthly quiz show in which all home viewers may compete for some $55,000 in prizes will start in February with Disabled American Veterans as sponsor, William Tell Productions, producer of the program, announced last week. Each program will be a complete contest, and any viewer may enter upon payment of a $1 entrance fee. The idea was granted clearance some months ago by the U. S. Post Office Dept., William Tell officials reported.

They said the program will be self-liquidating, through the requirement of the dollar entrance fee. The entrance fees will go to the DAV.

Originated by William Tell Productions President William T. Clemens and called The Hidden Treasure Show, the series is patterned after newspaper contests in which entrants determine the missing words to complete a series of sentences. In Hidden Treasure, the sentences will be known as "Songrams" and viewers will be given visual clues through the presentation of musical production numbers. A total of $55,000 in cash prizes will be awarded on the first show and the awards may subsequently go higher, spokesmen reported.

The program will be produced on film and officials said it will start simultaneously in a number of major cities. John Esau, one of the William Tell Productions vice presidents who worked out the sponsorship details with DAV last week, said more than 20 million entry blanks will be distributed prior to each telecast.

"The distribution," he said, "will be accomplished through large-space newspaper and magazine advertising which will commence two weeks prior to the showing of each Hidden Treasure show. Entry blanks also will be distributed through DAV chapters as well as by television stations in all areas where the program will be seen. These areas will include New York, Philadelphia, Detroit, Chicago, Cincinnati, Los Angeles, Washington, Baltimore, and Boston."

WTP Vice President Karl Gericke, who also took part in the DAV negotiations, said: "The production will be tops in quality and entertainment. We are engaging leading television, musical comedy and recording stars, the best of choreographers and the finest technical crew."

A total of 820 cash prizes will be awarded on the first show, according to WTP President Clemens, who said first prize will be $25,000; second prize $5,000, with eight $1,000 prizes and 810 additional awards totaling $17,000. "On subsequent programs," he added, "the prizes will be increased and, depending on viewer interest, $1 million could be given away on a single show."

Joseph Burke, national commander, and Vivian D. Corbly, national adjutant, represented DAV in the negotiations with Messrs. Clemens, Esau, and Gericke. DAV will use the program, according to officials, as an educational medium to acquaint the public with the needs of America's disabled veterans and with what DAV is doing to meet those needs. Said Comdr. Burke: "The Hidden Treasure Show will give us the opportunity to tell the DAV story on television and thus we will be able to reach many more disabled veterans who need help and guidance in their problems."

So. Calif. Tv Network Sold For Special Christmas Show

A LOS ANGELES regional advertiser which has built its business in two years to an estimated $8 million using chiefly tv is spending $100,000 Nov. 10 on a one-hour Christmas show, saturating all Southern California tv channels simultaneously for what is claimed to be the first time.

Riviera Convertible Sofa Bed Co., through George Patton Adv., Hollywood, has signed all seven Los Angeles tv stations, both San Diego outlets, both Bakersfield stations and KEYT (TV) Santa Barbara as a regional network for the program to be aired 11 p.m. to midnight to kick off the Christmas season. To be originated by KNXT (TV), Los Angeles, program will feature Art Linkletter, Hildegarde and others with David Rose orchestra. Large portion of commercials will be devoted to Community Chest. Riviera is using heavy spot tv and newspaper campaign to promote program.

Johnson & Lewis Advertising To Open Los Angeles Branch

JOHNSON & LEWIS Advertising, San Francisco, will open a branch office in Los Angeles Thursday with Account Executive Fred Parke moving from San Francisco to become vice president and manager of the new office.

Robert Anderson has severed his partnership with Goodman-Anderson Advertising, Los Angeles, to become a vice president in the new branch of Johnson & Lewis. Among the accounts he takes with him is Nic-L-Silver Battery Co., Santa Ana, Calif., radio-tv advertiser. Mr. Parke said the new Los Angeles office primarily will service the Bank of America account in Southern California. The bank uses radio-tv.

Goodman-Anderson Advertising effective Thursday becomes Goodman Advertising, according to President Mort Goodman. Claire Koren continues as media director and time buyer.

C-P Co. Rearranges Agency Affiliations

COLGATE-PALMOLIVE Co., New York, last week rearranged its agency affiliations for some of its products.

Vel powder and liquid products, with an approximate $4.5 million advertising budget, goes to Lennen & Newell, New York, while its AERATED SHAVE CREAM, Palmolive Rapid Shave, with an approximate $1.5 million budget, moves to Ted Bates & Co., New York, effective Jan. 1. Both Vel and Palmolive Rapid were formerly serviced by William Esty Co.

The company also named Norman Craig & Associates, New York, to handle its VETO DEODORANT account 3BT, Oct. 15, which has an advertising budget of nearly $1.5 million. Bryan Houston Inc., New York, had been the agency.

As a result of the shift, William Esty will no longer be handling any of the Colgate business.
The "blue chips" are buying FRONTIER

Sunshine Biscuits, Lever Brothers, Carter Products and other major national spot advertisers now sponsor FRONTIER in more than 70 markets. Produced by TV's incomparable Worthington Miner, FRONTIER (against Jack Benny) averaged a 22.9* on network television with a neatly balanced audience of 1.01 men, .98 women, and 1.04 children — 36% higher than the day-night average for all programs!** Take your cue from the nation's leading advertisers— inquire now about FRONTIER's 30 award-winning half-hour film programs for your market.

* Nielsen Television Index, Oct.'55 - Apr.'56  ** ARB Viewers per set

NBC Television Films
Programs for All Stations - All Sponsors

663 Fifth Ave. in New York; Merchandise Mart in Chicago; Taft Bldg. in Hollywood. In Canada: RCA Victor, 225 Mutual St., Toronto.
LUTHERANS FIND PAID-FOR TIME BEST ON RADIO

RADIO is a million dollar-plus ally of the Lutheran Laymen’s League—$1.3 million to be precise.

For the past 24 years, the League has been implementing a policy of buying and selling on radio—buying time and selling religion to the peoples of the U. S. and 65 foreign countries. Its faith in the medium can best be underlined by its 1956-57 radio budget, which has been set at the record high of $1.3 million.

The League is now sponsoring the 24-year-old The Lutheran Hour (Sun., 1:30-2 p.m. EDT) on almost 600 Mutual stations and 60-odd NBC outlets, and re-broadcast in 65 overseas countries. Abroad the program is carried on in 65 languages, with the League buying time on such commercial outlets as Radio Luxembourg, Radio Tangier, and Radio Goa. In addition some 165 stations in the U. S. carry the program free, raising to about 1400 the total number of outlets carrying The Lutheran Hour.

Dr. Oswald C. J. Hoffmann, public relations director for the Lutheran Church—Missouri Synod and principal speaker on The Lutheran Hour, last week detailed the history of the League as a commercial radio sponsor and explained the reasoning behind its activity in radio. At the outset, Dr. Hoffmann commented on the attitude of the National Council of the Churches of Christ in the U. S. A., which recently has called upon the NARTB and radio-tv stations to make “substantial provisions” for the broadcasting of religious programs free as a public service (BT, Sept. 31).

“Our experience in radio leads us to believe that the only effective presentation in the medium is to buy time. In order to obtain favorable time and thereby attain the required frequency to make messages meaningful, we feel it is best accomplished through paid time.”

“Mind you, we are not opposed to free time for religious broadcasts. On the other hand, we feel broadcasters have the right to sell time. If an arrangement can be worked out to the satisfaction of the broadcasters and the religious body, I can see nothing wrong. I also feel that religious groups should not be denied the opportunity of buying time on radio, as has happened on some occasions, provided that the program to be presented does not smack of ‘religious hucksterism.’"

Dr. Hoffmann reported that the Lutheran’s Laymen League had difficulty obtaining radio facilities back in 1933 when The Lutheran Hour was launched on a small lineup of midwestern stations. He paid tribute to Mutual, which has carried the program since 1935, for arranging radio network coverage. He observed that the League was one of Mutual’s first advertisers and the network saluted the League for its confidence in the new network on the occasion of MBS’ 20th anniversary celebration last year.

The value that members of the Lutheran Church—Missouri Synod attach to the program is apparent by the method used to underwrite the $1.3 million expenditure for the upcoming year. Dr. Hoffmann pointed out that up until 10 years ago costs were defrayed entirely through on-the-air solicitation. Then, members of the Lutheran’s Laymen League decided to include costs of the program as part of local church budgets. In ever increasing numbers, churches have adopted this procedure and for this coming year, the budgets from the churches increased 26% over 1955, Dr. Hoffmann said. Though contributions still come in from listeners (though they are not directly solicited), Hoffmann estimates that less than 10% of the cost of the program will be underwritten by these funds.

Dr. Hoffmann reported that the $1.3 million budget will be sliced this way: $800,000 for time charges, $250,000 for production and another $250,000 for advertising and promotion.

Miss Haddock presented the money to the WBNS-TV Scholarship fund.

The $100 honor awards went to the following:


WAFF-TV, WBNS-TV Win In ‘Millionaire’ Promotion

WAFF-TV Baton Rouge, La. and WBNS-TV Columbus, Ohio, have been awarded $1,000 each in recognition of their summer promotion for the CBS-TV series The Millionaire by the sponsor, Colgate-Palmolive Co., New York, through its agency, Ted Bates & Co., same city. Another 10 stations received honor awards of $100 each.

Grace McElveen, WABA-TV, and Barbara Haddock, WBNS-TV, were the individuals who earned the awards for the stations.

Miss Haddock presented the money to the WBNS-TV Scholarship fund.

Possibility contained in report by Daniel on paper’s facsimile operations in San Francisco during Republican convention.

POSSIBILITY of publishing The New York Times as a “national newspaper” is raised in a report to The Times’ management regarding a facsimile edition of the newspaper published in San Francisco during the Republican convention [BT, Aug. 6].

The report, written by E. Clifton Daniel, Jr., coordinator of the facsimile operation, expressed the view that “1960 would seem a reasonable target date” for beginning publication of a national newspaper in various cities simultaneously. Mr. Daniel stressed in an interview with B+T that the report embodies his observations and recommendations to the newspaper’s management and is not to be construed as reflecting the management’s views.

The report termed the San Francisco experiment “successful” on the whole, though some technical improvements are indicated. Mr. Daniel observed there is “undoubtedly an appetite for more news on the West Coast and in other regions,” adding “that appetite is not being satisfied by local newspapers, news magazines, radio and tv.” He said many readers of the facsimile edition complained they could not get enough news from the San Francisco papers, and asked whether The Times could not publish every day on the West Coast.

The possibility of advertising in a national newspaper was touched upon in the report. Mr. Daniel noted that the I. Magnin store in San Francisco and Universal-International Studios in Hollywood expressed interest in the paper in an advertising medium. He pointed out that The Wall Street Journal, which is published simultaneously in five cities, appears daily in San Francisco “with a rich display of ads.”

Mr. Daniel suggested that a national newspaper might employ one or all of several methods of production and delivery, such as photofacsimile transmission, automatic teletyping and high-speed delivery from New York by jet aircraft, “which probably will be in general use by domestic air-lines in 1960.” He added that although it might be impossible to deliver a newspaper as large as The New York Times in vast quantities by any of these methods, consideration should be given to publishing a condensed version of the paper for wide distribution.

“The San Francisco experience,” the report said, “suggests that an initial circulation increase of 100,000 might readily be obtained if the papers could be produced and delivered. That estimate, however, is pure guesswork, and should be the subject of exhaustive study, along with the questions of cost, advertising, production, distribution and editorial content.”

The cost of producing the facsimile newspaper for five days in San Francisco was ap-
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 instrumentals 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.

DIAL 1150

WISN-RADIO
Edward Petry & Co., Inc.

MILWAUKEE'S FIRST STATION

October 29, 1956 • Page 47
BUILD YOUR OWN
With These 52 Thrilling

CRIME DOCTOR
BOSTON BLACKIE
THE LONE WOLF
ELLERY QUEEN
THE WHISTLER
BULLDOG DRUMMOND

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
711 FIFTH AVENUE, NEW YORK, N.Y.
MYSTERY THEATRE
First Run Feature Films

HOLLYWOOD MYSTERY PARADE

Give 'em what they want! Mysteries are best sellers in books and magazines ... big box office in motion pictures and on Broadway ... and tops on TV! This unique package offers you not just ordinary mysteries, but includes the most famous of all fictional sleuths ... portrayed by top Hollywood stars ... IN FEATURE LENGTH FILMS!

You can't beat this great combination for capturing top TV ratings and more satisfied sponsors. Availabilities will be snapped up fast ... don't waste a minute!

PHONE TODAY... BE ON THE AIR TOMORROW!

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

IN THE MIDWEST
Henry Gillespie
Franklyn 2-3696
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.
proximately $75,000. Circulation ranged from 16,000 to 19,000 daily, with the first day's newspaper totaling eight pages and the others 10 pages. No advertising was carried.

Mr. Daniel reported that a few of the problems of using facsimile in publishing a large daily newspaper were the time element, in that considerable handling is involved in the operation, even though transmission is speedy; suitable printing and engraving plants are difficult to obtain; the cost of transmission, and of facsimile equipment.

Among the news media that manifested "considerable interest" in the facsimile operation, Mr. Daniel said, were Time, The Wall Street Journal, and Fairchild Publications.

The actual operation in San Francisco was summarized as follows: The Times newsman transmitted three stories by conventional methods to New York, where they were edited and pages were made up for the facsimile edition. Proofs were rushed to the Times Facsimile Corp.'s plant in New York, where they were taped on the transmitter drum, two at a time. Two transmitter in New York and two recorders in San Francisco were used in alternation.

Using the microwave relay system of AT&T, it took about one hour to transmit the required number of pages. The pages of the facsimile edition were received in San Francisco in the form of film negatives the size of newspaper pages. The film negatives were sent to photogravers who initially made photo negatives and then zinc etchings. Matrices were made from the engravings and curved plates were made from the mats for use on a rotary press.

Biggest Bulova Drive Begins

BULOVA Watch Co., Flushing, N. Y., last week launched what it said would be the biggest advertising campaign in its history as it lined up 274 tv stations to carry spot announcements for its new "First Lady" 23-jewel, 18 karat gold women's watches. Originally "sneak-previewed" on Oct. 20's Jackie Gleason Show (CBS-TV, Saturdays, 8-9 p.m. EST), the campaign last week moved into spot announcements on a national and dealer co-op basis on both radio-tv. To be seen for the duration of the campaign on the Gleason show, it's been estimated by Bulova officials that over 30 million viewers will be reached daily by spot tv, while 42 million (in 175 markets) will see the ads on the Gleason programs.

Pontiac CBS Buy Confirmed


North American Philips Signs To Sponsor Olympics on Radio

IN ITS first use of network radio, North American Philips Co. (Norelco shavers and other products), N. Y., has signed to sponsor a special 17-day series of 1956 Olympic game broadcasts from Australia on NBC Radio, starting Nov. 22 and ending Dec. 8. The agency is C. J. La Roche Co., New York.

The transaction was jointly announced last week by P. C. Weiszeimer Jr., vice president of North American Philips and William K. McDaniel, vice president, NBC Radio Network Sales. The series, called Olympics '56, will consist of 47 five-minute programs and will feature on-the-spot coverage of the competitive events, as well as interviews with Olympic officials and participants. Among the newsmen who will be covering the Olympics events for NBC Radio are Bill Henry, Jesse Abramson, Jim Simpson and Lindsey Nelson.

CBS Radio has announced plans to cover the Olympics from Nov. 24 to Dec. 8 but has not lined up a sponsor or formulated a specific broadcast schedule. Mutual and parent company spokesmen reported they have not finalized their coverage plans.

The Australian Olympics committee is in the process of providing filmed coverage of the games to stations on a syndicated basis.

Restrictions imposed by the committee have blocked plans thus far for network and station coverage.

Another Woman Is Late

WITH last week's postponement, the second in two months, for its Most Beautiful Girl In The World quiz game, Revlon Products Inc. seems to have come up in effect with a teaser campaign.

Originally scheduled for premiere showing in September, Revlon found that Most Beautiful Girl wasn't quite ready for its coming-out party, and filled its committed Monday, 9-9:30 p.m. time slot with re-runs of Medici. At the time, Revlon and NBC announced the show would get under way Oct. 22. The latest snarl occurred when Revlon realized that its Nov. 5 program probably would be pre-empted by last minute campaign oratory and, according to Advertising Manager Bill Mandell, "It wouldn't look good if we started off with two weeks, only to be off for the two weeks following." (Producer's Showcase's "Jack and the Beanstalk" is scheduled Nov. 12.) Most Beautiful Girl may now debut Nov. 19.

LATEST RATINGS

TV SHOWS (2 WEEKS ENDING SEPT. 22)

<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 Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ed Sullivan Show</td>
<td>Lincoln-Mercer</td>
<td>Kenyon &amp; Eckhardt</td>
<td>CBS</td>
<td>162</td>
<td>Sun., 8-9</td>
<td>17,304</td>
</tr>
<tr>
<td>2</td>
<td>Disneyland</td>
<td>American Motors</td>
<td>Geyer &amp; Brooks, Smith,</td>
<td>ABC</td>
<td>172</td>
<td>Tues., 10-10:30</td>
<td>15,419</td>
</tr>
<tr>
<td>3</td>
<td>646,000 Question</td>
<td>American Dairy</td>
<td>French &amp; Dorence</td>
<td>NBC</td>
<td>176</td>
<td>Wed., 7:30-8:30</td>
<td>13,911</td>
</tr>
<tr>
<td>4</td>
<td>Perry Como Show</td>
<td>American Dairy</td>
<td>Campbell-Mithun</td>
<td>ABC</td>
<td>127</td>
<td>Sat., 8-9</td>
<td>13,195</td>
</tr>
<tr>
<td>5</td>
<td>Autos Show</td>
<td>Kimberly-Clark</td>
<td>Campbell-Mithun</td>
<td>NBC</td>
<td>99</td>
<td>Mon., 8:30-9</td>
<td>12,743</td>
</tr>
<tr>
<td>6</td>
<td>Robert Montgomery Presents</td>
<td>RCA</td>
<td>Kraft</td>
<td>ABC</td>
<td>101</td>
<td>Mon., 9:10-10:30</td>
<td>12,620</td>
</tr>
<tr>
<td>7</td>
<td>I've Got A Secret</td>
<td>Schick</td>
<td>Warner &amp; Legler</td>
<td>CBS</td>
<td>179</td>
<td>Wed., 9:30-10</td>
<td>12,516</td>
</tr>
<tr>
<td>8</td>
<td>Gunsmoke</td>
<td>Upset &amp; Myers</td>
<td>Cunningham &amp; Walsh</td>
<td>CBS</td>
<td>146</td>
<td>Sat., 10-10:30</td>
<td>12,566</td>
</tr>
<tr>
<td>9</td>
<td>Climax</td>
<td>Chrysler Corp.</td>
<td>McCormick-Erickson</td>
<td>NBC</td>
<td>174</td>
<td>Thru., 6:30-9:30</td>
<td>12,296</td>
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<tr>
<td>10</td>
<td>Private Secretary</td>
<td>American Tobacco</td>
<td>CBS</td>
<td>174</td>
<td>Sun., 7-8:30</td>
<td>11,699</td>
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</table>

$ Average Audience

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Average Audience</th>
<th>No. of Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ed Sullivan Show</td>
<td>Lincoln-Mercer</td>
<td>47,3</td>
<td>1,000</td>
</tr>
<tr>
<td>2</td>
<td>646,000 Question</td>
<td>American Dairy</td>
<td>41,7</td>
<td>1,000</td>
</tr>
<tr>
<td>3</td>
<td>Disneyland</td>
<td>American Dairy</td>
<td>37,8</td>
<td>1,000</td>
</tr>
<tr>
<td>4</td>
<td>I've Got A Secret</td>
<td>Kimberly-Clark</td>
<td>36,5</td>
<td>1,000</td>
</tr>
<tr>
<td>5</td>
<td>Gunsmoke</td>
<td>American Dairy</td>
<td>35,5</td>
<td>1,000</td>
</tr>
<tr>
<td>6</td>
<td>Climax</td>
<td>American Dairy</td>
<td>34,7</td>
<td>1,000</td>
</tr>
<tr>
<td>7</td>
<td>I've Got A Secret</td>
<td>Kimberly-Clark</td>
<td>34,1</td>
<td>1,000</td>
</tr>
<tr>
<td>8</td>
<td>Gunsmoke</td>
<td>Kimberly-Clark</td>
<td>32,8</td>
<td>1,000</td>
</tr>
<tr>
<td>9</td>
<td>Climax</td>
<td>Kimberly-Clark</td>
<td>31,7</td>
<td>1,000</td>
</tr>
<tr>
<td>10</td>
<td>What's My Line</td>
<td>Kimberly-Clark</td>
<td>31,0</td>
<td>1,000</td>
</tr>
</tbody>
</table>

(1) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(2) Homes reached during the average minute of the program.
* Percentages are based on tv homes within reach of station facilities used by each program.

[Details on programs in preceding three tables, but not listed in top table]
Swim

WAFB-TV, Baton Rouge
Wins "Millionaire" Contest

Of four national television promotion contests conducted in the last 18 months, WAFB-TV has won first place in three of them. (And we think we'd have won the other one, if our Promotion Director, Grace McElveen, hadn't been on a cruise she won in the second contest, when the third contest came up.) Look at this recent record:

1. First place winner in "Lucy Show" competition with a double first prize for special merchandising job.
2. First place in Screen Gems, Inc. contest on program promotion.
3. Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."
4. WAFB-TV's only entry won second place in 1956 Billboard promotion contest for "network programs."

AND NOW

5. Colgate-Palmolive Company conducted a nation-wide contest among CBS television stations to stimulate interest in "The Millionaire." Once again WAFB-TV's unique superiority in merchandising won first place. Such extra support pays off in extra ratings on WAFB-TV (see below).

All this, and Ratings, too!

WAFB-TV has overwhelming viewer preference in Louisiana's State Capital. According to latest Telepulse, WAFB-TV has a leadership of nearly five to one, is first in 347 quarter hours to 78 for Station B.

WAFB-TV
Affiliated with WAFB-AM-FM
CBS-ABC 200,000 Watts
Reps: Blair Television Associates

"First in TV in Baton Rouge"
**exclusive**

NO IBM 29, 1956

National Representatives

*1st in...Get the facts today*

...it's *welcome news* to advertisers now on WCBM.

...it's *important news* to all advertisers planning a radio schedule in the burgeoning Baltimore market!

...now, with programming from the Columbia Broadcasting System, WCBM is an even better "buy" in Baltimore!

...the latest surveys* prove our point. Get the facts today... direct or from our representatives!

*1st or 2nd in 146 out of 212 1/2-hour rating periods 1st—104 times, 2nd—42 times

---

**CBS goes WCBM!**

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**CBS Radio Affiliate**

10,000 Watts on 680 K.C.

Baltimore 13, Md.

---

**Advertisers & Agencies**

ABC Reports $2.6 Million 'Breakfast Club' Billings

APPROXIMATELY $2.6 million in gross total billings has been committed to ABC Radio's segmented Breakfast Club (Monday-Friday, 9-10 a.m.), it was noted last week as additional new and renewed business was placed on the books.

Latest sponsor was Frito Co. (Fritos), Dallas, which signed for three participations weekly for 13 weeks, starting next February. Agency: Tracy-Locke, Dallas. Also newly-signed to the program and announced last week by George Comtois, ABC Radio's national sales manager: Beltone Hearing Aid Co., Chicago, through Olian & Bronner, same city, for unspecified number of segments starting Dec. 6; Dromedary Co. (Div. of National Biscuit Co.), through Lennen & Newell, New York, varying segments starting Nov. 1 in behalf of Dromedary dates and specialties; Duffy-Mott Co. (Sunsweet prune juice and cooked prunes), via Young & Rubicam, New York, for two segments weekly beginning Jan. 1, and Chas. Pfizer & Co. (for its agricultural division's products), New York, through Leo Burnett Co., Chicago, for a segment daily beginning Nov. 12.

Renewals on Breakfast Club: Bristol-Myers Co., New York, through Young & Rubicam. New York, three segments weekly starting Nov. 5, for Sal Hepatica, and three segments weekly starting today (Monday) for Bufferin; John Morrell & Co., Chicago (Red Heart dog food), via Campbell-Mithun, same city, one segment daily, beginning today (Monday).

In other morning program buys, Dromedary picked up segments in My True Story (Monday-Friday, 10-10:30 a.m.) and Magic Matching Thread Co., Bridgeport, Conn., which bought a segment weekly on the program, through Curtis Adv., New York, effective Oct. 19, is using network radio for the first time. According to Mr. Comtois, the new and renewed business covers more than 300 segments in the network's morning programming block.

**Chicago Dairy to Use Radio For Its 100th Anniversary**

SIDNEY WANZER & SONS, Chicago dairy, which has been a traditional print advertiser for years, will utilize radio for the first time in its history early next year to point up its 100th anniversary.

The company plans a saturation announcement campaign on three local stations as part of an estimated $125,000 advertising program starting about the second week of January, it was reported. Approximately 40 spots will be aired weekly for the first 13 weeks.

Wanzer currently sponsors a segment of Clint Youle's weather program nightly on WNBQ (TV) Chicago, its only tv property, and was reported to have turned to radio to obtain more advertising frequency. Commercials will include jingles and by-products (milk, etc.) pitches tied in with the anniversary theme. Agency is George H. Hartman Co., Chicago.
People watch programs, not towers. Without the new tower the last Pulse showed that 15 of the top 18 once-a-week shows are on WMT-TV, 10 of the top 15 multi-weekly shows are on WMT-TV. The 25-county Area Pulse showed WMT-TV first in share of audience, with 418 out of a possible 481 quarter-hour firsts. Separate reports for 3 of Iowa’s 6 largest markets show WMT-TV the overwhelming favorite in each. With the new tower it will be easier than ever to watch WMT-TV’s programs.

WMT-TV • CBS for Eastern Iowa • Mail address: Cedar Rapids • National representatives: The Katz Agency

*Target date: December
Motorola Realigns Ad Dept.

REALIGNMENT of the advertising department at Motorola Inc., Chicago, was announced last week, with the appointment of Bob Van Brundt, former national sales manager, as manager of television advertising and sales promotion, and Peter H. Whelen, present sales promotion manager, as manager of radio advertising and sales promotion. Appointments were announced by Harold J. McCormick, Motorola advertising and sales promotion director, as a move toward a "greater degree of specialization by products." Both Messrs. Van Brundt and Whelen will be responsible for national advertising and other activities and report to Mr. McCormick and radio tv sales managers. George Mahoney becomes manager of advertising services.

Newman Firm Joins Ad Fried

THE Louise Newman Adv. Agency, Oakland, Calif., has merged with Ad Fried & Assoc., also Oakland, according to Ad Fried, president of the enlarged firm which retains his name. Mrs. Newman, before opening her own agency, had been assistant promotion manager of King Feature Syndicate, New York, business management consultant and director of advertising for several industrial firms. The merger marks the beginning of a planned expansion of the 15-year-old Fried organization.

NETWORK NEW BUSINESS

Oldsmobile Dealers signed for one-shot 1957 Rocket Revue on ABC-TV (Nov. 8, 8:30-9 p.m. EST) promoting new Oldsmobile models. John Daly will host and Bill Hayes will be "singing master of ceremonies." Agency: D. P. Brother, N. Y. and Detroit.

Chrysler Corp., Detroit, to sponsor annual Thanksgiving Day Parade of J. L. Hudson Co., Detroit, over ABC-TV, Nov. 22 (10:15-11 a.m. EST). Agency: McCann-Erickson, N. Y.

SPOT RENEWAL

John H. Breck Inc. (hair preparations), Springfield, Mass., through H. B. Humphrey, Alley & Richards, N. Y., renews participations in NBC-TV's Matinee Theatre (Mon.-Fri., 3-4 p.m. EST) for 52 weeks, effective Nov. 2.

AGENCY APPOINTMENT

Dole-Hawaiian Pineapple Co., Honolulu, appoints Foote, Cone & Belding, S. F., for its new products division. FC&B will launch radio-tv spot drive shortly to introduce line of frozen fruit juice concentrates.

Madera Bonded Wine & Liquor Co. (Mt. Zion wine), Baltimore, appoints Applestein, Levingstein & Golnick Adv., same city.

National Health Aids, Baltimore, also to AL&G.


Yuk-a-Puk Farms Inc., N. Y., appoints M. M. Fisher Assoc., Chicago, to handle advertising. Company is owned by Morey Amsterdam, radio-tv-night club entertainer.

A&A PEOPLE

Marshall C. Lewis, account executive at Marsteller, Rickard, Gebhardt & Reed Inc., Chicago, elected vice president and transferred to agency's N. Y. office.

Charles A. Conrad, account executive and assistant to president, Ruthrauff & Ryan Inc. N. Y., to Dancer-Fitzgerald-Sample Inc., same city, as account executive.

Charles H. Weissner Jr., account executive, J. Walter Thompson Co., N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, in similar capacity.


Mort Reiner and Leo La Montagne, on staff of Product Services Inc., N. Y., promoted to timebuyers.

Anthony Rocco, former local sales manager, WGR Buffalo, to Barber & Drudlarc Inc., Buffalo agent, as head of new radio-tv department.

Richard P. Prezehel, formerly art director at Potts, Woodbury Inc., Kansas City, Mo., to Compton Adv., Chicago, in similar capacity.

Alan Hahn promoted to radio-tv copy director, Joseph Katz Co., N. Y.

Robert A. Berman, tv director at R. Jack Scott Inc., Chicago, to Olian & Bronner Inc., same city, in similar capacity.


George J. Hoag, formerly with Procter & Gamble, appointed merchandising director at Wherry, Baker & Tilden, Chicago.

Jonathan Yost, west coast director, radio-television, Doyle Dane Bernbach, to Ted Bates, Hollywood, as television producer.

Sylvia Dowling, tv copy supervisor, Sullivan, Stauffer, Colwell & Bayles, N. Y., appointed senior copywriter, Benton & Bowles, N. Y.

Arthur A. Simon, formerly in marketing services division of Dun & Bradstreet Inc., named market research director at Tatham-Laird Inc., Chicago.

Edward Simon, formerly with Kenyon & Eckhardt, N. Y., to Bryan Houston, N. Y., in research department.

Thomas L. Hughes Jr., M. H. Hackett Co., N. Y., senior copy writer, to Paris & Peart Inc., same city, as associate copy director.

Look at these results: WBZ-TV TRIPLES RATINGS OVER PREVIOUS MONTH WITH WARNER FEATURES & POPEYES!

October 17, 1956

Mr. Bob Rich
Associated Artists Productions, Inc.
345 Madison Avenue
New York 17, N.Y.

Dear Bob:

This is the kind of letter I really enjoy writing. Our new "Boston Movietime" program featuring those wonderful Popeye cartoons and "First Time on TV" Warner Bros. features more than tripled our ratings in September over those of August. The ANN average in the Monday-Friday period (4:45-6:45 PM) leaped from a 4.3 up to 13.7!

What's more, the very first time out, "Boston Movietime" beat "Mickey Mouse Club" which runs against us for an hour in this period. Last month we pulled a 4.5 against a 15.7 for the hour. But look what happened with "Boston Movietime" — we got a 14.5 to the opposition's 12.6.

Yes, Popeye and Warner Bros. features have changed the viewing habit here in Boston and New England. Families push their supper time back a little to enjoy this excellent television fare. And the audience composition is something, too. "Boston Movietime" now boasts of an audience of 264 men, 47 women, and 330 children!

In one week, the program drew 33,383 letters and postcards. And needless to say, we're completely sold out.

Of course, we knew these pictures were great. And we backed them with a fine host, Alan Dury, and the biggest promotional campaign to hit New England. Wrapped all together, AAP's wonderful pictures produced those sensational results.

The future? "Boston Movietime" is growing every day. And as the season advances, we are confident these ratings will go even higher. We, and our sponsors, couldn't be happier.

Best regards,

F. A. Tooke
General Manager

Call or wire today

345 Madison Ave.
New York City
Murray Hill 6-2323

Associated Artists Productions, Inc.

CHICAGO • 75 E. Wacker Drive • Dearborn 2-4040
DALLAS • 151 Bryan Street • Randolph 6043
LOS ANGELES • 9110 Sunset Boulevard • Crestview 6-5886
NEW PRM DIVISION HEADED BY STARK

NEW division of PRM Inc. has been established with a $5 million allocation as a combination entertainment-investment company to function in motion pictures, television and other theatrical enterprises. It was announced jointly last week by Louis Hess- ler, PRM board chairman, and Elliot Hyman, president of Associated Artists Productions, New York, a PRM subsidiary.

Plans for the venture, disclosed in Hollywood, were accompanied by the announcement that Ray Stark has been named to head the new division. Mr. Stark has resigned as vice president of Famous Artists Corp. and has been appointed vice president in charge of the west coast division of PRM and executive in charge of production for AAP.

Mr. Stark said the new division will finance, develop, create and package motion pictures, television programs and other theatrical enterprises and will purchase interests in other production companies and in the contracts of top entertainment personalities. It also plans to participate in co-production ventures.

The new unit, according to Mr. Stark, will be worldwide in scope. Offices shortly will be opened in London and Rome.

Benson Appointed by TPA As Merchandising Director

APPOINTMENT of Murray Benson, formerly with Stone Assoc., as director of merchandising for Television Programs of America, effective today (Monday), was announced last week by Milton A. Gordon, TPA president.

Mr. Gordon also announced that TPA now will handle all licensing and merchandising directly, instead of through Stone Assoc., which has filed this function for the company since March 1955. The change in merchandising procedure, he said, was necessitated by "the volume of activity which now requires a complete merchandising-licensing-premium department within TPA itself."

Loew's Stock Remains Stable Despite Fight Control Threat

THREAT of a proxy fight for control of Loew's Inc. before next Feb.'s annual meeting loomed last week with two distinct groups of stockholders reported to be preparing for a show-down. Despite the proxy threat, prices of Loew's common stock on the New York Stock Exchange remained stable, closing at 19¾ last Monday and again on Thursday. Groups said to be opposed to the policies of the present management consist of share-holders representing individuals and foundations and another consisting of banker-supervised trusts and estates.

The company has been more active in tv in recent months, leasing its Metro-Goldwyn-Mayer library of feature films to stations as well as having purchased a minority stock interest in KTTV (TV) Los Angeles and KTVR (TV) Denver. The company also owns WMGM New York.

MINOT Back in Film Business

MINOT TV Inc., New York, has been reactivated as a tv film distribution company by Charles M. Amory, president. Offices have been established at 120 E. 56th St., New York 22, telephone: Plaza 1-5090.

LEVITT TO HEAD NBC SUBSIDIARY

ROBERT D. LEVITT, vice president and general manager, California National Productions Inc., has been named chief executive officer of the NBC subsidiary, Charles R. Deny, NBC executive vice president in charge of operations, announced last week.

Mr. Levitt succeeds Alan W. Livingston, former president of CNP, recently named head of NBC-TV programs originating on the West Coast, a post vacated by the resignation of Frederick Wile (BT, Oct. 15).

In announcing Mr. Levitt's appointment Mr. Denny said the title of president has been dropped from California National Productions, and that Mr. Levitt will remain at the subsidiary's New York headquarters.

WOR-TV First to Purchase Screen Gems Mystery Parade

FIRST SALE of Screen Gems' new "Hollywood Mystery Parade" package of 52 mystery features to WOR-TV New York was announced last week by Robert Salk, director of sales for Screen Gems. The package was released last week to the company's sales force for distribution to stations throughout the country.

The feature films, produced during the mid-forties, never before have been shown on tv. Titles include "Boston Blackie," "Bulldog Drummond," "Crime Doctor," "Ellery Queen," "The Lone Wolf" and "The Whistler."

We are releasing 'Hollywood Mystery Parade' at this time," Mr. Salk said, "because personal requests from broadcasters and detailed surveys conducted by our own organization have convinced us that the demand for mystery fare by tv audiences throughout the country is at a peak . . . all of the mysteries included in 'Hollywood Mystery Parade' have been or still are successful television or radio programs."

Negotiations for sale of the package to WOR-TV were conducted by Mr. Salk and S. L. Adler for Screen Gems and Milford Fenster for WOR-TV. It is expected that the station will incorporate the package into its late evening programming.

Mowery to Loew's Sales

PAUL MOWERY, who has his own consulting firm, has been retained by Loew's Inc.'s tv division for a special sales assignment in the Midwest, according to Charles C. (Bud) Barry, vice president in charge of tv. Mr. Mowery will headquarter in MGM-TV's New York office. He formerly was in executive capacities with ABC and CBS.
In the city of Providence, there's a powerful TV station. It's a friendly station and everyone loves it. Viewers love it because it brings them the programs they want. Sponsors love it because it brings them the results they want.
Because tricks are
Easy to do on film, too!

Stunts that put life in your shows come off right. No chance of "fluff" or "goof." And you know in advance how your audience will react... know because you can shoot, edit and pre-test to your heart's content. Costs are low, too, when you use dependable EASTMAN FILM.
Be such treats!

For complete information—type of film to use, latest processing techniques—write to

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of
Eastman Professional Motion Picture
Films, Fort Lee, N. J.; Chicago, Ill.;
Hollywood, Calif.

Be sure to shoot
IN COLOR . . .
You’ll be glad you did.

Reynolds, NBC Sign Pact For Overseas Productions

INDEPENDENT tv film and motion picture producer Sheldon Reynolds (creator of the Foreign Intrigue series) has signed an agreement with NBC calling for his personal services and the facilities of his firm, Sheldon Reynolds Productions Inc., Paris and Stockholm, in the development of filmed properties for the network.

Announcement of the agreement was made last week by Thomas A. McAvity, NBC executive vice president of television programs and sales, who said the Reynolds firm will begin work on three adventure series and a situation comedy for the network—all to be filmed on location in Europe. The contract provides for Mr. Reynolds’ personal services as advisor on all foreign NBC productions.

Mr. Reynolds also is currently producing a new Milton Berle film series for showing on NBC.

Nelson Predicts Network Emphasis on Filmed Programs

CHANGES in tv network structure resulting in a heavier emphasis on filmed programs were predicted by Raymond E. Nelson, vice president and general manager of the NTA Film Network in a talk Thursday before the Metropolitan Advertising Men’s Club in New York.

Mr. Nelson indicated the cost of the coaxial cable, needed to bring live programming to connected stations, is high and is “unsuited to the realities of tv in the 1950’s.” He claimed there is about five times as much film on networks and stations as there are live shows, adding that this proves that “stations have become less dependent on the kind of shows necessitating linkage of stations.” He voiced the belief that the network trend would be in the direction of film with wire interconnection confined to special telecasts.

Mr. Nelson heads the NTA Film Network, which launched operations on Oct. 15 and currently provides one and one-half hours a week of feature film programming to more than a hundred stations. He told the advertising group that expansion plans for the film network currently are in the blueprint stage.

Goetz Utilizes SG Funds For Independent Producers

HOLLYWOOD film producer William Goetz, whose independent film productions are released through Columbia Pictures Corp., plans to enter tv through a Columbia subsidiary, Screen Gems Inc., SG Vice President and General Manager Ralph Cohn, announced last week.

As the first of the new series to be produced independently under the Screen Gems banner (and the $2.5 million set aside by SG to finance just such independent productions [At Deadline, Oct. 22]), Mr. Goetz has lined up full-hour dramatizations in color from the Bible, to be titled The Book of Books. Mr. Goetz, among whose film credits are those for “Song of Bernadette,” “The Glenn Miller Story” and “The Man From Laramie,” plans an early shooting date in order to facilitate SG’s plans in placing the property on the market at the earliest possible convenience.

15 Tv Stations Purchase Interstate Film Series

LLOYD L. LIND, vice president and sales manager of Interstate Television Corp., announced the following sales for the week ending Oct. 19:

Adventure Action Series to WJBF-TV Augusta, Ga.; Adventure Album to CBOT (TV) Ottawa; Counterpoint to KSWO-TV Lawton, Okla.; Hans Christian Anderson to WTOK-TV Savannah, Ga., and KRGY-TV Weslaco, Tex.; Jubilee Theatre to WIST-TV Columbus, S. C.; Little Rascals to WBKB (TV) Chicago; KSIX-TV Corpus Christi, Tex., and WOTC-TV.

Also: Public Defender to WMAR-TV Baltimore; WBNS-TV Columbus, Ohio; KSIX-TV; KSWO-TV; WRC-TV Phila.-delphia, and WMAL-TV Washington; Royal Playhouse to CBT (TV) Halifax, N. S.; CBOT; CBUT (TV) Vancouver, B. C., and CBWT (TV) Winnipeg, Man.

‘Annapolis’ in 50 Markets

ZIV Television Programs’ new series, Men of Annapolis, has been sold in 50 markets in advance of release of the series to the company’s sales force, it was announced last week by M. J. Ritkin, vice president in charge of sales.

Mr. Ritkin reported that Quality Bakers of America has bought the series in 17 markets. Other multiple-market purchases, he said, were by Fuller Paint Co. and Carnation Milk Co., who have signed for sponsorship in 14 Pacific Coast and Rocky Mountain areas.

‘Sheriff’ Sales Total 140

NATIONAL Telefilm Assoc., New York, reported last week that recent sales on Sheriff of Cochise series have raised the total number of markets signed for the program to 140. Latest sales have been made to more than 20 stations, including KTTV (TV) Los Angeles, KRON-TV San Francisco, KPRL-TV Houston, KSL-TV Salt Lake City, KVOO-Tulsa and KLJ-TV Las Vegas.

FILM PEOPLE


Stan Cole director of industrial film division, Mel Gold Productions, N. Y., to sales manager.

Leslie Goldman, business management specialist in motion pictures, to George Blake Enterprises, N. Y., as sales manager.
THE NATION's voters will return Dwight D. Eisenhower to the White House for a second term as President, but they'll give him a Congress with both houses controlled by the Democrats.

That's how the presidential campaign outcome appeared to the news directors of a representative sample of U. S. radio and television stations surveyed by B*T less than a month before Election Day.

Those results indicate the judgment of a sizeable majority of the 132 broadcast station news directors returning usable replies to the B*T questionnaires, which were sent to some 500 stations. Four news directors expect the re-election of President Eisenhower to one who anticipates a victory for Adlai Stevenson. Two of these news experts look for a Democratic majority in the Senate to every one who expects to find the Republicans in control of the next session, and there are five who pick the Democrats to control the House of Representatives to every one who thinks the House will be controlled by the GOP.

There's much more agreement among the broadcast station news directors this fall than B*T's first presidential poll revealed in October 1952. Then the division of pre-election opinion was pretty much on a 50-50 basis. One presidential candidate got the votes of 56% of the broadcast newsmen as most likely to win the election, and it is embarrassing to have to report that the choice of the majority was Mr. Stevenson and that small majorities of the broadcast newsmen also thought that there would be a Democratic Senate (58%) and a Democratic House (54%), which were also bad guesses.

This year, the station news directors are not only in national overall agreement on the election outcome, but their opinions run in about the same ratio throughout all sections of the country, regardless of the political predilections of any particular region. There is virtually no evidence of personal partisanship replacing sound news judgment in the response to this questionnaire.

The broadcast news directors also are in substantial agreement that President Eisenhower has made far more effective use of radio and television in his campaign than have any of the other three top-of-the-ticket candidates, including his own running mate Richard Nixon. More than two-thirds of the votes for most effective use of the broadcast media cast by the stations news directors went for the President, only about one-fifth each for Mr. Stevenson and Vice President Nixon, and only 5% of the total for Sen. Kefauver.

This is a reversal of the consensus of radio-tv newsmen in 1952. At that time, 74% of the votes for most effective use of broadcasting went to Mr. Stevenson and only 10% to Gen. Eisenhower, with the other 16% non-committal on that point. (The 1952 questionnaire did not include the vice presidential candidates in the effective use question as was done this time.)

Here are the questions asked by B*T in its October 1956 poll of radio-ty station news directors, together with their answers:

1. How many electoral votes do you think each Presidential candidate will receive?

   Average of the answers:
   Eisenhower .................. 313
   Stevenson .................. 218
   Total ........................ 531

Most of the news directors feel that President Eisenhower will receive a comfortable but not spectacular majority of the 531 electoral votes. Few predictions even came close to that of the Florida enthusiast who foresaw 476 electoral votes for the incumbent. These who look for a Stevenson victory were more modest; the highest count he received was 399 electoral votes (from a North Carolina news director). At the other end, two news directors, one in Texas and one in Alabama, gave Stevenson a one-vote majority, while a Minnesota news director's prediction of 267 for Eisenhower to 264 for Stevenson was the closest electoral

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| 104 | 26 | 39 (5) | 88 | 22 | 110 | 90 | 28 | 28 | 7 |
For nearly a generation, the basic design of this famous RCA power triode has proved its worth in tubes delivering carrier and modulator power with outstanding reliability. RCA pioneered the original Type-833, then incorporated refinements to produce the RCA-833-A. It is another example of outstanding RCA power tube design. And it has been serving broadcasters faithfully for almost 20 years.

Known by station engineers for ability to "take it" in continuous service, RCA-833-A is paying substantial dividends in lower tube cost per hour of transmitter operation. And think of this: You save over 40% on initial cost of an RCA-833-A compared to the price of the 833 of 20 years ago!

Your RCA Tube Distributor handles RCA Tubes for all types of broadcast and TV station operations. For prompt delivery, call him.

How to get more hours from an RCA-833-A

- Clean glass bulb regularly—especially in area between anode and grid posts.
- With forced-air cooling, keep blower in proper working order (40 cfm from 2" dia. nozzle). Max. bulb temp. between anode and grid seals not to exceed 145° C.
- At full plate load, keep filament voltage "on the nose". At reduced load, filament voltage can be reduced as much as 5% for longer life. Reduce filament voltage to 80% of normal during standby periods of less than 15 minutes; remove voltage when longer standby periods are anticipated.
- Watch line-voltage fluctuation; compensate for them to avoid exceeding maximum ratings.
- Operate new tube for 50-100 hours before storing it. Operate spare tubes periodically.
vote expectation of anyone who is looking for Eisenhower to win.

2. How do you think the membership of the new Senate will be divided?
   Average of the answers:
   
   Republicans (now 47) .................. 47
   Democrats (now 49) ..................... 49
   Total ................................ 96

   Individually, the replies indicated the consensus that the battle for control of the Senate will be close. No news director gave the Republicans more than 54 seats, the Democrats more than 51, and more than a few replied that they expect an even division, with each party having 48 seats.

3. How do you think the membership of the new House will be divided?
   Average of the answers:
   
   Republicans (now 201) ................. 203
   Democrats (now 230) ................... 232
   Total ................................ 435
   
   (There are now 4 vacancies caused by deaths.)

   Here the individual replies vary from predictions of a 210-216 division to those which foresee majorities as high as 300 Republicans to 135 Democrats or, in the other direction, 281 Democrats to 154 Republicans.

4. Which candidate do you think has made more effective use of radio-tev?

   Number of Votes %
   Eisenhower .................. 90 68.2
   Stevenson ..................... 28 21.2
   Nixon ......................... 28 21.2
   Kefauver ..................... 7 5.3
   
   (The votes exceed 132 and the percentages exceed 100% because some respondents voted for more than one of the four candidates.)

**Fills Gap for GOP**

WHEN the Eisenhower Volunteers at Santa Barbara, Calif., discovered last week they had failed to obtain a municipal permit to use sound amplifiers on their cars for an “Ike and Dick” parade and rally, KIST there provided a last-minute solution. Two women official of the volunteers approached KIST President-General Manager Harry C. Butcher, former Naval aide to Gen. Eisenhower, with a proposal to buy one hour of time during the parade Wednesday afternoon. He consented and the sale was made. Result: each car in the parade tuned KIST on its auto radio to pick up the special hour program of bright martial music interspersed with 10-second “commercials” written by the women’s group. Naturally, parade watchers could hear it too.

**MONEY TROUBLE CUTS DEMO AIR TIME**

CBS-TV cancels five-minute show for lack of payment, NBC-TV and Democratic agency agree to drop two others.

MONEY, or lack of it, reared its head in Democratic broadcast campaign last week. On Thursday CBS-TV, citing lack of payment, cancelled a five minute film program which was to have been sponsored by the Stevenson-Kefauver Campaign Committee. On Friday, NBC-TV and Norman, Craig & Kummel, Democratic agency, cancelled, by what NBC-TV termed “mutual agreement,” two five-minute periods which were to have been carried Saturday and today (Monday).

What would happen with other Democratic programs scheduled before the elections Nov. 6 was not clear.

Earlier, the Democrats had experienced similar difficulty with a closed-circuit dinner scheduled Oct. 20. Theatre Network Television withdrew from its arrangements to carry the program because the party did not pay in advance. Sheraton Closed-Circuit TV Inc. stepped in and provided arrangements and the telecast proceeded on schedule.

A TNT spokesman said the company cancelled arrangements because the Democratic National Committee did not abide by a written contract providing that fully paid broadcast arrangements be made in advance of the telecast. He claimed this is “standard broadcast policy” in effect at stations and networks.

A Democratic Party spokesman acknowledged there had been a contract with the stipulation mentioned by TNT, but said that the party had not received all funds from various state committees, TNT could not be paid in full. He expressed surprise that TNT held the Democratic Party to the contract, pointing out that the party had been “in business for 150 years.”

**One ‘Neutral Show’ Promised For Election Eve Tv Viewers**

WITH Westinghouse Electric Corp.'s Studio One (Mondays, 10-11 p.m. EST) pre-empted election eve (Nov. 5), along with a host of other top-rated shows, to allow the GOP and Democratic candidates to get in their last licks, CBS-TV will fill a 30-minute time lag between candidate Stevenson’s and President Eisenhower’s telecasts with what might be the only “neutralist talk” to be heard that night. The show: The last of the Pick the Winner series which Westinghouse (through Ketchum, MacLeod & Grove, Pittsburgh) has been sponsoring this season.

Following a speech by Adlai E. Stevenson, set for 10:10-10:30 p.m. (purchased through the Democratic National Committee) and preceding an hour-long program sponsored by the Republican National Committee scheduled for 11 p.m., CBS-TV will preview its election night facilities.

A team of CBS reporters, including Edward R. Murrow, Charles Collingwood, Richard C. Hottelet, Bill Downs, Blair Clark and political pollsters Sam Lubell and Elmo Roper, will supply the latest analyses, information and predictions.

Enced by anchorman Walter Cronkite and guided by CBS newscaster Lowell Thomas, the program also will tour CBS’s studio set-up for Nov. 6-7, showing Remington-Rand’s “UNIVAC” and other electronic computing devices to be used by CBS.
"sonny—sometimes what you don't know can hurt you!"

"Made you a timebuyer, did they? Man of decision? Packing your head with market data, availabilities, cost-per-thousand, smart scheduling angles, huh?

"Don't look so surprised," smiles Billy Reed, super-host at New York's Little Club, "I know about these things. Why not, with all the big time-buying pros we get in here? Your own radio-TV head, for instance. Wised me up yesterday on something I never knew...

"What? Well, it's no secret to the experts, I suppose. Couple of sure stations up in Maine—WABI Radio and WABI-TV. Powerhouse combination... No. 1 in the hottest part of a state that's headed places! Nearly half a million customers now, spending over half a billion this year, he says. You go making up any schedules without WABI and WABI-TV, son, and it's back to the mailroom for you!"

Might not be that bad, of course. But the oracle of The Little Club sure has his facts right on radio and TV in Maine! What kind of shape are yours in?

wabi AM TV

BANGOR, MAINE

Represented by George P. Hollingbery — Nationally Kettell-Carter — New England

General manager: Leon P. Gorman, Jr.
She Swapped This Hat—

and made Cincinnati Women

DelVina, conductor of WCKY's daily program "It's A Women's World" got an idea, when she overheard some women saying they didn't want their sons flying jets in the Air Force.

She asked the Air Force for permission to fly in a jet, in order to prove to mothers, wives and sweethearts, that the Air Force takes no chances, and leaves nothing to chance. The rest is history. DelVina was put through every test an Air Force jet pilot gets—then, at 48,000 feet up, and at 830 miles an hour she broke the sound barrier...the first civilian woman to do so, as a passenger in a jet plane. From these experiences, she developed a series of weekly programs about the Air Force from a woman's point of view, to assure her audience that, not only is the Air Force a safe place for its men, but it is the greatest safety factor today for retaining our way of life.

The program has attracted national attention and DelVina received an Air Force Association citation for her contribution to a better understanding of the Air Force and its people.

DelVina right after breaking the sonic barrier at 830 m.p.h.

*Copies of series available on request.*
‘Mach-One’—And Through the Sonic Barrier

First Woman Passenger Has "Thrill of Lifetime"

By Tony O’Malley

The excitement was tangible when the first woman passenger, a mystery woman named Linda, stepped into the cockpit of the world’s fastest plane and said, “I’ve been waiting for this for a long time.”

The plane was the X-15, a rocket-powered aircraft designed to break the sound barrier. Linda had been a part of the project since its inception and was now about to experience the thrill of breaking the speed of sound.

“Mach-One” was the name given to the plane by the Air Force, and Linda was one of only a few women who had been selected to participate in the test flights.

The test flights were dangerous and risky, but Linda was determined to be a part of history. She had trained for years to be ready for this moment.

As the plane streaked through the sky, the sound of the engine was deafening. Linda felt a surge of adrenaline as she felt the plane break the sound barrier for the first time.

The flight was a success, and Linda was hailed as a hero. She went on to become a part of the Air Force’s test pilot program and continued to push the boundaries of flight.

—For This One!

wake up and Think!

DelVina and her "It's A Woman's World" Program
(1:30-2 p.m., Mon. thru Fri.)

can make Cincinnati women wake up to your product, too.

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION

—The \WCKY

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- FOUR HOURS A DAY • SEVEN DAYS A WEEK
FCC REPORTED NOW READY TO PROCEED IN 10-YEAR-OLD CLEAR CHANNEL CASE

Commission stand, said based on ground that 1946 evidence and testimony are now out of date, probably will be taken this Wednesday (Oct. 31), will enable action in KOB Albuquerque, N. M., case.

A MAJOR move in the 10-year-old clear channel proceeding is imminent, B&T learned last week.

On the one hand, it was understood, the FCC has decided to cancel the long drawn out proceeding on the ground that the evidence and testimony—taken during hearings FCC in 1946—are out of date.

On the other hand there is known to be a strong segment within the Commission eager for some action which would permit a final decision to be issued in the decade-old controversy.

The action, probably to be taken this Wednesday at the regular FCC meeting, has become necessary, according to reports, in order for the Commission to do something in the KOB Albuquerque, N. M., case.

The FCC is under a court directive to resolve the 15-year-old KOB situation. KOB has been operating on Class 1-A clear channel 770 kc under temporary authority since 1941. Officially, KOB is assigned to 1030 kc.

WABC New York is the Class 1-A station on 770 kc; WBBZ Boston is the Class 1-B station on 1030 kc.

By resolving the clear channel case, the FCC believes it then will be able to move KOB to a permanent position in the radio spectrum.

Word that some action was imminent in the clear channel case brought an immediate reaction from the Clear Channel Broadcasting Service, an organization of 14 clear channel stations. Scheduled was a meeting of the group in Chicago for today (Mon- day).

The clear channel proceeding was instituted in February 1945. It resulted from a number of problems which began to plague the FCC even before World War II. Among these were the question of super-power, the substantial number of applications seeking the sharing of clear channels, and the looming North American Regional Broadcast Agreement negotiations.

The principle of clear channels was established in the 1920's and has been continued with changes to the present. In order to bring radio service to people living in the sparsely populated rural areas, it was agreed to maintain certain frequencies as clear channels, with only a single station operating on them at night.

In am broadcasting, nighttime skywave reflections cause signals to travel vast dis- tances. It is through this means that service was brought to millions of citizens living in the wide open areas of the United States.

There is no skywave propagation during the day. This permits many stations to be assigned to the same channel in daylight hours without interference to each other.

The U. S. has 24 Class 1-A and 21 Class 1-B clear channel frequencies. There are 24 Class 1-A outlets operating as the sole facility on these frequencies at night, and 35 Class 1-B outlets. The Class 1-B stations—are there usually two on each frequency at night—protect each other to the .5 millivolt per meter 50% skywave contour. This protection is also afforded all the clear channel outlets by Class 2-A, unlimited time stations on clear channels.

In 1945, WLB Cincinnati (on 700 kc) was operating experimentally with 750 kw radiated power and its signal was being received virtually throughout the United States. However, in 1938 the U. S. Senate passed a resolution expressing the sentiment that maximum power for radio stations in the United States be limited to 50 kw. This was done at the behest of a group of west-

GOVERNMENT

thern senators, led by then Sen. Burton K. Wheeler (D-Mont.).

In 1948, then Sen. Edwin C. Johnson (D-Colo.) introduced a bill to limit am radio power to 50 kw and to duplicate stations on the clear channels. The Senate Commerce Committee, of which Sen. Johnson was senior minority member, held hearings on this bill but no legislation resulted.

In the official notice of proposed rule-making, issued by the FCC in 1945, the Commission stated:

"There are still large areas in the nation which receive no radio service at all during daytime hours and no primary radio service at night."

Since the hearings in 1946 were based on the then existing standard broadcasting

THESE ARE THE 45 CLEAR CHANNEL OUTLETS

THE unduplicated Class 1-A clear channel stations are the following:

KFW-Cincinnati (610 kc), KWH Chicago (670 kc), WLBW Cincinnati (700 kc), WSN Chicago (720 kc), WSK Atlanta (750 kc), WJR Detroit (760 kc), WABC New York (770 kc), WBBM Chicago (780 kc), WFFA Dallas and WABP Fort Worth (820 kc), WCOC Minneapolis (830 kc), WHAS Louisville (840 kc), WWL New Orleans (870 kc).

Also WCBS New York (880 kc), WLS Chicago (890 kc), KDJK Pittsburgh (1020 kc), WHO Des Moines (1040 kc), KYW Cleveland (1100 kc), KMKO St. Louis (1120 kc), KSL Salt Lake City (1160 kc), WHAM Rochester (1180 kc), WOAI San Antonio (1200 kc), WCAU Philadelphia (1210 kc).

Class 1-B stations are as follows:

KNBC San Francisco (680 kc), WOR New York (710 kc), KIRO Seattle (710 kc), KGO San Francisco (810 kc), WGY

Page 66 • October 29, 1956
A new symbol—
a new sales force

ALL SET TO SPUR
WESTERN SALES!

NOW! THE MOST
EFFECTIVE SALES
FORCE IN THE
ELEVEN WESTERN
STATES

ABC California Radio Network
ABC Pacific Radio Network
ABC Western Radio Network

REPRESENTED BY

ABC RADIO NETWORK—WESTERN DIVISION

ABC RADIO NETWORK SALES

NEW YORK
Clint Naugle
ABC Radio
SU 7-5000

CHICAGO
Ernest Walker
ABC Radio
AN 3-0600

HOLLYWOOD
Harry Woodworth, Director
ABC Western Radio Network
NO 3-5511
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### Overview

The document appears to be a broadcast schedule for the month of November 1956. It lists various programs and their timeslots, along with the channels they were broadcast on (ABC, NBC, CBS). The schedule is divided by days of the week and includes a variety of program formats, such as news, music, and variety shows. The day at the end of the document indicates October 29, 1956.

### Table

<table>
<thead>
<tr>
<th>Day</th>
<th>Network</th>
<th>ABC</th>
<th>NBC</th>
<th>ABC</th>
<th>NBC</th>
<th>ABC</th>
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<td><strong>Sunday</strong></td>
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<tr>
<td>Western Hour (5:30)</td>
<td>Luhman Hour (4:15)</td>
<td>Co-op Pro Football</td>
<td>The Catholic Hour</td>
<td>The Marine Black Show</td>
<td>Notre Dame Games</td>
<td>Sports Parade</td>
<td>Debut of Your World</td>
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<tr>
<td>Leimert-Williams Symphony (7:00)</td>
<td>London Studio Concerts</td>
<td>Master</td>
<td>No Network Service</td>
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<td><strong>Monday - Friday</strong></td>
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<tr>
<td>Luhman's Cornet's League (4:15)</td>
<td>Luhman's Cornet's League (4:15)</td>
<td>Co-op Pro Football</td>
<td>No Network Service</td>
<td>No Network Service</td>
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<tr>
<td>Nightly News (5:30)</td>
<td>Nightly News (5:30)</td>
<td>Master</td>
<td>No Network Service</td>
<td>No Network Service</td>
<td>No Network Service</td>
<td>No Network Service</td>
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<tr>
<td>World Music Festival</td>
<td>World Music Festival</td>
<td>Co-op Pro Football</td>
<td>The Catholic Hour</td>
<td>The Marine Black Show</td>
<td>Notre Dame Games</td>
<td>Sports Parade</td>
<td>Debut of Your World</td>
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<td>Leimert-Williams Symphony (7:00)</td>
<td>London Studio Concerts</td>
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<td>News Hour (5:30)</td>
<td>News Hour (5:30)</td>
<td>Master</td>
<td>No Network Service</td>
<td>No Network Service</td>
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</table>

### Notes

- Programs are listed alongside their networks (ABC, NBC, CBS) and time slots.
- Days of the week are marked for specific sections of the schedule.
- Programs include news, music, variety, and special events.
- The schedule appears to be well-organized, with clear demarcations for each day and network.
- The date at the end of the document is October 29, 1956.
The KOB situation goes back to 1940 when that station was granted clear channel 1180 kc. This was changed to 1030 kc in 1941 when Mexico was granted protection for 1180 kc in the NARBA convention. After a few months operation on 1030 kc, KOB moved to 770 kc temporarily. It has been operating on 770 kc since then under special service authorizations.

The U. S. Court of Appeals last month ordered the FCC to get KOB off 770 kc or to permit it to remain on that frequency with appropriate restrictions to protect WABC. The FCC was directed to report what it planned to do by Nov. 6, and to take the required steps by Nov. 22. It is believed that the requirement for action in the KOB case furnished the impetus to take some positive action in the clear channel proceeding. The FCC’s position has been that, in the KOB situation, the original decision tied up with the clear channel hearing and could not be resolved by itself.

Through a decision in the clear channel case, the Commission will be enabled to resolve the KOB matter on a single case basis, it was understood. Among other legalities, the resolution of the clear channel proceeding will permit the Commission to accept a long-pending application by KOB for permanent assignment on 770 kc.

There is believed to be a relationship also between the contemplated move in the clear channel case and the resumption of talks between the U. S. and Mexico for a bilateral radio agreement. The NARBA ran out in 1949. A gentlemen’s agreement kept it in force, during international meetings which led in November 1950 to a new NARBA. This was signed by all North American countries except Mexico and Haiti. It was submitted to the U. S. Senate in 1951 but has never been approved.

FCC Comr. Rosel H. Hyde, chairman of the American delegation which conferred with Mexican officials on a two-nation radio treaty in 1954 and 1955, was invited to resume talks two weeks ago. He has been in Mexico City the last two weeks.

Hardy to India for UNESCO

RALPH W. HARDY, CBS Washington vice president, will go to New Delhi, India, as a member of the U. S. delegation to the ninth general conference of UNESCO, which convenes Nov. 3. Mr. Hardy is attending as an “expert” on mass communication, which is one of five general program areas in which UNESCO is active on a worldwide basis. Mr. Hardy also attended the eighth conference, held in Montevideo, Uruguay, in 1954.

Showmanship with that KENTUCKY FLAIR!

Never mind the girls—the important view is this “bottom” of Kentucky Lake—the world’s largest man-made lake, and Kentucky’s newest, most glamorous playground!

In a State that’s known for showmanship, Kentuckians look to WAVE-TV for the best in television showmanship. Here’s the proof:

PROGRAMMING: Two 1956 surveys show that WAVE-TV gets audience preference!

COVERAGE: WAVE-TV has 66% greater coverage than the second Louisville station because of its low Channel 3, full power and greater tower height (914’ above sea level). 2,437,000 people are served by WAVE-TV in 70 mid-Kentucky and Southern Indiana counties!

EXPERIENCE: WAVE-TV was first on the air in Kentucky, in 1948. Its experienced crews have the know-how to help your programs and your commercials sell!

Let NBC Spot Sales give you all the facts!

*Metropolitan ARB, March, 1956
*ARB Louisville, Feb., 1956
Only STEEL can do so many jobs so well

Steamboat 'Round The Bend! This ancient river cry is being repeated daily at Disneyland, the fantasy world that appeals to grown-ups as much as youngsters. The boat is a scaled-down version of an early American river boat; but unlike its early counterparts, it is safely armored with hull plates made from USS Steel—furnished by Columbia-Geneva and U.S. Steel Supply Divisions.

Stainless Steel Telephone Booth. Here's the last word in outdoor telephone booths. It has a translucent skylight dome, fluorescent lamps and even boasts an electric eye to turn lights on when it becomes dark! It is made almost entirely from USS Stainless Steel to assure complete immunity to weather, wear and abuse. Since the gleaming surface can't wear off, it will stay permanently bright and attractive, requires no maintenance.

Tall Tale From Texas. This immense TV tower near Dallas is almost 1/4 of a mile high (1,521 feet to be exact). Naturally, they don't want it to fall down, so it is anchored with about five miles of USS Tiger Brand guy line. The guys range from 1 1/4 to 2 inches in diameter. They are anchored in concrete as far as 1,050 feet from the base of the tower.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE • AMERICAN STEEL & WIRE and CYCLONE FENCE • COLUMBIA-GENEVA STEEL • CONSOLIDATED WESTERN STEEL • GERRARD STEEL STRAPPING • NATIONAL TUBE • OIL WELL SUPPLY • TENNESSEE COAL & IRON • UNITED STATES STEEL PRODUCTS • UNITED STATES STEEL SUPPLY • Divisions of UNITED STATES STEEL CORPORATION, PITTSBURGH

UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.
TRUCKERS MAKE BID FOR VHF TV CH. 2

American Trucking Assns. asks FCC to set aside that facility for use in communications system of transportation industry. Affirmative action would displace 35 stations now on air.

DANGER that tv's ch. 2 might be taken away from broadcasting cropped up last week with a petition to the FCC from the American Trucking Associations Inc. that the Commission reallocate that channel for fixed scatter service.

ATA, national trade association of the motor carrier industry, made its proposal to withdraw ch. 2 from tv service in a reconsideration request of the FCC's recent split assignments. It decided not to try's need which offered the best prospect of split channels in the 25-50 mc band (FCT, Oct. 8).

The ATA petitioned that the motor carrier industry is allocated its mobile communications 12 frequencies in the 25-50 mc band, three of which are shared with passenger carriers. These frequencies, as well as other motor carrier assignments, are now severely congested and conditions are getting worse, the ATA complained.

"The Commission's decision not to reduce channel separations in the 25-50 mc band, which offered the best prospect for immediate satisfaction of the motor carrier industry's need for additional assignments in the vhf band, will . . . very adversely affect the radio use of the motor carrier industry," the ATA petition stated.

The continuation of operations in the 25-50 mc band with 40 kc channel spacing will not, as the FCC anticipates, slow down the equipment involved in this band, but will have the contrary effect of greatly increasing congestion "and consigning the motor carrier industry to 50% utilization of its assigned frequencies in the vhf band," the ATA declared.

The petition argued that "channel splitting in the 25-50 mc band now would relieve the existing and prevent future congestion and provide the much needed additional frequencies without substantially affecting the equipment investment in this band, which is bound to keep growing whether or not channel splitting is approved." A channel-separation of 20 kc would about double the number of assignments in the 20-50 mc band and provide the immediate relief necessary, the ATA said.

Setting aside ch. 2 for mobile-service use would not be without precedent, the ATA continued, pointing out the present allocations between 44 and 50 mc are derived from what was formerly ch. 1. It also would be consistent with the proposal to move all tv to uhf, the association added. In conjunction with the recommendation to reallocate ch. 2, the ATA said it would then be possible to split channels above 40 mc in the 25-50 mc band because the incidence of skip interference decreases the higher one goes in that band.

ATA recommended that "a suitable amortization period" be provided in the event the 25-50 mc band is vacated to make room for scatter. This would lessen the problem of equipment obsolescence, the petition asserted. ATA's recommendation proposed that like amortization provisions "would also apply to the television licensees on ch. 2 to enable them and the viewing public to amortize their existing equipment."

HIT BY A TRUCK

JUST about the most ridiculous request to be filed with the FCC since it began business is the petition of the American Trucking Assn. that ch. 2 be withdrawn from television service to expand highway trucking communications.

Trucking is a commercial business. There is no "safety of life" factor in its communications, as in aviation or shipping which cannot use wire communications. Trucks must stop for servicing at regular intervals. They can use wire communications at those points. Or they can use short-range communications of the "wired wireless" type that adhere to power or telephone lines along highways.

There is no use of the spectrum more important than service to the public, except that which involves safety of life and the national welfare. We think the trucking association petition, which is simply the front-runner for other industrial users who covet the scarce vhf band, will get nowhere. It would seek to eliminate 35 tv stations serving millions of people. It is an insult to the FCC's intelligence and an effrontery to the very public the truckers serve, to make the proposal.

TASO BOARD HOLDS ITS FIRST MEETING

Over $50,000 pledged for research program to gather technical data; paid executive to be hired with Loughran mentioned for post.

PRIMED with a potential war chest of over $50,000, the first board of directors meeting of the Television Allocations Study Organization (TASO) met last week in Washington.

Harold Fellows, NARTB president, was chosen chairman of last week's meeting. The chairmanship will be rotated among the five groups represented on the board at subsequent meetings, it was announced.

The TASO board agreed to confine the research program—instigated at the behest of the FCC to evaluate uhf and vhf propagation and equipment—to the gathering of technical data, it was understood. There had, at one time, the thought that the program would also involve economics and policy.

It was also agreed to retain a paid executive. The name of Arthur V. Loughran, former Hazeltine research vice president and presently president of the Institute of Radio Engineers, has been prominently mentioned as being sought for the post. It was understood that Mr. Loughran's answer to the offer to head TASO would be forthcoming by Oct. 31. The next board meeting is scheduled to be held in Washington Nov. 9. Pledges of financial support have been received from the following, in these amounts, it is understood: NARTB, Assn. of Maximum Service Telecasters, RETMA and Joint Council on Educational Tv, $12,000 each; Committee for Competitive Tv, $6,000.

Those attending the board meeting were: NARTB—Harold Fellows and Thad H. Brooke; AMST—John S. Hayes (WTOP-TV Washington) and John H. DeWitt Jr. (WSM-TV Nashville); RETMA—William L. Reynolds and H. E. Bernstein; JCET—Alfred Steeple and Dr. Edgar Fuller; CCT—John G. Johnson (WTOT-TV Winston-Salem) and William L. Putnam (WWLP-TV Springfield, Mass.).

Also present at the meeting were Seymour Krieger, JCET counsel; Ernest W. Jennies, AMST counsel; Harold Head, AMST engineering consultant; George R. Townsend, CCT engineering consultant, and Cy Braun, JCET engineering consultant.

Thoms' Overlap Questioned

QUESTIONS of signal overlap were raised by the FCC last week in advising Harold H. Thoms that a hearing may be necessary on his application for a new am station at Sylva, N. C. The Commission letter noted that a grant of the Sylva application would give Mr. Thoms and family interests in six radio operations in North Carolina, three in the western part of the state. Thoms' North Carolina broadcast interests include WCOG Greensboro, WISE Asheville, WKLM Wilmington, WMMH Marshall and minority (25%) interest in WAYS Charlotte. Mr. Thoms also owns 75% of WEAM Arlington, Va.
This won't give you the answer...

But you will get the answer from your local agent—an expert—when you need sound advice on insurance protection.

The Capital Stock Company agent or broker in your community is an independent business man. It is his business to see that you get the proper insurance coverage and to help you if you have a claim under your policy.

He is one of 200,000 independent local agents or brokers ready to serve you.

Your local agent is nearby. He's handy when you need him fast. You can talk to him any time. He will see that you have the right kind of insurance and the right amount, whether it's fire or any other insurance. So, for quality insurance service, see your independent local Capital Stock Company agent.
CELLER SUBCOMMITTEE BARES DETAILS
OF 105 NBC-TV AFFILIATION CONTRACTS

That total—half the 210 contracts submitted by the network before the House Antitrust Subcommittee’s New York hearings—had been classified by the staff last Thursday. CBS-TV contracts also have been examined with ABC-TV’s expected to be submitted soon.

THE STAFF of the House Antitrust Subcommittee last week was half-way through classifying the 210 TV affiliation contracts submitted by NBC to the congressional group at hearings in New York last month [BeT, Oct. 1].

A check of the 105 contracts sorted as of Thursday showed 23 NBC-TV affiliates receive 33 1/3% of the network station rate after they have waived the first 24 hours per month to the network.

These stations are: KOA-TV Denver; WLWT (TV) Cincinnati; WSLS-TV Roanoke; WBB-TV Boston; KTV-New Orleans; WHAS-TV Louisville; KCRA-TV Sacramento; WAFN-TV Nashville; WJHP-TV Petersburg; WJBF-TV Jacksonville; WJTV-TV Jacksonville; WPRV-TV Little Rock, Ark.; WFLA-TV Tampa, Fla.; KHAS-TV Hastings, Neb.

Other stations, which gave varying numbers of hours of free time and received varying percentages of the network station rate, included these:

- WITN (TV) Washington, N. C., 40 hours, 30%.
- KVOA-TV Tucson, 40.3 hours, 33 1/3%.
- WUSN-TV Charleston, S. C., 30 hours, 30%.
- KOAM-TV Pittsburg, Kan., 36 hours, 30%.
- WDSM-TV Superior, Wis., 35 hours, 30%.
- KTSN-TV El Paso, Tex., 36 hours, 30%.
- WSPD-TV Toledo, 35 hours, 30%.
- WMTV (TV) Madison, Wis., 24 hours, 25%.
- WAPA-TV Mobile, Ala., 30 hours, 30%.
- KCBD-TV Lubbock, Tex., 35 hours, 25%.
- WFAA-TV Dallas and WBAP-TV Fort Worth, 12 hours each, 33 1/3% each; WMBV-TV Marinette, Wis., 46 hours, 30%; WTVQ (TV) Rockford, Ill., 27 hours, 33 1/3%.

A second group of stations gave no free hours to the network and, accordingly, in most cases, received a lower percentage of compensation than stations waiving hours to NBC-TV. In some cases the network paid AT&T charges for interconnection and in others reimbursed stations for line charges in whole or in part, usually based on a minimum number of network hours used. But in other instances stations agreed to arrange themselves, by private relays and off air pickups, to pick up NBC-TV programs from nearby terminal points or stations.

There were 22 stations which received 25% of the network station rate, waiving no hours. These were:


The seven stations receiving 20%, with
SYNTHAMICA* synthetic mica

A VITAL MATERIAL

FOR THE COMMUNICATIONS INDUSTRY

Until very recently our vital communications system has been dependent upon foreign sources of supply for electrical grade mica. But now the pioneering efforts of MYCALEX CORPORATION OF AMERICA and its subsidiary SYNTHETIC MICA CORPORATION have culminated in the development of SYNTHAMICA synthetic mica.

Made completely from native American materials, SYNTHAMICA is chemically pure and will withstand temperatures several hundred degrees higher than its natural counterpart. Commercial quantities, in various forms, are now available for all applications.

For many years MYCALEX CORPORATION OF AMERICA has been a leader in the production of high quality insulation materials . . .

MYCALEX® glass-bonded mica
SUPRAMICA® ceramoplastic

. . . products that have helped the communications and related industries grow, and better serve the needs of our nation.

Full technical information sent upon request.

SYNTHETIC MICA CORPORATION
Subsidiary of
MYCALEX CORPORATION OF AMERICA

VISIT THE SYNTHAMICA DISPLAY
MINING, METALLURGY AND METALWORKING EXHIBIT
LOBBY — DEPARTMENT OF COMMERCE BUILDING,
WASHINGTON, D. C.
OCT. 15 TO NOV. 9

*Trademark
no waived hours, were WFLB-TV Fayetteville, N. C.; WTOK-TV Meridian, Miss.; WTPA-TV Parkersburg, W. Va.; KCJB-TV Minot, N. D.; KRBB-TV El Dorado, Ark.; KRBC-TV Abilene, Tex.; KTQTV (TV) Fort Dodge, Iowa.

Those receiving 15% with no waived hours: WCBI-TV Columbus, Miss.; KLIX-TV Twin Falls, Idaho; KENI-TV Anchorage, Alaska; KFAR-TV Fairbanks, Alaska; KMDT-TV Midland, Tex.; WCTV (TV) Thomasville, Ga. (Tallahassee, Fla.); KHAD-TV Laredo, Tex.; KRDG-TV Colorado Springs, Colo.; WJDM (TV) Panama City, Fla.; KSBG-TV Salinas, Calif.; KSVO-TV Ardmore, Okla.; WDAM-TV Hattiesburg, Miss.; KWSU-TV Roswell, N. M.

Stations which received 10% compensation, with no waiver of hours, were KXKL-TV Butte, Mont.; KUAM-TV Agana, Guam; KID-TV Idaho Falls, Idaho; WMSL-TV Decatur, Ala.; KFSA-TV Fort Smith, Ark.; KIVA (TV) Yuma, Ariz.

Receiving 30% with no waived hours: KTRC-TV Austin, Tex.; WFIE (TV) Evansville, Ind.; KNOE-TV Monroe, La.; WKNY (TV) Poughkeepsie, N. Y.; WHIZ-TV Zanesville, Ohio.

NBC had a contract with WDAY-TV Fargo, N. D., for 333% compensation, with no waived hours, and with WBTB (TV) Charlotte, N. C., for 25% of gross station network rate billed to sponsor before discounts, rebates and agency commissions and with no waived hours.

The subcommittee staff said ABC-TV is expected to submit affiliation contracts soon which have been standardized throughout.

The House group's staff already has sorted out CBS-TV affiliation contracts according to type. CBS-TV has been moving toward standardizing its contract form with affiliates (based on 30% of gross time charges, with the station waiving five hours a week). But many CBS-TV contracts still in effect are worked out on a sliding scale in which the network, instead of requiring a minimum number of hours be waived, merely pays a lower percentage on the first hours, with the percentage increasing on a sliding scale as the station telecasts more network programs.

For instance, three stations, WJW-TV Cleveland, WJKB-TV Detroit and WBRC-TV Birmingham are paid 10% for the first 5 hours, 20% for the next 5 hours and 37 1/2% for all hours over 10. WBNW-TV Columbus receives 10% for the first 5 hours, 20% for the next 5 hours, 10% for the next 5 hours, 34% for the next 10 hours and 36% for all hours over 25.

WHEN-TV Syracuse waives the first 5 hours, gets 33 1/3% for the next 25 and 35% for all hours over 30. WTAR-TV Norfolk, which has no option time in its contract, gets 10% for the first 5 hours, 20% for the next 5 hours and 35% for all hours over 10. KFMB-TV San Diego gets 30% for the first 5 hours, 33 1/3% for the next 10 hours and 35% for all hours over 15.

All the TV networks have explained that some stations are able to get better "deals" through their bargaining power as an outlet in a one- or two-station market. Where some stations are getting less than others in comparable markets, the difference has been laid to the high cost of the line haul interconnecting the station with the network.

MINORITY PROTESTS 'DRAFT' BY EVINS

Republican members of House Small Business Committee accuse subcommittee head of playing politics.

The five Republican members of the House Small Business Committee last week charged Rep. Joe L. Evins (D-Tenn.), chairman of a subcommittee which has been studying federal regulatory agencies, with use of his position for "unadulterated and unadorned political purposes."

The GOP's minority members of the committee made the charges in entering a "vigorous protest" to release Oct. 19 by Rep. Evins of a "draft" report alleging White House influence on the FCC and other federal regulatory agencies, which he said fostered monopoly in the industries under their regulation and removed the agencies themselves from congressional control [At Deadline, Oct. 22].

The statement, a telegram, was addressed to Chairman Wright Patman (D-Tex.) of the House Small Business Committee.

Reports from Rep. Celler indicated last week that the GOP statement is correct in stating Rep. Celler and other members of the House Judiciary Committee will not come to a conclusion on the Antitrust Subcommittee's investigations until members have examined the contents of the draft report. It was noted that the record not only is "voluminous," but that additional documents were added to it.

The draft report issued by Rep. Evins had charged excessive control by the Executive Branch over federal regulatory agencies, which he said was created by Congress to be delegated authority resting in the latter body. He said control had shifted largely over to the White House partly through enactment of proposals made "in the name of efficiency" by the Hoover Commission and through other more gradual processes. The draft report recommended several measures to restore control to Congress.

The Evins subcommittee held hearings last spring after charging that evidence of White House influence in FCC decisions. CBS and RCA-NBC files were subpoenaed, but the FCC never was called to testify [B&T, March 26]. The House Antitrust Subcommittee heard a number of witnesses, including the TV networks and the FCC, in its hunt for monopoly in the broadcast industry, winding up hearings in New York last month [B&T, Oct. 1].
Behind the "freedom curtain"

A simple curtain of cloth—not iron or bamboo—is a symbol of our liberties. It helps to protect the right to vote privately and freely. By voting, we reaffirm our faith in the American form of government and make our voices heard in matters affecting the preservation of our heritage and way of life.

To vote is a right and a privilege . . . and a responsibility.
To vote intelligently is a duty.

Be sure to VOTE on Nov. 6th.

Metropolitan Life Insurance Company
(A MUTUAL COMPANY)
1 Madison Avenue, New York 10, N. Y.
SIX FIRMS ANSWER CHARGES BY FTC

Six of nine manufacturers admit radio-tv promotion practices, but deny they are illegal. Issue of legality will affect status of similar plans.

Six manufacturing firms last week admitted they participated in area merchandising plans with network-owned radio-tv stations and food or drug chains.

But they denied charges by the Federal Trade Commission that such practices violated provisions of the Robinson-Patman Act. Thus, the FTC was in position to act on its complaints strictly on the issue of legality.

The six firms last week answering FTC charges brought in July [BT, July 30] were Sunshine Biscuits Inc. (cookies, crackers), Groveton Paper Co. (paper napkins), Hudson Pulp & Paper Corp. (paper napkins, towels), P. Lorillard Co. (cigarettes), Piel Bros. (beer) and Sunkist Growers Inc. (fruit juices). They asked dismissal of the FTC complaint.

Also answering, but denying it dealt directly with food and drug chains because it sells only to its distributors (bottlers) was Pepsi Cola Co. (soft drinks).

Two other firms included in the charges, Coca-Cola Bottling Co. (soft drinks) and General Foods Corp., asked for and received extensions of time to Oct. 31 to answer the charges. All the answers had been due last Wednesday at the FTC.

The FTC charges that these firms favor some of their chain store customers over competing independents and others in violation of Sec. 2 (d) of the Robinson-Patman Act, which provides that a manufacturer or wholesale distributor must not grant promotional or other allowances to some of its customers without making the same allowances available to competitors on a proportionately equal basis.

The firms granted added allowances to the food and drug chains, the FTC has charged, by buying advertising time on specific network-owned radio or tv stations at regular station card rates, in return for which the station arranged for special displays of the manufacturer's product in all the stores of the chains. The chain stores agreed to the in-store displays in return for free advertising on the radio or tv station, the FTC said.

Although the FTC complaints implicate only network-owned stations, the action is looked upon as a threat to merchandising concepts developed throughout the broadcast industry in recent years. If the FTC finds the practices illegal and orders them stopped, and if the agency is supported by the courts in any possible appeals, then the whole concept of merchandising-promotion aid by broadcast stations will have to be curtailed or discarded.

CBS, not a respondent although involved in some of the complaints, has petitioned to intervene in the case, but two FTC hearing examiners have recommended against this petition on grounds the network's interest is too indirect.

The six firms admitted they contracted for time with ABC, CBS or NBC radio or tv stations at regular station rates after the network stations "as added inducement," told the respective firms they would have their products specially displayed in the chain stores.

But they denied that such agreements and time purchases constituted a benefit to some customers, while others did not receive such benefits on a proportionately equal basis, as charged by the FTC. They also denied that the network or its owned station had served as a "medium or intermediary" between the manufacturers and the food and drug chains alleged by the FTC to have received allowances not made available to competitors of the chains. They also denied FTC charges that their payments to the network stations included compensation or payment to the allegedly favored customers for promotional service and denied the payments for time were made to benefit "any customer of the respondent."

The FTC charges, citing dates back to 1952, involve the firms with these stations: Pepsi Cola: WABC-TV New York, WCBS New York, KMOX St. Louis, WRCA New York.

Hudson Paper: WBKB (TV) Chicago, WCBS, WRCA.

Sunshine Biscuits: WBKB, WRCA.

"UNCLE EDDIE" MEATH CELEBRATES HIS 6th Anniversary THIS MONTH!

He and his "MUSICAL CLOCK" have always been ON TOP IN ROCHESTER!

Share of Audience 43.7% LATEST HOOPER OCT-DEC 1955

AND LOOK AT THIS GROWING RATING RECORD:

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

Page 78 • October 29, 1956
"Thank you, America, for what you're doing to your railroads!"

We're not alarmists, but the current plight of America's railroads must give quite a chuckle to the men in the Kremlin.

Our railroads, after all, are our first line of transportation defense. In World War II they carried 90% of all military supplies, and carried 85% of all military personnel.

And right now the railroads are having a rough time handling present demands—to say nothing of what they'd be up against in a national emergency.

At this very moment the nation is suffering from a shortage of over 100,000 freight cars.

You may not realize it, but the situation is so serious that our farmers and other producers can't get their products to market. Boats have been tied up in harbors for days on end, waiting for freight cars to unload their cargo.

What would happen if the Suez crisis suddenly burst into flame? What would happen if the Reds suddenly struck somewhere else?

It's not a pleasant thought. The bald truth is that our railroads are being starved to death through political regulation. They lost over a half billion dollars last year on their passenger business alone. They are fighting for their lives in the face of subsidized competition from highly prosperous users of airways, waterways and highways. They are being hit right and left by murderous and discriminatory taxes.

The Central's answer: 17,000 new freight cars

In spite of all these handicaps, the Central has ordered more than 17,000 new freight cars, at a cost of over $178,000,000. That's right—over seventeen thousand freight cars—enough to make a train that would stretch almost from New York to Washington.

You can bet they'll be a big help. But this is only the beginning of what we want to do and would do if we were allowed to stem our losses and run our business the American way instead of the Russian way. (The Russian way is without profit.)

Not until the railroads are allowed to make a fair return—just like America's retail stores, coal operators, manufacturers and public utilities—can we be expected to replace our worn-out equipment. (More than one-third of U. S. freight cars are over 25 years old...and more than two-thirds of U. S. passenger cars are over 25 years old!)

Not until the railroads are allowed to make a fair return can we give the nation the truly modern railroad service that present-day technology makes possible.

And, far more importantly, not until then can our railroads be ready to meet any crisis that the Kremlin could precipitate.

New York Central Railroad

October 29, 1956 - Page 79
Boxscore

**STATUS of tv cases before FCC:**

**AWAITING FINAL DECISION: 8**

(Figures in parentheses indicate dates oral arguments were held.)

- Miami, Fla.[ch. 7 (1-15-55); Seattle, Wash., ch. 7 (10-31-55); Paducah, Ky., ch. 6 (12-10-56);
- Philadelphia, Pa., ch. 6 (7-28-56); St. Louis, Mo., ch. 11 (7-4-56); Charlotte, N. C., ch. 9 (25-7-56); Buffalo, N. Y., Ch. 7 (9-24-56).

**AWAITING ORAL ARGUMENT: 6**

(Figures in parentheses indicate dates initial decisions were issued.)

- Boston, Mass., ch. 5 (1-15-55); McKeesport-Pittsburgh, Pa., ch. 4 (4-23-56); Biloxi, Miss., ch. 13 (4-9-55); Evansville-Oakland, Calif., ch. 2 (7-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Columbus, Ohio, ch. 16 (7-25-56).

**AWAITING INITIAL DECISION: 3**

(Figures in parentheses indicate dates records were closed after hearings.)

- Kansas City, Mo., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (2-26-56); Onondaga-Parm, Mich., ch. 10 (3-26-56).**KWIE Kennewick, Wash., and Jack L. Quinn (16.6%), vice president, general manager of Richland, Wash., TV Cable Corp.**

**WEOA-WEHT (TV) Sale Heads Approvals at FCC**

The $820,000 sale of WEOA-WEHT (TV) Evansville, Ind., by Malco Theatres to a syndicate headed by Cincinnati capitalist Mr. Hilberg and Henry H. Holt, was approved by the FCC last week.

The purchasing group, WEHT Inc., includes (besides Mr. Hilberg) James R. Clark Jr., Cincinnati attorney, who with Mr. Hilberg will hold equal majority interest; Edwin G. Richter, sales manager of WTVM-TV Columbus, Ohio, and Ernest Felix, Miami, Fla., radio-ty management consultant and former ABC-TV executive. Both WEOA (1400 kc, 250 w) and ch. 50 WEHT are affiliated with CBS. Other FCC approvals:

- KRIS Corpus Christi, Tex.—Sold by Gulf Coast Broadcasting Co. to South Texas Broadcasting Co. for $25,500. South Texas principals own KHTX Houston, Tex., and include former (1953-55) Houston mayor Roy Hofheinz, 25% KHTX owner, who also owns 16% of KTRK-TV there.
- KXLR North Little Rock, Ark.—Sold for $1,460 by John F. Wells, Phillip G. Back and others to Sanders Arkansas Broadcasting Inc. The Sanders company is headed by J. M. Sanders, Dallas, agency owner.
- KRSN-AM-FM Los Alamos, N. M.—Sold by Sunshine Broadcasting Co. to Virgil Allen Parker III and Darrel K. Burns for $62,000. Messrs. Parker and Burns are commercial manager and merchandising manager, respectively, of KORE Eugene, Ore.

Application was filed last week seeking FCC approval of the $455,000 sale of WRIT Milwaukee, Wis., from McLendon Investment Corp. to Radio Milwaukee Inc. Radio Milwaukee is 50% owned by H & E Balaban Corp. (theatre interests) and 25% each by Harold S. Lederer and Leo M. Lederer, who control Atlantic Brewing Co. (Tavern pale beer), Chicago. H & E Balaban Corp. owns 50% of WTVI (TV) Rockford, III.; 50% of WICS (TV) Springfield, Ill.; 50% of WMCM (TV) Grand Rapids, Mich., and is applicant for tv stations in White Heath, III. (ch. 21), and Birmingham, Ala. (ch. 42).

Also filed last week was an application seeking FCC approval of the sale of WSFA Montgomery, Ala., from WKY Radiophone Co. to Charles W. Holt (70%), Connie I. Holt (10%) and Robert H. Robinson (20%). The sale price is $175,000 and does not include the tv affiliate, WSFA-TV. The WKY company owns WKY-AM-TV Oklahoma City, KSFA-AM-FM -TV, KXLF-TV, and WPOM-TV, Tampa, Fla. The Holts control WHS高血压, Miss. (51%), WHNY McC, Miss. (55%), and WHXY Bogalusa, La. (54%). Mr. Robinson owns 24.5% of WHSY.

**Wallawalla Ch. 8 Grant Goes to KIMA-TV Affiliate**

A NEW tv station on ch. 8 at Wallawalla, Wash., was awarded by the FCC last week to Wallawalla TV Co., which is owned 100% by Cascade Broadcasting Co. (KIMA-AM-TV Yakima, Wash.).

Proposals for the planned Wallawalla operation include an effective radiated power of 3.04 kw visual with antenna height 10 ft. above average terrain. Construction and first year operation costs, respectively, were listed at $51,405 and $100,000.

Cascade also owns and operates as satellites of the Yakima tv outlet ch. 19 KEFR and WITW-TV Lewiston, Idaho. Cascade also holds 40% interest in KWIE Kennewick, Wash.

**XETV (TV) ABC-TV Affiliation Is Legal, Commission Rules**

ABC-TV affiliation with XETV (TV) Tijuana, Mex., does not violate the Communications Act or any treaty with Mexico, the FCC ruled last week. The Commission affirmed its decision of Nov. 23, 1955, granting without hearing ABC's application to transmit live telecasts to the ch. 6 Mexican outlet.

The ABC-XETV arrangement has been protested by San Diego stations KFMB-TV, CBS affiliate, and KFSD-TV, NBC affiliate. The FCC described as "vague contentions" charges by the protesters that the across-the-border affiliation contravened FCC rules and Mexican treaty provisions. The Commission said that ABC, faced with a practical inability to secure a full-time affiliate in the important San Diego area, and unwilling as an aggressive network competitor any longer to be satisfied with its present arrangements, has gone beyond the borders of the U. S. for an affiliate."
“We could never feel well informed on advertising without Ad Age”

J. WARD MAURER
Vice-President of Advertising
Wildroot Company, Inc.

“In our business, advertising is such an important factor that to be informed on the ever-changing advertising scene is of paramount importance. I do not and could never feel that I was really well informed on advertising without regular sessions with my copy of Advertising Age. This feeling is shared by other executives and every member of my department who are directly interested in how we plan and expedite our advertising program.”

Keeping informed on advertising and marketing means regular weekly sessions with Ad Age for most of the executives who are important to you. When it comes to performance in providing coverage of up-to-the minute news, trends and developments, AA stands in advertising where the Yankees stand in baseball. It’s tops—not only to those who activate but to those who influence the important decisions on markets and media.

At Wildroot, for example, broadcast and Mr. Maurer’s famous ‘Wildroot Cream Oil Charlie’ jingle have been important selling forces. In 1944, Wildroot was the biggest spot radio user in the country, and during the first six months of 1956, ranked among the top 77 advertisers in TV broadcast. Its spot expenditures in TV alone for this period was over $555,000* and its TV network expenditures exceeded $666,400**.

During the year, a total of 104 paid subscription copies of Ad Age get read, routed and discussed among advertising, marketing and other executives at Wildroot. Further, 14,664 paid subscription copies—282 every week—reach important executives at the agency handling Wildroot’s advertising, BBD & O.

Add to this AA’s current 36,000 paid circulation, its unmatched penetration of advertising agencies with a weekly paid circulation of over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its top total readership of over 131,000—and you’ll recognize in Advertising Age, a most influential medium for swinging broadcast decisions your way.

* N. C. Rosebaugh Co. for Television Bureau of Advertising
** Publishers’ Information Bureau

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

Broadcasting • Telecasting

October 29, 1956 • Page 81
NARTB ANSWERS REMOTE CRITICS

NARTB last week filed replies with the FCC to comments by three labor organizations who oppose the Commission's proposed rule relaxing remote control authorization to all am and fm radio stations. Stations of 10 kw or less, with non-directional antennas, presently are authorized remote control.

The association said its reply comments are in answer to the "three principal letters in opposition to the proposal." These are International Brotherhood of Electrical Workers (IBEW), National Assn. of Broadcast Employees & Technicians (NABET) and American Communications Assn. (ACA).

To arguments that directional antennas are not stable enough for remote control operation, NARTB said its comments show stability sufficiently established and that the FCC's proposal to authorize remote control for directional antenna stations on a case-to-case basis will eliminate non-stable arrays from such authorizations.

To contentions that high-power transmitters are not sufficiently reliable for remote control operation, NARTB said high-power stations, because of the greater engineering complexity of transmitters and their wider coverage, should be treated differently than low-power stations. NARTB admitted a few high power transmitters, "in their present condition," are not reliable enough for unattended operation.

But, the association said, no broadcaster nor NARTB would recommend remote control authority for a transmitter that does not operate as well unattended as it does attended; if an "improper" remote control operation were attempted the FCC would soon discover it through field inspections or comments; besides, the broadcaster realizes self-interest compels him to install a remote operation only when it will be as efficient as an attended one, the statement said.

NARTB called opponents' fears of excess outage time "unjustified," but expressed willingness to agree to "any reasonable regulations" to insure against the condition, "Thus, said NARTB, it is modifying its proposals to ask that remote control be granted to stations of more than 10 kw only when the station has an auxiliary transmitter of 5 kw or more which can be operated from the remote point and that the station make a reasonable showing of the reliability of its main transmitter.

NARTB said adoption of remote control would not result in degradation of FCC technical standards, but would add public service benefits.

Court of Appeals Language Revised in Spartanburg Case

THE U. S. Court of Appeals last week revised the language of its Spartanburg, S. C., ch. 7 opinion to eliminate the reference to the Commission's April 30, 1954, order authorizing WSPTA-TV Spartanburg to move its transmitter site from its projected location on Mt. Kellam to a site on Paris Mt. The action removed doubt whether WSPTA-TV would stay on the air.

The order [BT, Sept. 10] now refers only to the Commission's final decision denying the protests of ch. 23 WGLV (TV) Greenville and ch. 40 WAIM-TV Anderson, both South Carolina, against the move. The court ordered the FCC to reopen the protest hearing to accept engineering testimony and to decide what it termed misrepresentations on the part of WSPTA-TV.

If the original court order had been allowed to stand, WSPTA-TV might have had to cease operating since its basic authorization to operate from Paris Mt. would have been rescinded. The Commission petitioned the court for a rehearing to rectify what it called an action beyond the jurisdiction of the court. The court, in a per curiam opinion last week, denied this petition, but revised the language of its September opinion to amend the challenged section.

Meanwhile, the FCC also asked the appellate court to withhold issuance of the mandate in this case in order to permit it to consider an appeal for review to the U. S. Supreme Court.

KCCT-TV Says It Wants Shot at KOVR (TV)'s V

IF CH. 13 KOVR (TV) Stockton, Calif., can't make a go of it from its present transmitter site on Mt. Diablo, ch. 40 KCCT-TV Sacramento says it's willing to switch to ch. 13, operate it from Mt. Diablo and take its chances.

KCCT-TV made a formal request for the Stockton facility last week and asked the FCC to accept its application and set it for hearing with KOVR's request to change transmitter site to Butte Mt., about 40 miles northeast of Stockton and 72 miles from its present site on Mt. Diablo. The proposed move has been protested by KCCT-TV [BT, Sept. 24], which charges that KOVR is attempting to move in on Sacramento and secure the ABC affiliation now held by KCCT-TV.

FCC Upholds NBC Decision In Proposition Four Dispute

RECTITUDE of NBC in dealing with alleged partisan newscasts of Richfield Oil Corp. was upheld by the FCC last week when it told the California Committee Opposed to Oil Monopoly that it could find no evidence of wrongdoing or lack of responsibility on the part of the network in the controversial California referendum on oil conservation (Proposition Four).

The California committee had charged that the oil company was mixing political propaganda with its Richfield Reporter newscasts on NBC's western network. It also made the same charge against the commercial messages on the Mayor of the Town series sponsored by Richfield on seven California tv outlets [BT, Oct. 22, 8].

Not only did NBC offer the medium of a forum or debate program for both sides to have their say, the Commission said it had determined, but also the network had offered the committee a 15-minute program.

Both offers were declined by the committee, the Commission said.

Furthermore, the FCC said, it had been determined that only one mention of the disputed Proposition Four has appeared on the Richfield Reporter since Aug. 13 and that was a balanced presentation with pro and con comments. The Commission also noted that opponents of Proposition Four have been sold time for 72 announcements and proponents for 49 commercials, all being broadcast over KNBC San Francisco.

WAVY Ch. 10 Grant Appealed, Misrepresentation Alleged

CHARGES of misrepresentation in the ownership of WAVY Portsmouth, Va., were filed with the FCC last week by Beachview Broadcasting Corp., unsuccessful applicant for Norfolk-Portsmouth ch. 10. At the same time Beachview also filed an appeal with the U. S. Court of Appeals in Washington against the Commission's May grant of the vhf facility to WAVY [BT, June 4].

In a petition to reopen the record and for further hearing, Beachview alleged that WAVY failed to disclose that Carl J. Burkland, executive vice president and general manager of WAVY, was also a stockholder. It also alleged that WAVY failed to disclose that Richard Kellam, Virginia political leader, and Fred Haycox publisher of the weekly Virginia Beach Sun Times, were also stockholders.

In its court appeal, Beachview claimed that it was favored for the grant by an FCC examiner, but the Commission reversed the examiner and granted the facility to WAVY by a vote of three to two, with two commissioners abstaining. Earlier this month, the FCC turned down a Beachview petition for reconsideration.

Rule-Making Actions

IN rule-making actions last week, the FCC:

(1) Denied a petition by WTVO (TV) Rockford, Ill., for separate consideration of its proposal to delete ch. 3 from Madison, Wis., and to assign it to Rockford, III., by shifting assignment at Fond du Lac, Wis., from ch. 54 to ch. 68. The FCC said that the WTVO proposal can be considered with a notice of proposed rule-making already issued which would change from commercial to educational Madison's ch. 3, making that city all uhf.

(2) Denied a request by Texas Technological College Lubbock, to change commercial ch. 5 there to educational. After a new rule-making request, WAVS Charlotte, N. C., asked the FCC to delete ch. 9 from Charlotte and substitute chs. 20 and 77 there. This would give Charlotte chs. 3 (operating WBTY [TV]), 20, 36, 42 (educational) and 77.
RCA’S FOLSOM CALLS NTSC 'PHONY,' LABELS IT DEVICE TO STEAL COLOR TV

Competitor rigged the color tv standards committee to get system without paying royalties, RCA president charges. He predicts someone else will claim credit for system. Statement comes in time of heated controversy over color (see story page 84).

RCA PRESIDENT Frank Folsom said last week that the National Television Systems Committee, the voluntary industry group which developed compatible color tv standards in 1950-53, was a "phony." He made the charge last Thursday in Los Angeles at dedication ceremonies for a new $1.4 million distributing center for RCA Victor Distributing Corp.

Asked by newsmen for further clarification of the "phony" label, Mr. Folsom asserted: "NTSC was contrived by one of our competitors to get our system without paying any royalties." He did not identify the competitor.

In the same vein, Mr. Folsom told reporters, "Gentlemen, I predict that in your lifetime someone else will make credit for inventing the color tv system." Asked jokingly if he meant someone in Russia, he replied, "It will probably be someone in the industry that you know today." The RCA president’s statement came in a week charged withcolor tv controversy. Earlier, RCA spokesmen had attacked an article in Time magazine (“Faded Rainbow,” Oct. 22) which said "color tv has turned out to be the most resounding industrial flop of 1956." (See story page 84.)

Citing the bright future for color television set sales and NBC-TV’s color programing contribution, Mr. Folsom recalled phases of color tv's development and asserted, "RCA made the color system... no one has yet made a successful color picture tube except RCA.”

Other RCA executives present cautioned newsmen to be careful in distinguishing between the "standards" developed by NTSC and approved by FCC and the "system" developed by RCA. They also said that the NTSC specifications in the final analysis were virtually the RCA compatible color system.

Mr. Folsom did not expect color set prices to become lower "for the next year or so." He contended the $495 price is not high for today's standard of living, "especially when you see so many who can afford sports cars and weekends in Palm Springs or Miami."

The RCA president again charged that the common idea that color tv prices are "high" is a "phony premise" by the firm's "competition" who can't manufacture an equal product. He recalled that the $375 10-inch set RCA introduced in April 1947 at the start of black-and-white television was down to $149.50 within three years and had become obsolete.

The $70 million which RCA has spent in developing color tv "has been written off month by month and is not being charged against the future," Mr. Folsom said. Physical plant facilities used in manufacture, however, are being amortized in the usual way, he explained. RCA spent more than $50 million getting black-and-white television into American homes," he added.

"Our enthusiasm for color was never greater than it is today," Mr. Folsom said. "Dealers are already selling color receivers as fast as they are being turned out. As we move into the Christmas selling season, this demand will pick up more momentum. We anticipate a consumer demand for most models that will far exceed our production."

No "Conflict" on Toll Tv

President Folsom also referred to the recent disclosure that RCA has patents for a pay-tv system. He said there is "no conflict" of policy toward subscription in RCA’s present opposition to toll tv before the FCC and opinions expressed by Vladimir K. Zworykin, RCA honorary vice president, in a 1950 application for a patent covering eight claims to "secret television systems" comprising a pay-tv operation. The Zworykin patent was granted July 31, 1956, and has just become public [BT, Oct. 22].

Mr. Folsom noted that the patent application was filed a number of years ago as part of RCA's consistent effort, under Brig. Gen. David Sarnoff's leadership, to explore every avenue in research which might reasonably lead to profitable and practical developments to serve the consumer. He said the patent statement was not necessarily a support of pay-tv but rather an explanation of what the system could do should it be approved by FCC.

"But who is going to pay for receiving films in the home when you already can get them free?" he told BT.

At last Thursday’s ceremonies in Los Angeles, Mr. Folsom pressed a button which "cut" a ribbon at the entrance by means of electrical energy from a solar battery igniting a magnesium band on the cloth. Civic dignitaries, headed by Los Angeles Mayor Norris Poulson, joined the RCA and NBC officials at the ceremony.

The largest facility of its kind in California, according to RCA, the new center
‘TIME’ COLOR REPORT BLASTED BY RCA

RCA has taken TIME to task over the news magazine's review of color tv in its Oct. 22 issue, charging that the TIME article was "biased and damaging."

Meanwhile, Zenith Radio Corp., distributed to its franchised dealers a reprint of an article that appeared Oct. 10 in The Wall Street Journal, which claimed a slow-up in color tv set sales and a simultaneous cut back by manufacturers.

A letter dated Oct. 18 (TIME is on newsstands ahead of its Monday publication date) was sent to TIME by Robert L. Werner, RCA vice president and general attorney, asserting:

"The story on color television in your current issue is biased and damaging. Unlike RCA's popular tv receivers, the colors in TIME's colored account are not true, nor are they compatible with fact."

Copies of Mr. Werner's letter were circulated immediately to all RCA distributors and dealers by Robert A. Seidel, executive vice president of RCA's consumer products. Mr. Seidel said:

"As you know, the fact is that color television sales are accelerating week after week and the excellent color programs now on the air are a source of great satisfaction to owners of color receivers. Aggressive promotion of home demonstration programs provides a wide open opportunity for further increases in sales. We believe that both you and your customers will be interested in the facts."

TIME quoted General Electric President Ralph Cordiner as giving this "answer" to the question of "what's wrong with color tv?": "If you have a color set, you've almost got to have an engineer living in the house."

The article proceeded to assert that Mr. Cordiner and "virtually every other U. S. electronics manufacturer" are well aware that "color tv has turned out to be the most resounding industrial flop of 1956." TIME found color tv optimism on sales this year to be "premature tub thumping" observing that "where the seers went wrong was in reasoning that the customer would clamor for color as soon as prices came down."

Noted was Brig. Gen. David Sarnoff's prediction at the start of this year that by mid-1956 up to 1.5 million color receivers would be in operation, but TIME claimed not more than 75,000 color sets were in use two weeks ago and that compared to the 7.2 million black-and-white set sales this year, "color sets are scarcely a speck in the nation's tv screen." It reported that the industry expects to sell not more than 250,000 color sets by the year's end (and that one "big manufacturer" estimates the total closer to only 30,000).

The article quoted an "idle viewer at Rich's Department Store (Atlanta) as saying: "I know the grass is green at Ebbets Field. It isn't worth $400 more to find out how green." This sentiment, according to TIME, echoed "the prevailing U. S. apathy to tinted tv." Also mentioned were dealers who voiced unwillingness to handle color sets because "output contracts" are still too high, there is a shortage of proper technicians to service them and retail markups are too low "to justify aggressive advertising." Other dealers, however, were seen as making "hard promotion pay off."

For its windup, TIME reviewed extensively charges which it said Zenith Radio Corp. President E. F. McDonald Jr. had leveled against RCA, to wit: "RCA had deliberately oversold the industry on color since 1953."

The "premature tub thumping" phrase was contained in a quote of Mr. McDonald's and applied in reference to RCA's color support. The magazine, however, cited "many tv men, on the other hand," who pointed to RCA as doing "more than the rest of the industry combined to get color out of the red."

Mr. McDonald's quotation also implied that RCA's color push was connected with an expected expiration of licensing patents, alluding to it [color promotion] as a way to "induce" manufacturers to sign up for a new license term.

Mr. Werner's letter pointed out that TIME could have found by "a careful check of the facts" that the New York Times on Oct. 17 had reported 1,100 color sets shipped by RCA's distributor Raymond Rosen & Co., in Philadelphia and Rosen's color set billings for the month exceeded those for black-and-white sets [but it Oct. 22]. He declared other such facts for Chicago, New York, Los Angeles and elsewhere in the U. S. could have been uncovered by TIME if it had checked.

In reference to the GE and Zenith position described in the article, Mr. Werner asserted that TIME chose to "feature anticolor tv statements by the presidents of two of RCA's biggest competitors whose companies achieved their first success in black-and-white tv years after RCA's David Sarnoff pioneered in that field, and then only by using inventions made by RCA's famed scientists and engineers."

He asserted that in 1947, RCA was pioneering in black-and-white similarly as it is today in color but that "one of Zenith's publicity men" wrote an American Weekly Magazine article quoting Mr. McDonald as saying "Television will be a colossal flop" until some way is found to charge the public for tv programs it receives at home."

Mr. Werner singled out Zenith, however, as having patent rights on a pay television system that RCA researchers "directed their efforts to improving free television service . . . by the addition of color" and that Mr. McDonald's bias against color is understandable when these facts, also overlooked by TIME, are disclosed."

He said RCA accepted the "assertion by GE's president that his factories can't turn out a satisfactory color set." But, he added "we do not believe it is fair to leave your readers with the impression that RCA can't."

According to Mr. Werner, the news magazine's article opened with a "loaded question" ("What's wrong with color tv?)" and that "your writers than proceeded to answer . . . with disparaging propaganda" that "would hold back color television." He suggested in connection of what he called "the unjustified and damaging statements . . . published" as a "matter of honest and simple fairness."

Zenith circulated to its dealers the reprint of the Journal article and a news story from the Oct. 12 New York Herald Tribune (also based on quotations from GE's pre-
A demonstration and discussion of storage display devices also highlighted the two-day meeting which drew more than 900 engineers and technicians. In one demonstration a single frame of a Washington television program was "stored" on a cathode ray tube for several minutes. Resolution was about 300 lines, it was indicated. Papers on this development were given by D. B. Barker and F. W. Quelle, Lincoln Lab., Lexington, Mass., and F. H. Harris and G. L. Stammrach, Naval Research Labs., Washington.

Storage tubes for broadcasting would permit narrower band television channels, which might permit an increase in the number of available channels, it was asserted.

Duplicating System Shown

Another display showed the use of a TV camera and a "printing tube" as an electronic duplicating system. The camera viewed the material to be duplicated and the image was transmitted to the face of the receiving tube. Instead of being phosphor-coated, the tube has a series of closely spaced wires which placed a pattern of electric charges on copy paper moving past at high speed. Electrically charged powder, dusted on the copy paper, was fused to it by the electronic charges, resulting in a permanent visible copy.

The new machine was said to be able to print one million characters per minute. It was developed by Stanford Research Institute, Menlo Park, Calif., and was described and demonstrated by R. W. Crews, H. C. Borden and P. Rice of SRL.

Other sessions heard discussions of magnetrons, wave guides, solid conductors, transistors, and other electron devices.

Needham, Roscoe Promoted
In Blaw-Knox Tower Dept.

HARRY T. NEEDHAM and William S. Roscoe have been named assistant sales managers in the Tower Dept. of Blaw-Knox Co., Pittsburgh, according to an announcement by Robert A. Troman, sales manager.

Mr. Needham, an 18-year veteran with Blaw-Knox, will specialize in antenna sales.

Mr. Roscoe, with the firm 16 years, continues in microwave transmission, his field for the last ten years.

R. D. Hall was named antenna project engineer. He joined B-K in 1950.

SHORTCUT TV TUBE SHOWN BEFORE IRE

Sylvania development which puts microwave picture directly onto face of a cathode ray tube—bypassing intermediate circuits—highlights engineers' meeting in Washington.

A CATHODE RAY tube that displays microwave intelligence directly onto its face—without the need for intermediate circuitry—was one of the featured displays of the Second Annual Technical Meeting on Electron Devices, sponsored by the Institute for Radio Engineers in Washington last week.

Developed by Sylvania Electric Products Inc., the "Wamoscope" (Wave Modulated Oscilloscope) feeds directly from the radio frequency signal. The wide-band tube provides amplification and detection, permitting the elimination of local oscillator, mixer, intermediate frequency amplifier, detector and video amplifier, it was asserted.

The tube shown at the IRE show was developed for the 2,000-4,000 mc band. It is 233/4-in. long and contains a 5-in. bulb with a P-7 phosphor.

Although no immediate use for broadcast purposes was reported, it was indicated that the development could be utilized in qualified form to simplify the circuitry of television receivers. But, it was stressed, this development was in the future and was not to be expected soon.
PETRY INTRODUCES NEW CONTRACT FORM

Representative firm will conduct all its business of selling station time to agencies in new manner, designed to simplify procedure and reduce paper work. Terms, conditions of standard form to be preserved.

EDWARD PETRY & Co. beginning this Thursday will conduct all of its daily business of selling station time to agencies with a new form designed to simplify procedure and reduce unnecessary and cumbersome paper work.

According to Edward Petry, president of the radio and tv station representation firm, the new method, which is geared to the requirements of a business built upon accuracy and speed:

- Will employ practically the principle of "good faith" that has developed over the years in the radio-tv business world specifically, the ordering and clearing of availabilities and subsequent revisions as necessary without the signing of an actual contract.
- Yet will preserve the terms and conditions of the standard contract form (as developed by the American Assn. of Advertising Agencies and NARTB), which is basic to the business of selling time to national advertisers, and of the station's rate card.

The new form (see cut), developed by the Petry company over the past year, is devoid of the usual lengthy provisions which appear in the standard contract form. A key line on the form states, however, that "the station has confirmed your order or revision, subject to the terms and conditions of the standard AAAA-NARTB contract and station rate card."

Mr. Petry will use these "confirmation" forms for all of the 27 tv and 19 radio stations it represents and at all of its offices—New York, Chicago, Detroit, San Francisco, Los Angeles, St. Louis and Atlanta.

Mr. Petry notes that currently many of the agreements now made by representatives in the sale of time to agencies are on "good faith" with merely a bookkeeping device to keep track of things until actual standard contracts are drawn up and signed. Often times, however, because of the speed of placing business, these contracts are not signed until as long a period as six months after payment is made, and often after schedules are completed.

It is his feeling that the new form not only will do away with confusion for the agency, the station and the representative but also— and more importantly— make it less burdensome on the agency. For these parties— all affected by the contract—the new system will streamline bookkeeping and other compilation of records.

The forms, it is believed, will be helpful particularly when revisions must be drawn up. Rather than redrafting the contract, a new form, which refers to the number of the original confirmation, is filled out. All of the Petry forms are signed by the salesman involved.

Radio, Tv Forms Similar

The radio and tv forms are identical in the information provided. They are differentiated only by the word "radio" or "television" printed on top of the sheet. The number key appears also on the top of the form in the upper right corner. Each Petry office will have an individual key.

The complexities and cumbersoness of drawing up actual contract forms have historically plagued the seller and buyer of station time, tying up what otherwise would be a swift transaction in a ball of red tape, Mr. Petry feels. He says the firm contacted several of the larger advertising agencies for their reaction to the plan before putting it into effect. Needless to say, the consensus was favorable.

There is another area where the new forms hold forth as a sedative to a problem that has long been a headache in the radio-tv business, that of correspondence. By eliminating contracts completely in transactions, Petry hopes to whittle down reams of correspondence to essentials.

It is contended by the Petry firm that its new forms do not in any way tamper with the rate protection policy or discount policy which may be in effect at any of the stations for which it is doing business.

Mr. Petry, a member of NARTB's tv contract committee when the AAAA-NARTB standard contracts were being developed, is a firm supporter of the contract form as now in existence. With this in mind, with this new Petry forms do not affect the guarantees or provisions contained in standard contracts, except wherein they work to the disadvantage of the agency. Thus, such changes are permitted only in favor of the agency with whom the firm is doing business.

According to the Petry plan, duplicate copies of the forms are sent to the agency, the station and to the salesman as well as the bookkeeping and contract departments at Petry offices. This system, Mr. Petry feels, will serve as protection to the station—an insurance policy against errors in the flow of seller-buyer traffic where jams can occur as often as not.

Winger Buys Out Partner, Now Sole Owner of WDOD

ACQUISITION by Earl W. Winger, half-owner of WDOD Chattanooga, of the 50% interest held by his long time partner, Norman A. Thomas, was announced last week, subject to customary FCC approval. While no price was made public, it is understood the purchase was on the basis of a $350,000 valuation for 100% of the station. Mr. Thomas plans to devote his entire time to farming interests in Tennessee.

Messrs. Winger and Thomas started WDOD in 1925—the first station in Chattanooga and the only one in the market until 1936. The two had been partners in a radio store in Chattanooga, which was organized in 1922 and three years later went into station operation, beginning with a 50 w outlet. WDOD operates on 1310 kc with 5 kw and was one of the seven stations which formed the southern leg of CBS in 1929. The station still is affiliated with CBS.

WDOD holds an option to acquire 50% of ch. 9 WROM-TV, Rome, Ga., which has pending before FCC an application to move its transmitter to High Point on Lookout Mountain near Chattanooga. This new outlet would bring to the Chattanooga area its third tv station. The station's power would be increased from 32 kw to 316 kw and it would become affiliated with ABC-TV if the changes are approved.

Korn Elected DuMont V. P.

BENNET KORN, who returned to WABD (TV) New York as sales director after a brief association with Telecasting Programs of America, New York [At Deadline, Aug. 20], has been elected vice president in charge of sales, it was announced Thursday by Bernard L. Goodwin, president of DuMont Broadcasting Co.

Mr. Korn resigned from the then DuMont Television Network as a general sales executive to join TPA as New York account executive. Bill Adler continues as sales manager at WABD.
Jerome R. Reeves Named KDKA-TV General Manager

JEROME R. (TAD) REEVES, program director at WBNS-TV Columbus, Ohio, has been named general manager of KDKA-TV Pittsburgh, it was announced last week by Harold C. Lund, Westinghouse Broadcasting Co., vice president in Pittsburgh. Until Mr. Reeves' appointment, Mr. Lund had been carrying out the duties of general manager for the station.

Mr. Reeves, who had served as program director for the Columbus TV outlet since 1950, has been the recipient of numerous professional and honorary awards for his television work. He was named winner this year of the 1955 Thomas Alva Edison Award for the best youth programming in television.

Said Mr. Lund: "Tad Reeves is regarded as one of the most creative and experienced executives in the television industry, and I am very happy to add him to my team in Pittsburgh."

WBNS-TV Makes Changes

JOHN A. HALDI, production director of WBNS-TV Columbus, Ohio, was named program director last week succeeding Jerome R. Reeves, who left the station to become general manager of Westinghouse Broadcasting Co.'s KDKA-TV Pittsburgh, (see above) according to Richard A. Borel, director of tv for Dispatch Printing Co., owner of WBNS-TV.

Gene McPherson, the station's director since 1952, succeeds Mr. Haldi, who joined WBNS-TV in 1949 before the station went on the air. Mr. Haldi later became director and was promoted in 1952 to production director.

WAKE Will Wake Country To 'Wake to Music' Month

WAKE Atlanta, Ga., will make unusual use of its call letters to spearhead nationally-designated "Wake to Music" month in November, according to Morton J. Wagner, the station's general manager and executive vice president of the Bartell Group, which owns the Atlanta outlet.

Mr. Wagner announced last week the sale of WAKE's "Wake to Music" promotion to the Yancey Co., RCA distributors in Atlanta, and said that the station's 24-hour music and news programming "would be literally flooded with dealer and artist tie-ins of every nature."

In what is described as Atlanta's largest single sale of saturation radio, WAKE will broadcast approximately 80 dealer representations daily, ranging from 10 seconds to a minute. In addition, a new "Wake to Music" record, featuring The Blenders and released by RCA, will debut Thursday (Nov. 1) on the station and will be used throughout the month as a tie-in with various WAKE programs.

Specific November stunts planned by WAKE include thousands of "WAKE (1340) to Music Month" banners and streamers displayed throughout the area, dozens of window display tie-ins, a "Miss WAKE to Music" contest, record giveaway and remote broadcasts. The backs of Atlanta buses will carry messages of the WAKE-RCA tie-in, as will billboards in the city and table tents in restaurants and on counters. Atlanta newspapers will carry daily drop-in ads, and several mailings will be sent throughout the month.

According to Gerald A. Bartell, president of the Bartell Group, the WAKE promotion will lead an "all-out group plan for 'Wake to Music' cooperation, using the Atlanta station and a natural tie-in." The Bartell Group, in addition to WAKE, includes WOKY Milwaukee, KCBQ San Diego, WMVY (TV) Madison, Wis., and WAPL Appleton, Wis.

Herbert Appointed GT Eastern Sales Manager

APPOINTMENT of Theodore W. Herbert as eastern sales manager of General Tele radio owned-and-operated stations, effective Thursday, was announced last week by Wendell B. Campbell, national sales vice president, RKO Teleradio Pictures Inc., parent of general Tele radio. Mr. Herbert joined Mutual (under General Tele radio) last year as an account executive after 13 years at ABC Radio and, its predecessor, the Blue Network.

The owned and operated stations include WOR-AM-TV New York, WNAC-AM-TV Boston, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, Fla., WGMS Washington, KJH-AM-TV Los Angeles and KFRC San Francisco.

Mr. Herbert's appointment is in line with an overall expansion of MBS sales activities, Mr. Campbell indicated, citing the appointment in September of George Morris as western sales manager.

Dr. Morris Dies at 71

DR. C. C. MORRIS, 71, Oklahoma broadcasting executive and Baptist minister, died Oct. 24 following a long illness.

He was chairman of the board of KTEN (TV) Ada, Okla., KADA there and KWSH Wewoka, Okla. He also had served as president of the three facilities until failing health forced his resignation last June.

Dr. Morris was a past president of the Oklahoma Broadcasting Assn. and member of the Radio Commission of the Southern Baptist Convention.
WGN Inc. Reorganizes Radio-TV Sales Forces

NEW organizational changes designed to strengthen radio and tv sales forces of WGN and WGN-TV Chicago in that city and in New York were announced last week by Ward Quaal, vice president and general manager of WGN Inc., as a step to maintain local and increase national business.

The eastern office will split into separate staffs for radio and television under supervision of Ben Berenson effective Nov. 1. Ray Grandle transfers from WGN-TV to the New York office as tv salesman Nov. 5 and two additional salesmen will be added by Feb. 1, 1957. Ed Gerken has been assigned to radio sales. WGN Inc.'s eastern office is

In the Chicago WGN Inc. sales office William A. McGuiness and Theodore Weber head the radio and tv sales departments, respectively. Mr. Weber announced appointment of Bradley Eidmann as supervisor for national sales and Mel Wolens for local business. James O'Rourke, formerly with Chicago Broadcasting Corp., and David Williams, Weed Television, join WGN-TV's national division effective Oct. 29. Mr. Weber announced. Also assigned to that division are Fred McCahey and Harry Miller, while Homer Morrow and Wayne Teeter have been assigned to local sales.

On the radio side Mr. McGuiness announced assignment of Charles A. Gates, Earl Matthews and Don Getz to national sales and Herman Strick to retail radio business, for which a staff expansion is planned.

WGN Inc. is represented on the West Coast and in 11 western states by Edward Petry & Co.

Ky. Representation Firm Starts With 29 Stations

HARRY McTIGUE, for the past 13 years president and general manager of WINN Louisville, has established a representation firm, Kentucky Radio Sales, to represent Kentucky stations exclusively. The new firm is headquartered at 1404 Heyburn Bldg., Louisville.

The 29 stations Kentucky Radio Sales represents makes it possible for an advertiser to buy state-wide coverage through one office, according to Mr. McTigue. Stations represented by KRS include Wulumi Ashland, WKCT Bowling Green, WCTT Corbin, WNES Central City, WLIP Covington, WCPM Cumberland, WHIR Daviess, WIEL Elizabethtown, WFKY Frankfort, WFUL Fulton, WKAY Glasgow.

Also WHLN Harlan, WKCIC Hazard, WSON Henderson, WWHO Hopkinsville, WFTG London, WLRN Lebanon, WLAP Lexington, WFTM Maysville, WNGO Mayfield, WFMW Madisonville, WMJQ Midfield, WOMR Moorehead, WNSB Murray, WOMI Owensboro, WPAD Paducah, WSIP Paintsville, WLSI Pikesville, WSFC Somerset.

L. D. Hargreaves Appointed General Manager of WGMY

L. D. HARGREAVES, assistant manager of the Dixie Broadcasting Co., which operates WGMY Montgomery, Ala., has been named general manager, it was announced last week.

At a recent board of directors' meeting, Mrs. Mary Frances Sewell was elected secretary-treasurer and assistant manager of the company.

WGMY this month moved its offices from a downtown location to a new suburban shopping center at 358 North Capitol Parkway and also changed over to a popular music-news format.

Wolfman Named Bartell VP

JOSEPH WOLFMAN has been promoted to vice president of the Bartell stations in charge of sales promotion and merchandising of KCBQ San Diego, Managing Director Lee Bartell announced last week. Mr. Wolfman has been associated with the Bartell group since 1950 and formerly was commercial manager of WAKE Atlanta.

Olson, Bagwell to WTVT (TV); WKY-AM-TV Promotes Three

TRANSFER of two executives from WKY-AM-TV Oklahoma City to WTVT (TV) Tampa, Fla., has resulted in three major promotions at the Oklahoma City radio-tv outlet.

Acting WKY-AM-TV Manager Eugene B. Dodson announced that Robert Olson, WKY-TV program manager, and Administrative Assistant Norman Bagwell have been transferred to the Florida station. Keith Mathers has been named tv operations manager for the Oklahoma station, and Joe Jenkins, former tv production supervisor, is new program manager for tv. Fred Duskin, accounting department head, has been promoted to business manager, taking over Mr. Bagwell's duties.

Both stations are owned and operated by WKY Television System Inc.

Harden Named to WIS Post; Stanfield in WIST Key Job

W. FRANK HARDEN, managing director of WIST Charlotte, N. C., has been appointed managing director of WIS Columbia, S. C., and Ray M. Stanfield, local sales manager of WIS, has been named to the post of WIST managing director, it has been announced by G. Richard Shaflo, vice president-general manager of the Broadcasting

Co. of the South, which operates both stations.

Winton Heads KILT-TV

ED WINTON has been named general manager of KILT-TV El Paso, Tex., Gordon McLendon, president of the McLendon Investment Corp., owner of the station, announced. Mr. Winton, 25 years old, is a former disc jockey for KLIF Dallas and KELP El Paso, both McLendon stations, and recently completed a marathon radio broadcast of 120 consecutive hours.

WGMA Hollywood, Fla., Sold

SALE of independent WGMA Hollywood, Fla. (1 kw on 1320 kc), by Major Ronulf Compton and associates to independent radio program packagers Jack Barry and Dan Enright was announced last week. Purchase price was reported to be $65,000. Lonton Wells, Fort Lauderdale, Fla., was the broker. Barry & Enright own following tv properties: Twenty One, Tie Tac Dough and Winky Dink.
Mounsey Heads WPTR
DUNCAN V. MOUNSEY, production coordinator at WRCA-AM-TV New York, has been named general manager of WPTR Albany, N. Y., according to an announcement last week, which also said that Mr. Mounsey would be in charge of a complete reorganization of the 50 kw station. The reorganization will include "carefully-programmed" popular music and a large number of regularly scheduled brief newscasts with heavy emphasis on local stories.

STATION PEOPLE
Ray Johnson, KMED Medford, Ore., named executive vice president general manager.
Clifford M. Kirtland Jr., WGR-AM-TV Buffalo, N. Y., elected treasurer and controller of Transcontinental Television Corp. (WROC-TV Rochester, N. Y.; WSVA-AM-TV Harrisonburg, Va.; and interlocking ownership with WGR-AM-TV), he has been controller of firm since its founding in 1955.


Beefs up sales!
"Well done," declares one of America's giant meat packers, saluting the rare salesmanship of WXIX, Milwaukee's prime advertising medium. L. Costi, advertising manager of Armour & Co., Frozen Meat Division, writes: "Having examined our first year's results in the Milwaukee market, I am happy to report that we have made great strides. Our television schedule on WXIX will be renewed ... and we sincerely hope the next year will be as successful as last." Why not cut yourself a thick slice of the select Milwaukee market with a top-grade, low-cost schedule on WXIX?

NARTB WINDS UP REGIONAL CONFERENCES: FORMULA FOR 1956 TERMED AS BEST YET

Birmingham session concludes annual series, attended by more than 1,600. NARTB President Fellows says improved programming and enthusiastic response reflect feeling of solidarity in broadcasting.

NARTB wound up its annual series of regional conferences in Birmingham, Ala., Friday with a conviction that the 1956 formula, with its two-day agenda of panels and informal "bull sessions," is the best yet devised for localized industry meetings.

Registration at the 1956 meetings totaled more than 1,600, about the same as the 1,615 registered last year, but association officials felt the conferences were more successful. Attendance at the Thursday-Friday Region 3 meeting in Birmingham totaled 175 delegates at the end of the first day, below the 197 who attended last year at New Orleans.

Actual broadcaster and associate member registration in 1956, however, was ahead of 1955, when wives and other unofficial guests were included in the total.

NARTB President Harold E. Fellows told B&T Friday the improved programming and more enthusiastic response of delegates reflected a growing feeling of solidarity throughout the industry. Delegates were more businesslike, he said, and attendance at meetings was excellent.

"The forum type of program was popular at all eight regional conferences," he declared. "Hundreds of broadcasters took active part in the discussions.

At nearly all of the eight conferences that started in Mid-September the small-market meeting adjourned late the afternoon of the first day and resumed the next morning.

Mr. Fellows said interest in the Television Code far exceeded that shown in the 1955 series, and the Television Bureau of Advertising sales clinics drew close attention. Radio Advertising Bureau did not take part in the 1956 meetings.

FCC Comm. John C. Doerfer, addressing the Thursday dinner session, told how the Commission is approaching the allocation problem and went into antitrust aspects of network and station operation (see story, page 90).

John M. Butler Jr., WSB Atlanta, a director for large stations, was host director at Birmingham.

In discussing the television code, Mr. Fellows, substituting for Roger W. Clipp, WFIL-TV Philadelphia, a member of the TV Code Review Board, noted that 160 TV stations do not subscribe to the self-disciplinary document. In the seven-state region represented at Birmingham, barely 50% of the stations are code subscribers. He and Edward Bronson, tv code affairs director, called on stations to promote their code participation. Code monitoring is designed to aid stations in applying the self-regulation principle, Mr. Fellows said, and is a service rather than a police action.

Members of the Resolutions Committee were Henry Clay, KWKH Shreveport, La., chairman; Walter Windsor, KCNC Texarkana, Tex.; John C. Cooper Jr., WJRD Tuscaloosa, Ala.; Harold P. Danforth, WDBO Orlando, Fla.; L. M. Sepaugh, WSLI Jackson, Miss.; Parry Shetlar, WJZM Clarksville, Tenn., and Frank Gaither, WSB Atlanta.

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president, opened the program Thursday morning with a roundup of station management problems and what NARTB is doing about them. A. Prose Walker, NARTB engineering director who recently returned from Poland, where he represented the U. S. at the International Radio Consultative Committee plenary assembly, brought delegates up to date on the NARTB’s move to obtain remote control rights for all classes of radio stations.

President Fellows outlined the industry's expanded public relations program, explaining how the association is meeting the deluge of investigations, organized criticism and other attacks. He spoke at the Thursday luncheon meeting.

Vote on Restoration

The upcoming membership vote on a proposal to restore at-large station directors to the board was debated by J. Frank Jarman, WDNC Durham, N. C., a medium station at-large director, and George H. Clinton, WPAR Parkersburg, W. Va., district director. Mr. Jarman favored the plan and Mr. Clinton took the negative side. The eight at-large directors are scheduled to leave the board next spring unless the membership votes otherwise. All eight regional meetings heard the subject debated, an answer to critics who felt the original vote abolishing at-large directors had been done without duly informing members on the problems involved.


DOERFER ASKS FOR CAUTION BY PROBERS

Commissioner, speaking at NARTB regional meeting, cautions antitrust charges ‘are easy to make but hard to prove.’ On allocations, he states skepticism of proposed deintermix and ‘interim relief’ measures.

A GO-SLOW approach to antitrust investigation of television networks was urged last week by FCC Comr. John C. Doerfer.

Speaking to a Region 3 conference of the NARTB in Birmingham, Comr. Doerfer said that charges of monopoly “are easy to make but hard to prove.”

Such charges have been made before Congressional committees since the Potter Senate Subcommittee hearings of 1954. “The failure of many uhf broadcasters triggered these hearings,” he said. “... It was quite natural that many of these broadcasters found fault outside of their own business misjudgments. Some saw their failure only as a result of alleged monopolistic practices by the networks and their affiliates.

“Regardless of the motives,” he added, “charges of antitrust practices are not lightly regarded by any Congressman nor any Commissioner—especially when they are joined by some vhf operators, film distributors, talent and a few advertisers.”

Hence the FCC has undertaken a thorough study of its chain broadcasting rules through the Network Study Group which is to submit its report next June.

The study is proceeding despite the fact that, in Comr. Doerfer's view, there has been no objection to the present television situation from the public.

“Although the present competitive situation is not satisfactory,” he said, “I am not aware of any complaints about it upon the part of the viewing public.

“In the main, the charges of monopolistic practices are asserted by the 'outs' against the 'ins'. Although they are not to go unheeded, they must be weighed in the scale with the undoubted rights of the public to see, hear and enjoy broadcasting programs which they desire.”

For these reasons among others, Mr. Doerfer is “skeptical” of the selective deintermix which the FCC is considering as “interim relief” for the scarcity of competitive tv facilities. Selective deintermix, he said, “would affect only a handful of comparatively small markets and would, in my opinion, have no substantial effect upon the overall problem.”

Whatever interim relief is undertaken, he said, it should be “cast in the direction of long-term policies if possible. ... It is a serious matter to take away or deny at least one television service to millions of fringe viewers—even on an interim basis.”

Mr. Doerfer pointed out that to some extent the present tv tension would be relaxed by the resolution of pending cases involving 43 new commercial vhf stations.

“Many of these cases,” he said, “are still pending not because of any delays on the part of the Commission but because of the excesses of due process of procedural protections given by the Congress to the applicants. ... The FCC is enmeshed in more due process and procedural difficulties than any other federal agency.”

Today, he said, at least 30% of the time of the FCC’s examiners, of its Office of Opinions and Review and of FCC Commissioners is spent in deciding protest cases. In most such cases, he said, “the protestant has no other objective than to delay the implementation of a broadcast service.

“These people love freedom of competition a good deal less than they love freedom
from competition," he said.

The FCC, he said, had been charged with laxity in failing to move against network must-buy and option time policies. Both are too important to be dealt with summarily, he said.

Must-buy arrangements, he said, "have the earmarks of illegality" if they are viewed "solely from the prevailing laws in the merchandize markets."

"But when viewed from the side of the public," he said, "in particularly that portion of the public which but for the must-buy policies would never get the opportunity to see high-budgeted programs, live news, sports or current events, the practice appears to me to be more beneficial than harmful."

Mr. Doerfer said he believed that network must-buy practices should be "thoroughly discussed," but he wanted to know whether any corrective steps suggested would deny vast portions of the public a service which it apparently enjoys.

"I have seen no proposal," he said, "which suggests the abolition or discontinuance of our network systems, but a thing that is killed inadvertently is just as dead as if done by design."

Option time, too, deserves sympathetic study. "The problem of the Commission," he said, "will be to determine whether any curtailment or division of option time to the networks will result merely in the substitution of one set of national program producers for another or in what way a further division or reduction will redound to the benefit of the people.

If it acts unwisely, the government can kill what it ought to cure.

"Ill-considered governmental restraints," he said, "can be as devastating as private conspiracies to restrain trade. They can be worse. It is much simpler to curb and correct private predatory practices than to hold in rein unrestrained governmental interference once it begins to stampede across cherished traditions and institutions of freedom of economic activity and freedom of speech."

**TVB to Help Dept. Stores**

**Plan TV Budget and Its Use**

TELEVISION BUREAU OF ADVERTISING will work "in depth" with a selected number of department and specialty stores in helping them to set up tv budgets and plan their use, the Bureau announced last week.

Howard Abrahams, TVB director of retail sales, who will spearhead this activity, said TVB will help stores in planning their total sales promotional budgets by months and by

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**THE PRESENT general manager of WEEI Boston and the two men who preceded him had a discussion on management problems at the NARTB Region 1 meeting in Boston. They are (1 to r) Harvey J. Struthers, general manager of WHCT (TV) Hartford, Conn., and formerly general manager of WEEI for five years; Harold E. Fellows, NARTB president who was associated with WEEI for 18 years, 11 as its general manager, and Thomas Y. Germon, who succeeded Mr. Struthers as WEEI general manager last September.**

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**Report Cites Radio's Impact**

THE CASE for advertiser remembrance—through radio—was given another boost last week. Radio Advertising Bureau released the fourth in its current series of reports on radio's cumulative audience, titled (in part) "A Spot Announcement Every 30 Minutes on a Single Radio Station."

 Says RAB: a single radio station in the top U. S. markets will deliver 46% of all homes in its coverage area 13 times within a week for the advertiser scheduling a spot announcement every half hour between 6 and 11 p.m.

The report was compiled for RAB by A. C. Nielsen Co., Chicago.

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**FPA Names Ross Enterprises**

FILM Producers Assn. of New York today (Monday) announced the appointment of Wallace A. Ross Enterprises, New York, as its public relations counsel. Ross will organize and administer an expanded information program on the services contributed by New York film companies to the television industry and government.

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**A BIG STRIDE FORWARD!**

by Harold F. Walker

The largest one-locality segment of America's Negro population has taken a big stride forward to its position as the nation's highest paid, per capita wage earners, in the colored category. And WDIA has taken the big stride forward with three, 1,287,686 Memphis Negroes, to create the most gigantic market of its kind in the United States.

Forward Drive

The influx of industries into this area has multiplied a hundredfold the Negroes. Almost one-tenth of all the Negroes in America live in this area. Industries are utilizing Negroes and providing them with the highest income, relative to white income, of any Negroes in the nation. They have more than a Quarter of a Billion dollars to spend, this year ... and they will spend, at least 80% of it on commodities. They will buy nearly 80% of all the rice sold in Memphis ... approxi-

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**Seven League Boots**

WDIA has put on Seven League Boots in the form of $50,000 a month to keep in step with the economic stride of the Memphis Negroes. WDIA is keeping abreast of developments with specialized programming and a staff made up of Negroes. Negro stars ... Negro performers ... Negro program directors. WDIA elevates the Negro to an important level in the Negro world, with its famous tradition, new idea, and Negro programs. WDIA acts as a magnet with its drawing power so terrific that, in a community relations charter, it draws Negroes as Negroes elevate them to a new level of living, a new standard of quality and quantity.

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**One Medium**

WDIA is the one workable advertising medium for this Negro market. Readership is low ... TV ownership low, Space advertising and TV time are unable to contact this mammoth market. WDIA— and only WDIA—spends its $50,000 waste coverage and its exclusive Negro specialization can sell your brand of goods on a giant scale.

For factual information on how WDIA can merchandise your brand in this great, growing market, write us, also ask for both figures and a bound copy of "The Story of WDIA!" WDIA is represented nationally by John E. Pearson Company.
REGISTRATION AT 738 FOR RAB CLINIC

Two-day session begins today in New York with 19 advertiser and agency executives slated to spell out details of specific campaigns.

ALMOST 750 advertiser, agency and broadcasting executives had registered late last week for Radio Advertising Bureau's two-day second annual National Radio Advertisers Convention, which opened at the Waldorf-Astoria in New York this (Monday) morning.

Nineteen advertiser and agency officials are slated to show "How We Use Radio" by spelling out details of specific campaigns. First session starts at 9:30 this morning.

The 738 already registered last week—which compares to an estimated 450-500 at last year's first annual clinic [BT, Aug, 17, 1955]—included 201 advertiser executives, 309 from agencies, and 228 from radio stations, networks, and station representation firms. The 201 advertiser people included 17 company presidents, 39 vice presidents, 81 advertising directors or managers and 64 other executives. The 309 from agencies consisted of seven presidents, 91 vice presidents, 172 account executives, and 39 media directors, timebuyers and others. More than 50 agencies are represented.

Speakers for the two-day clinic are:

- Charles Derrick, vice president and advertising director of Pepsi-Cola Co., and Kenyon & Eckhardt's Senior Vice President Anderson F. Hewitt and Account Executive J. Clarke Mattimore, who will describe Pepsi-Cola's history-making "Pepsi Please" advertising and merchandising test campaign conducted in Muncie, Ind. a few week ago [BT, Aug, 17, 1955],
- Harold G. Simms, vice president of Seaboard Finance Co., who will discuss Seaboard's successful national radio spot drive.
- Draper Daniels, vice president of Leo Burnett Co., will trace the origin and development of the famous Marlboro jingle, presenting recordings of the jingle at various stages of development.

Ford Use of Jingles

- Joseph Stone, vice president of J. Walter Thompson Co., and Mitch Miller, artists and repertoire executive for Columbia Records, will show procedures used in adapting current popular songs for use as commercial jingles in the Ford campaign.
- Joshua Epstein, account executive, Doyle Dane Bernbach, will describe the creation of the Levy's cinnamon raisin bread commercial, assisted by actresses Ruth Franklin and Fran Carlin, whose voices are heard on the transcription.

In addition to the success stories, the program will include announcement of the winners of RAB's art exhibition [see page 34] at the outset of this morning's session; a speech by Admiral Arthur W. Radford, chairman of the Joint Chiefs of Staff, at today's luncheon; presentation of awards for the best radio commercials of 1956 during Tuesday morning's session, and an address by Capt. Eddie Rickenbacker, chairman of the board of Eastern Air Lines, at the wind-up luncheon tomorrow.

The program was arranged by RAB President Kevin B. Sweeney, Vice President and General Manager John F. Hardesty, and Vice President and Promotion Director Sher- ril Taylor and their associates. The agenda follows:

Monday

Morning session at 9:30—Welcome and an announcement of winners of RAB art exhibition by Joseph E. Baudino, Westinghouse Broadcasting Co., chairman of RAB Board; success stories by R. C. Garretson, vice president and advertising director of Carling Brewing Co.; Fred Jordan, advertising manager, Richfield Oil Co.; Alan B. Cowley, advertising manager, Union Pharmaceuticals Co.; James Cobb, vice president in charge of advertising, American Airlines; Larry Mack, president, Slenderella International Salons.

Luncheon at 12:30 p.m.—Address by Adm. Radford, chairman, Joint Chiefs of Staff.

Afternoon session at 2 p.m.—Success stories by Irwin Swartzberg, president, Realemon-Puritan Co.; George Laboda, radio-tv director, Colgate-Palmolive Co.; Robert C. Myers, director of market development, U. S. Steel Corp.; Edward Parker, advertising manager, Tetley Tea Co.; David J. Mahoney, president, Good Humor Corp., and Harold G. Simms, vice president, Seaboard Finance Co.

Tuesday

Morning session at 9:30—First section on creating the radio commercial, with John S. Hayes, WTOP Washington, chairman of RAB finance committee, presiding. This section features Mr. Epstein on the Levy's commercial; Mr. Stone and Mr. Miller on the Ford commercial, and Mr. Daniels on the Marlboro commercial.

Presentation of awards for the best radio commercials of 1956 will then precede the second part of morning session, dealing with radio as keystone of the marketing plan. Simon Goldman, WITN Jamestown, N. Y., member of RAB finance committee, will preside over this session, which will feature Charles Lappen, vice president, The Englander Co., in a presentation of the Englander $100,000 story, and Messers. Derrick Hewitt and Mattimore in a presentation on the "Pepsi Please" story.

Luncheon at 12:30—Board Chairman Baudino presiding. Address by Capt. Rickenbacker, who will be introduced by Finance Committee Chairman Hayes.

A closed business session for RAB members only will follow at 2:15 p.m.

Registration, Safety Drives

By KBA Stations Set Records

MEMBER stations of the Kentucky Broadcasters Assn. are being given a major share of credit for the success of two campaigns— one a six-month voters' registration campaign, the other a drive to reduce traffic deaths.

KBA stations ran approximately 9,000 announcements, totaling 2,500 program minutes, in the registration drive, and official figures from several Kentucky counties show that the number of persons registering has set an all-time high.

Kentucky's highway fatality toll last week was running 41 fewer than a year ago. In this safety drive, the KBA campaign went underway on a large-scale basis in March 1955, when in one month member stations ran a total of 14,476 public service announcements. This year the campaign continued, with the present 52 KBA member stations being joined by 14 non-KBA stations.

BETWEEN SESSIONS discussion was held during the Indiana State Broadcasters meeting Oct. 17 [BT, Oct. 22] in Indianapolis by (l to r) Joseph M. Higgins, general manager, WTHI-AM-TV Terre Haute; Cecil M. Sansbury, general manager, WEHT (TV) Evansville; Edgar B. Fillion, vice president in charge of tv, Meeker Co., New York; Robert B. McConnell, vice president and general manager, WISH-AM-TV Indianapolis; Louis A. Smith, sales manager for tv, Edward Petry & Co., Chicago, and Ben B. Taylor, general manager, WNTV (TV) Fort Wayne.

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FCC Chairman George C. McConaughhey addresses the Kentucky Broadcasters Assn. meeting at Kentucky Lake [Oct. 22]. Seated at right is Gilmore Nunn, WLAP Lexington, outgoing KBA president.

**Chicago Ad Women's Clubs Schedule Final Workshops**

The status of network and independent radio and television film was explored during workshop sessions conducted by the Chicago Federated Adv. and Women's Adv. clubs in that city the past fortnight.

Mechanics of timebuying and audience measurement services were reviewed by a panel consisting of Helen Davis, timebuyer at Clinton E. Frank Inc.; Jim Sweet, CBS Radio Network Sales, Chicago, and Ben Scott, WIND Chicago sales department. Highlight of session was comparison of radio's top-rated personalities eight years ago.

At another session John Rohrs, Music Corp. of America, and Norman Lindquist, Wilding Picture Productions, explored film production and techniques for television commercials, discussing costs and procedures. Mr. Lindquist gave estimates for cartoon animation, live action, top motion, puppets and photo-animation.

Broadcast research and promotion will highlight this week's CFAC-WAC workshop sessions, under co-chairmanship of Mr. Lindquist and James Stirton, MCA vice president. Hal Smith, NBC Central Div., will be principal speaker. Succeeding sessions will be held on "Network TV Today" and "Merchandising Broadcast Campaigns," closing out the eight-week radio-television clinics.

**NARTB Committee Named**

Members of NARTB's Community Antenna Committee for fiscal 1956-57, as named by President Harold Fellows last week, are William Fay, WHAM-TV Rochester, N. Y.; chairman; Omar Elder, ABC; Thomas K. Fisher, CBS; William C. Grove, KFBC-TV Cheyenne, Wyo.; C. Howard Lane, KOIN-TV Portland, Ore.; Harry Olson, NBC; Henry W. Slavick, WMCT-TV Memphis, and George B. Storer Jr., Storer Broadcasting Co.
First program seminar of new broadcasters’ group convenes Nov. 16-17 with a host of industry figures as speakers.

**Promotion as a tool of radio-tv station operation** will be discussed by a group of top industry speakers at the first annual program seminar of the Broadcasters’ Promotion Assn. in Chicago Nov. 16-17 (B&T, Oct. 22).

**Exchange of information and views on mutual problems is described as one of the objectives of the new group.**

Leonard Kent, newly-elected vice president and research department director of Needham, Louis & Brorby Inc., will be principal luncheon speaker on opening day (Friday), discussing yardsticks for selecting broadcast media in key markets and importance of stations supplying data to help the agency make its decisions.

Other key industry participants set for the two-day program, to be held at the Sheraton Hotel and expected to draw over 100 promotion executives from midwest radio-tv stations, include Don Nathanson, North Agency, Chicago; David Partridge, advertising and sales promotion manager, Westinghouse Broadcasting Co.; Arthur C. Schoefield, vice president in charge of sales promotion and advertising, Storer Broadcasting Co.; Gil Berry, national sales manager, WIBC Indianapolis, Ind.; Larry Webb, managing director, Station Representatives Assn.; Dr. Seymour Banks, director of media planning and research, Leo Burnett Co., and James E. Seiler, director of American Research Bureau.

The program will open with a description of the purposes and formation of the Broadcasters’ Promotion Assn., discussion period, appointment of committees on by-laws, annual national convention and services-membership structure-dues.

Techniques for promoting sale of time to national, regional and local accounts, as well as handling national-coop campaigns, will be explored by Messrs. Partridge, Schoefield and Berry and other participants at the morning session. Discussion will center on “significant differences” in selling radio and tv time; approaches to timebuyers, account executives and sales promotion for station representatives in selling time to agencies and advertisers, and “Importance of Station Contact Promotion Among Local and Regional Brokers.” Mr. Webb will serve as moderator and other station representative executives are expected to take part as panelists.

**Rating Discussion Slated**

After Mr. Kent’s luncheon address, representatives of various audience rating systems will explain and evaluate their respective methods, with Dr. Banks as moderator. Set as speakers, along with Mr. Seiler, are William Wyatt, A. C. Nielsen Co. (Audimeter method); Frank Stisser, C. E. Hooper Inc. (telephone coincidental methods), and probably a representative from Pulse Inc.

An audience promotion panel will be moderated by Gene Godt, promotion director of WCCO-AM-TV Minneapolis, including as participants Foster Brown, KMOX St. Louis; Joe Hudgens, KRNT-AM-TV Des Moines; Bruce Wallace, WTMJ-AM-TV Milwaukee, and Ed Wallis, KYW-TV Cleveland. Talks will be geared to print advertising, publicity, station-sponsored special events, direct mail for civic organizations, exploitation and program department facilities.

David Kimble, account executive, Grey Adv., New York, will moderate a Saturday morning panel on merchandising cooperation, covering advertising, sponsored products, dealer relationships and audience promotion for sponsors. Client needs in merchandising and extent of station services will be explored, along with agency’s expected services for its clients.

Another session will touch on independent radio and uhf station promotion, along with trade paper advertising, under chairmanship of Mr. Kimble. Robert Van Roo, WXIX (TV) Milwaukee, will speak on uhf promotion, and Joe Baish, WREX-TV Rockford, Ill., on promotion of film packages. Entries will be accepted for citation and award competition along with advertisers’ promotion contests. BPA is inviting panel and table displays of audiences, sales and market promotion print ads and direct mail (mounted size, 20 by 30 inches) for exhibit at the conference. A business session will close the meeting, highlighted by election of officers.

Social highlights will include two luncheons, dinner and entertainment, a tour of WNBQ (TV) Chicago color facilities and a reception hosted by B&T and Advertising Age, both on opening day (Friday). Registration will be held Thursday (Nov. 15, 6-9 p.m.) and Friday from 8 a.m., with a $25 fee for complete sessions or $22.50 for advance registration by Nov. 5. Registrations and displays should be mailed to Charles A. Wilson, 200 E. Illinois St., Chicago 11, III.  

**Chamber of Commerce of U.S. Sees Holiday Sales Up 5.4%**

CHRISTMAS SALES this year, with the exception of auto sales, will total 7.3% above the 1955 season, the Chamber of Commerce of the U. S. predicts, listing a total 5.4% gain with automobile sales included. Estimated place orders for November and December at $37.1 billion this year, compared to $35.2 billion for 1955.

Calling the overall 1956 sales increase healthier than 1955, the organization reports a 1956 decrease for autos, the only one of the general categories listed in its forecast showing a decline. Last year’s sales pattern reflected a consumer buying spree, particularly for autos, the announcement says.

Sales so far of general merchandise, apparel and furniture-and-appliance stores—the three categories dominating Christmas trade—have been almost 6% above 1955. The chamber expects a Christmas sales increase of more than 7% to push total sales to about $43.5 billion, against $41 billion in 1955. Department store sales are averaging 5% above 1955. Gasoline service stations, showing one of the biggest gains in 1956, are estimated at 12% above last year. Drug and proprietary stores: up so far about 11%. Food stores: more than 5% above last year. Eating and drinking establishments: 6% gain. Automobiles: down about 5.8%, although the industry expects last quarter 1956 sales to equal those for the same period in 1955.
Distributors Group Acts
On Educational Color Tv

"POSITIVE, definite and immediate action" looking toward formation of educational programs in color tv and servicing will be recommended by the executive committee of National Electronic Distributors Assn. to its board in New York next December.

The committee met in Chicago the past fortnight and with membership in NEDA at an all-time high. Purpose of the recommendation for action on color tv would be to "enable distributors, customers, the independent servicemen, to satisfactorily and successfully compete with factory service organizations." Also studied were group insurance proposals, plans to investigate government electronic surpluses and wage-hour laws as they affect distributor companies.

L. A. College Tv Approved

A PROPOSAL to set up an experimental closed-circuit television system at Los Angeles City College was given final approval last week by the city's board of education. To cost $50,000 for the current year, the project may be extended through 1959 for an additional $158,000 if the initial test proves satisfactory. The experiment will seek to learn if at least a partial solution can be found to rising teacher shortage and lack of adequate facilities. The college will hire five people to administer and operate the tv closed circuit.

39 in Syracuse U. Tv School

THIRTY-NINE graduate students from 35 colleges and universities have enrolled this fall for the 12-month sequence in television at Syracuse U., Syracuse, N. Y. The current group is the ninth to enter the university's television training program. Of the 156 students who have completed the requirements for a master's degree, 95% are employed in the broadcasting profession, according to Dr. Eugene S. Foster, department chairman.

NETWORK REINS HANDED TREYZ, DURGIN

AB-PT President Goldenson, during press conference held in Chicago last week, promises 'complete delegation' of authority to heads of ABC's television and radio webs.

"COMPLETE DELEGATION" of authority to Oliver Treyz and Don Durgin as heads of ABC's tv and radio networks, and close cooperation with Chicago division managers were promised Wednesday by Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres Inc.

Mr. Goldenson declined, however, to elaborate on his initial statement with respect to future policies expected to materialize from ABC's top-level reorganization, involving the resignation of Robert E. Kintner as president and the AB-PT president's assumption of active and direct supervision of the broadcasting division [BT, Oct. 22, 15].

Appearing with Mr. Goldenson at a Chicago news conference in the Ambassador East Hotel were Oliver Treyz, newly-appointed director of ABC's tv network, and Don Durgin, vice president in charge of ABC Radio Network, along with Sterling C. Quinlan, ABC vice president in charge of ABC's WBKB (TV) Chicago, and John Balaban, president of Balaban & Katz Corp., AB-PT subsidiary. John H. Mitchell, special assistant to the AB-PT president, was not present.

The AB-PT and ABC team paid several calls on clients attending the annual Assn. of National Advertisers convention in Chicago (story, page 31.)

Mr. Goldenson emphasized that greater authority would be delegated to James Beach and Ernest Walker, heads of ABC Central Div. tv and radio networks, respectively, whose operations were credited with accounting for a substantial part of total network business.

Other Discussions

Color tv, station clearance problems, tv programming fare and talent dominated the news conference.

ABC-TV's entrance in the color tv picture will depend largely on set circulation and on how rapidly set sales move during November and December, Mr. Goldenson reported, and a decision will be made about February in time for any fall programming plans. The network has reserved the necessary expenditures for color, he added. Color programming at present is like "transmitting on closed circuit," he declared. He felt any color conversion would be a gradual process, studio-by-studio in key cities.

Mr. Treyz said that ABC's entrance in color now would be "premature" and concentration on black and white simply a matter of "public service and interest." He said he has found "no great advertiser interest" thus far for color, either in his new capacity with ABC or when he was president of Television Bureau of Adv. He likened color now to the status of black and white in 1947-48 and described it as in the "extreme infancy stage."

DAILY DOUBLE

IN NORTH CAROLINA

Every day . . .

more audience

in

Winston-Salem

Every day . . .

more audience

in

rich 18-county

Piedmont area

than any other

station

WSJS

RADIO

WINSTON-SALEM

NORTH CAROLINA

The Campbell Broadcasting Company

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worth Waiting for

THE PRODUCTION of a TV program can be postponed a couple of weeks to incorporate suggestions of the original author of the novel. This is particularly true if the author is Sir Winston Churchill. According to NBC, the TV version of Sir Winston's novel, Savrola, which was to have been telecast this Wednesday on NBC Majestic Theatre (3-4 p.m.) has been postponed until Nov. 15. Sir Winston's suggestions on revisions were solicited by Executive Producer Albert McCreery, who, accompanied by Sarah Churchill, actress-daughter of the former British prime minister, flew to France, where Sir Winston has been vacationing, with the script.

shaw Goes to KSFO, Lochridge Up at CBS

William D. Shaw resigns as radio network's sales manager, will become general manager of San Francisco station. Lothridge succeeds him.

William D. Shaw, sales manager for the CBS Radio Network, has resigned to become general manager of KSFO San Francisco, and Ben S. Lochridge, eastern sales manager for the network, has been promoted to succeed him.

William W. Firman, CBS Radio sales manager in Detroit, will succeed Mr. Lochridge as eastern sales manager, with headquarters in the network's New York office. These changes, announced by network sales vice president John Karol, become effective Nov. 19. Mr. Firman's replacement in Detroit has not been named.

Mr. Shaw will become a vice president of Golden West Broadcasters, operator of KSFO and also KMPC Los Angeles, as well as general manager of KSFO, according to Robert O. Reynolds, Gold West president. Mr. Shaw will take up his new duties by Dec. 1, Mr. Reynolds announced.

KSFO Manager Roman W. Wassenberg resigns Nov. 1 but remains as consultant to KSFO management.

Mr. Shaw, who has spent his career to date with CBS, was general manager of the CBS-owned KNX Los Angeles, as well as head of the Columbia Pacific Radio Network before appointment as sales manager for the CBS Radio Network. A native Californian, he joined KNX upon graduation from college and served successively as account executive, assistant sales manager, and—after a period in New York as account executive and later sales manager of CBS Radio Spot Sales' eastern division—as general manager of KNX-CPRN.

Mr. Lochridge first served with CBS in 1942-44 as a member of the sales staff of CBS-owned KMOX St. Louis. From 1944 to 1946 he was with the advertising department of Ideal Pub. Co., and from 1946 to 1949 was with Mutual's sales office in Chicago. He became sales manager of CBS Radio in Detroit in 1953 and was named eastern sales manager in 1955.

Mr. Firman joined CBS Radio Network sales in Chicago in 1951. He became manager of the Detroit sales office last January.
COLOR TAPE PREMIERED ON NBC-TV TUES. SHOW

FIRST public showing of a major advance in television broadcasting development—color video magnetic tape—was presented by NBC-TV last week on its Jonathan Winters Show (Tues., 7:30-8:30 P.M. EDT).

Viewers of the network show saw a 2½-minute feature starring singer Dorothy Collins in a recorded sequence presented as a progress demonstration of RCA's new color video magnetic tape development.

Though still experimental—and so described on the show—the tape produced a picture quality which appeared to be at least as good as, if not better than, that obtained in color kinescoping. Viewed on a black-and-white set, the picture was certainly usable, but much better in close-up than in long shots. In color, the magnetic tape portion held close to the registry of the live sequences. As viewed in New York on a home receiver located about 25 miles away from the local transmission point, the picture in general preserved the quality of a live studio performance.

Because of what apparently was an engineering difficulty in the switch from live to tape, some color tone was lost, with flesh tones taking on a bluish or purplish tinge. There was also some loss of vivid color contrast that marks live telecasts. Color in the background shots did not hold as much appeal to the eye as in closeups. The tape picture, if somewhat degraded, certainly was not quite so degraded as in color kinescoping. The close-ups of Miss Collins and a male chorus projected the same type of spontaneity that is enjoyed in live production. No color blur was apparent.

Keystone Broadcasting Sees Surge in All Radio Sales

A PREDICTION that combined radio sales—network, spot and local—will jump 50% by 1961 was voiced by Edwin R. Peterson, midwest sales vice president of Keystone Broadcasting System, at a news luncheon in Chicago Oct. 18.

Mr. Peterson based his forecast on claims that future radio programs will be better suited to local listeners and that vital news shows will continue to siphon off televisioners from "mediocre shows, repeat shows and antiquated movies." More station managers are analyzing the wants of their audiences in that light, he added.

Keystone expects to increase its total of affiliated transcription network stations from 912 to 1,100 and sales by at least 25% by the end of 1957, Mr. Peterson reported. KBS "maximum potential" is about 1,100 stations on the basis of one station per county, it was explained. More and more national advertisers are turning to a $14 billion sales-14 million people "grassroots" market not now reached by tv, according to a Keystone survey.

Sidney J. Wolf, Keystone president, reported his company's volume this year will exceed $3 million and that 43 national sponsors are using KBS facilities, with one third of the nation's 2,900 commercial am stations as affiliates.

Rabinovitz Slated to Take High ABC-TV Finance Post

JASON RABINOVITZ, assistant controller and head of the cost control unit for ABC, is slated to be named shortly to a high finance post with the tv network in connection with the executive realignment which started a fortnight ago (Sept. 15). The exact title he will hold remains to be decided last week.

Mr. Rabinovitz joined United Paramount Theatres in December 1949 as assistant to the secretary-treasurer, became head of the stockholder and financial relations in February 1953 and, following UPT's merger with ABC to become American Broadcasting-Paramount Theatres, he moved to ABC in July 1953.

Rivers, Wailes Appointed To Head CBS Committees

APPOINTMENT of an Executive Committee and a Convention Committee of the CBS Radio Affiliates Assn. was announced last week by John M. Rivers, board chairman of the association.

The Executive Committee will consist of Mr. Rivers, WSCC Charleston, S. C. (chairman); Lee Wailes, Storer Bsteg. Co., Miami; Frank P. Fogarty, WOW Omaha; Charles C. Caley, WMBD Peoria, Ill.; and Max Ryder, WBRY Waterbury, Conn. The committee will deal with association matters that will not require action by the board of directors.

Members of the Convention Committee are: Robert R. Tincher, WNAX Yankton, S. D. (chairman); Worth Kramer, WJJS Detroit and F. C. Sowell, WLAC Nashville. The committee will make plans for the fourth annual CBS Radio Affiliates Assn. convention scheduled for next year.

Whitmore Rejoins Mutual

JOHN D. WHITMORE, one-time Mutual news department manager, and former president and general manager of WGBB Freeport, N. Y., has returned to MBS, the network's program director, Brad Simpson, announced last week.

Mr. Whitmore will be an executive producer in charge of news and special events broadcasts, as well as other forms of programming. He entered the broadcast field in 1940 joining Mutual in 1941.
Mutual Adds Religious Shows To Lineup in November

ADDITION of two religious programs to Mutual's line-up and renewal of sponsorship of another such show were announced last week by Wendell B. Campbell, national sales vice president of RKO Teleradio Pictures, which owns and operates the network. The new series are Word of Life Hour (Saturday, 7:30-8 p.m. EST), starting Nov. 3, and Datelines and Bibles (Sunday, 9:45-9:55 p.m. EST), starting Nov. 11 under the sponsorship of the Dawn Bible Students Assn. through William Gleeson & Co., Riverside, Calif. The renewal is for How Christian Science Heals (Sunday, 12:45-1 p.m. EST) under the sponsorship of the First Church of Christ, Scientist, through Hoag & Provan, Boston.

NETWORK PEOPLE

Richard L. Levison, sales representative, KRKD Los Angeles, to ABC Western Div. Radio Network as account executive.

Leonard Stern, writer for Phil Silvers and Jackie Gleason, shows, to NBC-TV as producer-writer-director.

Helen O'Connell, former band vocalist, to staff of NBC-TV's Today Dec. 3, replacing Lee Meriwether, resigned to resume dramatic career.

WRITER CHALLENGES GUILD RE-RUN FEES

Guild threatens suspension of tv writer Joel Murcott, who also withholds over-scale dues and calls for member support.

HOLLYWOOD'S headache over tv film reruns and how to police them to determine residual payments to actors and creative talent grew bigger last week as tv writer Joel Murcott told Writers Guild of America, West, he is omitting tv rerun earnings from his dues because the Guild has no system to check film reruns.

His public challenge accused the problem which the Guild took up with its eastern counterpart in New York a fortnight ago. Writers normally pay basic dues plus 1% of their earnings to the Guild. Earnings include income from tv film reruns.

Mr. Murcott also refused to pay dues on his over-scale income and called on other tv writers to follow. He said the extra pay is because of his own efforts and not those of the guild.

But has faced suspension by the Guild before the week had ended. His position was termed "completely inaccurate and without basis" by Guild officials, and David Dortort, president of the tv-writers branch, said no such reasoning has ever been brought to the attention of the Guild before since its original film tv contract was negotiated almost four years ago.

Meanwhile, one new independent organization, Residual Research Service, is compiling data on all film showings and reruns on all tv stations around the U. S. since 1952 and expects to have its first report ready by next March. (Closed Circuit, Oct. 22.) Firm is headed by George Reeves, star in Flamingo Films Superman series.

"The Guild's efforts are well known to the members, not only insofar as policing reruns is concerned but in its negotiations of collective bargaining agreements," Mr. Dortort said. "I am confident the bulk of the membership will agree that contracts themselves prove on their face, that our film television agreements are the best contracts that have ever been negotiated for writers in the history of our collective bargaining."

Inglis Answers for Guild

There has never previously been any question from any member about paying dues on reruns, asserted Frances Inglis, executive director of the Guild. "To say that the Guild lacks any policing system for telefilm reruns is completely inaccurate and without basis," she continued. "The Guild acts almost as a collective agency in following up on individual rerun payments and has also taken legal steps to enforce payments where necessary. In addition, the Guild has recently negotiated clauses in its new tv film contracts covering interest payments on reruns which are unpaid on the due dates, with injunctive relief after 30 days. These provisions will make collections almost automatic. Furthermore, other new methods are being devised constantly to keep the Guild informed of rerun dates so that the machinery of collection can be set into motion. How well off writers in this field would be, without the benefit of all this machinery and the protection of the present contracts, is best answered by research into their sad state in the days when they each had to negotiate as a lone and unprotected individual and were in many cases unmercifully exploited, if not actually victimized."

Directors' Guild Charges NBC With Credits Abuse

QUESTION of television credits flared last week when the Radio & Television Directors Guild charged NBC-TV with contract violation in possible "The Letter" on the network's Producers' Showcase series on Oct. 15. The dispute will be heard by arbitrator Emanuel Stein on Wednesday, at which time the union will file a claim for $25,000 against NBC "for the loss of prestige suffered by the directors' craft generally."

The Guild claimed that Kirk Browning, an RTDG member, should have been listed as director. Mr. Wyler, a motion picture director and not a member of the guild, directed "The Letter" for motion pictures in 1940. Mr. Wyler and Mr. Browning had worked jointly on "The Letter" tv program, but the union claimed that Mr. Wyler was not entitled to the director's credit since he did not direct "all elements during the broadcast, which is part of the union's contract with the network."

Existing Censorship Opposed

By Writers Guild of America

WRITERS GUILD of America has announced that the union has gone on record as "opposing the codes of censorship now prevalent in the fields of entertainment and information" affecting radio, television and the motion picture industries.

The Guild reported that its National Council has adopted a resolution recommending that its membership of more than 2,000 writers on both coasts seek to "remove unjustified censorship restraints whenever possible." Mr. Wyler was one of several resulting from a two-day discussion in New York last month which covered a range of subjects including copyright problems, writers relations with their agents and organizational matters. The Council heard reports that pressure groups often cite industry rules, such as the NARTB code, as means of trying to force the writer to revise his script completely between the time of delivery and the actual production of the material."

At the same meeting the National Council approved a plan designed to clarify the relationship between agents and writers in the television, radio and motion picture fields. It provides that the Guild membership would deal in the future exclusively with agents acquiring Guild franchises after agreeing to a code of fair practices relating to commissions, terms of representation and services.
CCBA HIGHLIGHTS PROGRAMMING, SALES

Canadians hear of need to inform public on role of independent stations; no changes seen in liquor advertising laws; Baxter Ricard elected president for 1957.

PROGRAMMING AND SELLING featured the 6th annual convention of the Central Canada Broadcasters Assoc. at the Royal Connaught Hotel, Hamilton, Ont., Oct. 21-23.

Baxter Ricard, CHNO Sudbury, Ont., was elected president for 1957, succeeding Tom Darling, CHML Hamilton, Ont. Allan Waters, CHUM Toronto, Ont., was elected first vice president; Doug Trowell, CPFL London, Ont., second vice president; Mary Burgoyne, CKTB St. Catharines, Ont., secretary, and Terry French, CKLC Kingston, Ont., treasurer. Television directors elected were Ralph Snelgrove, CKVR-TV Barrie, Ont., and Don Lawrie, CHEX-TV Peterboro, Ont. Directors to the board of Canadian Assn. of Radio & Television Broadcasters elected were Jack Davidson, CKGB Timmins, Ont., and W. T. Cruickshank, CKNX-AM-TV Wingham, Ont.

Business session Tuesday afternoon heard a report from Fred Lynds, CKCW-AM-TV Moncton, N. B., president of CARTB, and Jim Allard, executive vice president of CARTB, Ottawa, on hearings before Royal Commission on Broadcasting. Mr. Lynds felt that as a result of nationwide radio hearings, private broadcasters need to inform the Canadian public on the role of independent stations, and should form a committee of CARTB past presidents to follow through with the industry-wide planning. Mr. Allard estimated that the Royal Commission would not have a report ready for the government until March, and he urged more long range planning.

Reports at a closed business session included one on daytime stations in which the committee urged retention of a consulting engineer to handle technical interference problems. No changes were expected by a group studying radio-tv liquor advertising, now prohibited in Ontario Province.

Three Indonesians studying broadcast operations at Ryerson Institute of Technology, Toronto, under the Colombo Plan, were introduced to the convention and will study actual commercial broadcasting operations this winter at various Ontario radio-tv stations.

Stations should finance trips abroad for leading news commentators, Hugh Bremner, news supervisor of CPPL, suggested in a forum on effective radio news handling. He also urged that stations appoint national and overseas news correspondents and make more use of tape recorders and background stories.

Radio can offer fresh, interesting, reliable and companionable service to attract and hold listeners and advertisers, Robert Sweezy, general manager of WDSU-AM-TV New Orleans, told the Canadian broadcasters in a discussion on how radio and television can live together profitably. He told of his station's programming activities and use of all-night radio service.

Bob Jones, general manager of WFBR Baltimore, discussed selling techniques. Ralph Brent, vice president of WIP Philadelphia, dealt in detail on better programming for the individual listener. Elmer O. Wayne, sales manager of WJR Detroit, discussed new approaches to selling with examples of how WJR's sales staff became better informed on the businesses of its advertisers and develops new ideas to make radio more interesting and productive.

A battery of top Canadian radio advertising executives told the delegates what advertisers want from radio and television.

Programming on Local Level

Local interests should be featured on women's programs, Easter Straker, program director of WIMA Lima, Ohio, told the Ontario and Quebec broadcasters during the BMI Canada section of the program on Monday. She emphasized that women broadcasters should be more active in community activities, devoting more of their evenings to appearing at fuctions and speaking at meetings. Women broadcasters "realize that to be seen is to be known, to be known is to be liked, and to be liked is to be listened to."

Sales, institutional and inter-station promotion ideas were discussed by Carl E. Lee, vice president of WKZO Kalamazoo, Mich. He described the various institutional promotions used by the station with contests and announcements on its affiliated WKZO-TV. Care in announcement of station breaks should be used, he stated, for if the announcer is enthusiastic and proud of the way he gives the station's call letters, that enthusiasm is bound to rub off on the listeners. He pointed out that "every move, every act on the part of any one of your personnel in some way reflects and creates an opinion of your station."

Mr. Lee mentioned that WKZO announcers read news bulletins at luncheon clubs, WKZO news is flashed on screens at intermission at outdoor theatres, at least one contest is in operation at all times, and programs featuring cities and companies in the coverage area are a regular part of the programming schedule to promote good-will.

"Modernize your ideas and you can modernize your station," Elmo Ellis, program director of WSB Atlanta, Ga., told the Canadian group. He outlined how WSB changed its program format, how it develops local interest in news and music shows, how it went to work by a variety of methods to find out what listeners wanted to hear. He emphasized that radio should not cut its staff and services to continue operating, but that success in radio today comes from better programming, more sales and expanding station services.

"Don't believe that radio listeners are apathetic," Mr. Ellis said, "or unable to get excited about radio programs. We have created shows within the past year that have been acclaimed by listeners as the most exciting things they have heard in the past 20 years."

He pointed out that news can be improved for radio in each station's locality by careful editing and if necessary, rewriting. He stated that stations should not program in an off-balance manner for any one audience group, but should give all listeners a fair share of attention. Scripts should be in plain, ordinary, conversational language, the type that everyone in town is used to hearing in their own homes and neighborhoods, he said.
British Television Reflects Steady Growth in Five Years

TELEVISION in Britain, during the past five years, has been growing at a steadily increasing pace, British statistics indicate. Million marks in the country's set total were reached as follows: 1,031,095 in October, 1951; 2,003,449 in January, 1953; 3,105,644 in January, 1954; 4,155,989 in December, 1954; 5,078,262 in October, 1955; 6,044,330 in August, 1956.

Sir Robert Fraser, ITA director general, announced that in program popularity ITA's commercial stations have been beating the non-commercial BBC at the rate of two to one and sometimes three to one. Recent audience figures for ITA give 3,670,000 viewers for the London station, 3,105,644 in Yorkshire, 3,670,000 in the Midlands (since Feb. 17, this year). For the new Yorkshire transmitter an audience of 1.2 million is expected.

CKWX Operations Move Into $500,000 Building

CKWX Vancouver, B. C., on the air 33 years, has moved into a $500,000 building housing the complete operation of the station at 1275 Burrard St. The building is 120 feet long and 80 feet wide and houses five studios and three control rooms. Six program operations can be handled simultaneously.

The station also owns a permanent $10,000 radio building in the Pacific National Exhibition grounds at Hastings Park, Vancouver. President and founder of CKWX is Arthur Holstead, who started the station with 10 w at Nanaimo, B. C., in 1923, and moved to Vancouver in 1927 with 100 w. CKWX now operates with 5 kw. F. H. Elphicke is general manager.

Canadian AAA Elects Officers

E. V. RECHNITZER, president of MacLaren Adv. Ltd., Toronto, Ont., was re-elected president of the Canadian Assn. of Advertising Agencies at Toronto a fortnight ago. D. E. Longmore, president of McKim Adv. Ltd., which has headquarters in Montreal, Que., and Elton Johnson, president of Locke, Johnson Co. Ltd., Toronto, were elected vice presidents, and W. H. Reid, managing director of Spitzer & Mills Ltd., Toronto, was elected secretary-treasurer.

Apple for the Teacher

THE 345 school teachers in and around Lethbridge, Alta., were presented cellophane-wrapped apples by CJOIC Lethbridge as a special tribute to the teachers and to usher in the British Columbia Melon apple season. The morning of the presentation, CJOIC paid tribute to the teachers with special music.

550,000 Tv Sets in Germany

GERMANY'S tv total already is approaching the 550,000 mark which originally was set by local manufacturers as the final goal for 1956. Original estimates for 1957 of 750,000 licensed tv sets are most likely to be topped by at least 30%, say manufacturers, who declare resistance of the public in Germany (due to relatively high set prices and poor programming of the non-commercial stations) is disappearing because of the booming general economy.

Swiss Tv Set Count 16,664

SWITZERLAND now has 16,664 television sets in operation. Ten percent of the total are U. S. imports, and others were manufactured in Germany, Holland, Britain, Italy and Switzerland.

British Color Forecast Made

BRITISH Radio Industry Council believes that regular color tv programs are unlikely to be achieved in Britain before 1963. Organization in a statement has said that forthcoming London color tv test transmissions cover only a small segment out of the complex technical problems yet to be resolved. The Council stated that "we are still further away from putting color tv into operation here and being able to sell sets at a price which the public can afford." Meantime, BBC has quietly started production of its first color tv films (six quarter hour programs, titled Fashions Through the Ages) with plans to use them now in black-and-white transmissions and repeat them when color comes up.

INTERNATIONAL PEOPLE

Ed Harris, formerly of WARE Ware, Mass., appointed vice president in charge of sales, CHUM Toronto, Ont. Phil Ladd, program director, KDUB Lubbock, Texas, to same position at CHUM.

H. T. (Mac) McCurdy has been appointed manager, CJAD Montreal, Que.; Ned Conlon has been named director of programs for station. B. L. Lawton has been named assistant director of programs and office manager.

Bob Armstrong, manager, Toronto office, Joseph A. Hardy & Co., station representatives, and president, Canadian Television Representatives Assoc., to sales department, Toronto office, All-Canada Television Ltd., station representatives.

Doug Keough, CJLH-TV Lethbridge, Alta., to sales manager, CHEK-TV Victoria, B. C., which plans to go on the air Nov. 1. Bob Hallock, program director, KLEW-TV Lewiston, Idaho, to CHEK-TV in similar capacity.

Mel Cooper, merchandising manager, CKNW New Westminster, B. C., to promotion manager. Don MacDonald, news editor, to merchandising staff, and Tom Huntley to advertising manager.

Jean Baulu, announcer, CKVL Verdun, Que., to radio-tv producer, J. Walter Thompson Ltd., Montreal.


INTERNATIONAL SHORTS

General Foods Ltd., Toronto started On Camera, one-hour live drama show (Monday 8:30-9:30 p.m.) produced by CBC at CBLT Toronto, Ont. Agency is Baker Adv. Ltd., Toronto, Ont.

CHRS St. Jean, Que., new 1 kw daytime station on 1090 kc, starts operations early in November, with Canadian General Electric equipment.

Breithaupt, Millsom Ltd., Toronto, Ont., franchised as advertising agency by Canadian Association of Radio and Television Broadcasters, Ottawa, Ont.
Folsom Gets Catholic Honor

RCA President Frank Folsom has been selected as co-winner of the 1956 James J. Hoey Award for Interracial Justice by the Catholic Interracial Council, New York, it was announced last week. Mr. Folsom was cited for his work in behalf of FEPC legislation. The Catholic layman also has been awarded the Catholic Action Medal of St. Bonaventure U. He is a Knight of Malta and a Knight of the Holy Sepulchre.

AWARD SHORTS

Todd Storz, owner, Mid-Continent Broadcasting Co., named by Omaha Chamber of Commerce as one of 10 outstanding young men of year.


Randall S. Jesse, news-special events director, WDAF-AM-TV, Kansas City, Mo., is to be given William Jewell Citation for his service to industry in covering Kansas floods, political conventions and for his seniority in Kansas City area broadcasting. Mr. Jesse is to be cited at dinner honoring several alumni of Jewell College, Liberty, Mo.

Stanley Bell, WRC Washington sales representative and 30-year broadcasting veteran, honored by Washington Advertising Club Oct. 16 at luncheon observing BTV's 25th anniversary.

Cari de Suze, WBZ Boston disc jockey, cited by Massachusetts United Nations Day Committee for "significant contributions to public understanding of the principles and purposes of the United Nations."

WRCV-TV Philadelphia, cited by Lutheran Church, Missouri Synod, on commencement of fifth year of This Is The Life series. Plaque presented to Lloyd Yoder, NBC vice president and general manager of WRCV-AM-TV, praised WRCV-TV's "outstanding public service to the religious life of Philadelphia."

Arthur C. King, director of public affairs, WEEI Boston, has received certificate of appreciation from Boston Aid to the Blind Inc., for his efforts in that group's behalf.

WICS-TV Springfield, Ill., awarded plaque on behalf of Lutheran Church-Missouri Synod for outstanding public service contributing to religious life of community.

WOODBURY OFFERS ALLEN ALBUM

A NEW Steve Allen album, entitled "The Best of Steve Allen," which features four of his top hits, will be offered as a premium for three soap wrappers and 25 cents by Woodbury soap. The album will be promoted on the Steve Allen Show (Sundays, 8-9 p.m. on NBC-TV). Agency for Woodbury is Robert W. Orr & Assoc., N. Y.

WGN-TV COVERS FARM TOPICS

NEW weekly half-hour program, designed to serve agriculture in the midwest farm area, has been launched by WGN-TV Chicago, with Norman Kraeft, farm service supervisor of WGN-AM-TV that city, as moderator. Titled RED Chicagoland, show concentrates on agricultural news of general interest and a resume of livestock, grain, poultry and eggs market. Participating in the weekly program are land-grant colleges, commodity organizations and the U. S. Dept. of Agriculture. Different commodities are covered in each week's telecast.

NEW NAT (KING) COLE SHOW

NAT (KING) COLE, song stylist and pianist, will be featured as host on his own weekly NBC-TV program starting Nov. 5, it has been announced by Harold Kemp, NBC Pacific Div. program executive. The singer will be supported by 16-piece orchestra and five-member vocal group. The show is set for Monday 7:30-7:45 p.m.

WTTW (TV) RELIGIOUS SERIES

SERIES of three special telecasts designed to aid newcomers to Chicago in selecting a church of their choice has been conducted by the Church Federation of Greater Chicago (Religious Radio-Television Center) on WTTW (TV), educational station in that city. Titled Time for Religion, the program features a panel of speakers moderated by the Rev. E. Jerry Walker, the Methodist minister and one-time WLS Chicago personality before he entered the ministry. Series is offered on the theory that there are 30,000 newcomers (mostly Protestants) to Chicago each year.

Tommy Mont (), U. of Maryland head football coach, signs with WTOP Washington for a twice-a-week series of sports programs entitled Sports With Tommy Mont. With him are Ed Ryan, WTOP director of news and public affairs, and Peter Sebright, the station's program director. The program is being presented on Monday and Friday nights.

—PROGRAMS & PROMOTIONS—
NBC SCHEDULES 'JAZZ AGE'

Call To Freedom, the story of Austria's independence, scheduled for the second of this season's Project 20 programs on NBC-TV Dec. 6, has been postponed until 1957. In its stead, NBC-TV will place The Jazz Age, an hour-long documentary on the "Roaring Twenties," which is narrated by the late Fred Allen. The sponsor is North American Phillips Co., N. Y., through C. J. LaRoche & Co., N. Y.

SOUND PROMOTION BY WBC

COMPLETION of a special 3-folder brochure for Westinghouse Broadcasting Co., containing a laminated paperback sound recording, was announced last week by Olmsted Sound Studios, coincidentally with the formal opening of its new paperback record division. The exclusive process, copyrighted by Bing Crosby Enterprises, is handled by Olmsted in the eastern part of the U. S.

WXIX (TV) TRIES RADIO LURE

CROSS-PROMOTION on local radio stations has been expanded by WXIX (TV) Milwaukee with an additional spot saturation schedule on WFOX in that city, effective Nov. 1, the CBS o&o outlet reports. At the same time, WXIX will use car card advertising on Milwaukee buses to promote the station, programs and sponsors, giving its schedules in eight different media.

NBC ADMITS POETS ARE PEOPLE

NBC radio, in cooperation with Columbia U., N. Y., Institute of Arts & Sciences, will present a new series of readings by famous poets and playwrights under the title, Poets and Other People (10:30-11 p.m. EST). The program is scheduled to begin Oct. 31.

COLLEGE HISTORY ON WTWO (TV)

WTWO (TV) Bangor, Me., and the U. of Maine have joined forces to present a 13-week series dealing with the history of that state. Maine History will be produced by the university and is being offered as a credit course by the school. The series got underway Oct. 21.

RENAMES CAVAILCADE THEATRE

BOSTON MOVIEITEM STORY

Effective tomorrow (Tuesday), ABC-TV's DuPont Cavalcade Theatre (Tuesdays, 9:30-10 p.m.), will change its name to DuPont Theatre.

Boston Movietime' banners were a common sight. At noon on the premiere day (Sept. 10), Boston's Casino on the Charles was the scene of a festive luncheon, with WBZ-TV clients and members of local agencies in attendance, and at 4:45 p.m. host Alan Darby introduced the initial program.

For the first two weeks of the show, Mr. Dary conducted a contest in which viewers were requested to send in postcards giving their name, address and phone number. Sometime during the program the host gave a slogan and selected one of the cards. The viewer able to repeat the slogan when called on the phone received a movie camera, projector, screen and portable television set.

After just one week, more than 33,000 pieces of mail had come in.

The result of this promotion?

Prior to Boston Movietime, the 4:45 to 6:45 p.m. spot had been used for syndicated film shows and cartoons, with a rating of 4.3. With Boston Movietime in the same period, the rating came up to 13.7, according to station officials. And ARB ratings for September show an increase of 253% over the previous programming in this time segment.

FOR THE RECORD

New TV Stations...

APPLICATIONS AMENDED

St. Louis, Mo.—Application of Plant Radio TV Co. for new tv amended to change aur, ERP to 129.75 kw, change an height above average terrain to 262.86 ft. and correct coordinates. Filed Oct. 20.

Casper, Wyo.—Application of Casper Mountain Television Corp. and assignee to send TV programs to喔holders and to furnish additional financial data. Filed Oct. 22.

Existing TV Stations...

APPLICATIONS

WGBY (TV) Athens, Ga.—U. of Georgia, non-commercial educational.

WLNA-TV—Albany, Ga.—Polar Industries, ch. 59.

WWEZ-TV New Orleans, La.—WWEZ Radio Inc., ch. 52.


KMAT-TV Alpine, Tex.—Alpine Television Co., ch. 12.

APPLICANTS

WMBR-TV Jacksonville, Fla.—Seeks to insert aux. ant system. Filed Oct. 22.

WTCB-TV Anderson, S.C.—Seeks mod. of cp to change frequency to ch. 26. change ERP to 25 kw, change ant. height above average terrain to 151.7 ft., make other equipment changes in non-commercial educational station. Filed Oct. 22.

WAFB-TV Baton Rouge, La.—Seeks mod. of cp to change ERP to 139 kw, change ant. height above average terrain to 1,509 ft., make other equipment changes. Filed Oct. 22.

Allocations

APPLICATIONS

Rockford, Ill.; Madison, Wis.; Fond du Lac, Wis.; Waukesha, Wis.—WMCB-TV Rockford, Ill., ch. 39 to delete ch. 3 from Madison, Wis., and assign it to Rockford by shifting assignment to Fond du Lac, Wis. from
See you at the Polls!

When all the shouting is over and the last campaign speech has been made, isn’t this what all the struggle is really about?

You and your neighbors are going to march to the polls November 6 and settle things the American way.

Not by fists or by force, not with a penalty if you don’t vote, or the secret police checking up to see if you did.

You’ll vote because it’s the thing to do.

Vote as you please, of course—but vote. Vote for the party and the candidates you honestly believe will represent you best.

But also vote because you believe in this democracy of ours and you want to keep it the way it is—a country where you can have your say and nobody else can say it for you.

Everybody you know will be there.

We’ll see you at the polls.

VOTE NOVEMBER 6th!
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Proposed station is for non-commercial educa-

tional purposes. Filed Oct. 22.

APPLICATIONS AMENDED

Kasu (FM) Jonesboro, Ark.—Arkansas State

Cougars system. Filed Oct. 22.

Kopol-FM Los Angeles, Calif.—Coast Radio

WDFP Flint, Mich.—Seeks authority to
determine operating power by direct measure-
ment of ant. power. Filed Oct. 24.

WAAT Newark, N. J.—Seeks cp to make

Wusu (FM) Scranton, Pa.—Seeks mod of cp

(which authorized changes in licensed station)
to change ERP to 1 kW; specify ant. height above

same 115 ft.; change type trans. and

ant. system. WUSU is non-commercial educa-
tional station. Filed Oct. 24.

Wahr Morgantown, W. Va.—Seeks mod of cp
to trans. location. Filed Oct. 18.

APPLICATIONS AMENDED

Wjcm Sebring, Fla.—Application seeking cp
to change frequency from 1500 to 1310 kW;

increase power from 500 kW to 1310 kW;

revenue of $500,000. Filed Oct. 24.

McAllen, Tex.—Application of Robert F. Pool


cp for new station on 1990 kW, 1 kW, D, remote

control trans., amended to change station location

to Mission, Tex., change ant-trans., studio loca-

tion and remote control point and make changes

in ground system. Filed Oct. 24.

WCLA Colonial Heights-Petersburg, Va.—Ap-
llication seeking cp to increase power from

1 kW to 5 kW, and install new trans., amended
to include service to Colonial Heights, service to

new ant. (increase height) and ground system and opera-

te, by remote control. Filed Oct. 18.

KAVL Lancaster, Calif.—Seeks mod of cp

which authorized new station to change ant-

trans., and studio locations to Mill Creek Rd., 0.4 mi.

of Expressway, Arlington, Fla., and change

station location from Green Cove Springs to


Wdfp Flint, Mich.—Seeks authority to
determine operating power by direct measure-
ment of ant. power. Filed Oct. 24.

WJCM Traverse City, Mich.—Seeks authority
to determine operating power by direct measure-
ment of ant. power. Filed Oct. 24.
Applications

WJBC-FM Bloomington, Ill.—Seeks license by exchange with WJBC-FM Philadelphia for $25,000. Filed Oct. 17.

WKWF (FM) Jackson, Miss.—Seeks license by exchange with WQY-AM Jackson, Tenn.—for $15,000. Filed Oct. 18.

KXCA (AM) Northwest Arkansas, Ark.—Seeks license by exchange with KXCA-AM Fayetteville, Ark.—for $25,000. Filed Oct. 18.

KWAM-FM Little Rock, Ark.—Seeks license by exchange with KWAM-AM Little Rock, Ark.—for $25,000. Filed Oct. 18.

KXAV-FM Tipton, Ind.—Seeks license by exchange with KXAV-AM Tipton, Ind.—for $25,000. Filed Oct. 18.

KXMR Austin, Tex.—Seeks license by exchange with KXMR-AM Austin, Tex.—for $25,000. Filed Oct. 18.

KXST-FM Plainfield, Ind.—Seeks license by exchange with KXST-AM Plainfield, Ind.—for $25,000. Filed Oct. 18.

KXWZ-FM Missouri City, Tex.—Seeks license by exchange with KXWZ-AM Missouri City, Tex.—for $25,000. Filed Oct. 18.

KXZB-FM Salina, Kan.—Seeks license by exchange with KXZB-AM Salina, Kan.—for $25,000. Filed Oct. 18.

KXZS-FM Oklahoma City, Okla.—Seeks license by exchange with KXZS-AM Oklahoma City, Okla.—for $25,000. Filed Oct. 18.

KXZT-FM Abilene, Tex.—Seeks license by exchange with KXZT-AM Abilene, Tex.—for $25,000. Filed Oct. 18.

KXZY-FM Abilene, Tex.—Seeks license by exchange with KXZY-AM Abilene, Tex.—for $25,000. Filed Oct. 18.

KWAM-FM Southaven, Miss.—Seeks license by exchange with KWAM-AM Southaven, Miss.—for $25,000. Filed Oct. 18.

KWFC-FM Clarksdale, Miss.—Seeks license by exchange with KWFC-AM Clarksdale, Miss.—for $25,000. Filed Oct. 18.

KWOK-FM Natchez, Miss.—Seeks license by exchange with KWOK-AM Natchez, Miss.—for $25,000. Filed Oct. 18.

KWOU-FM Opelousas, La.—Seeks license by exchange with KWOU-AM Opelousas, La.—for $25,000. Filed Oct. 18.

AMY-FM Ft. Worth, Tex.—Seeks license by exchange with AMY-AM Ft. Worth, Tex.—for $25,000. Filed Oct. 18.

KXKO-FM Dodge City, Kan.—Seeks license by exchange with KXKO-AM Dodge City, Kan.—for $25,000. Filed Oct. 18.

KXON-FM Southington, Conn.—Seeks license by exchange with KXON-AM Southington, Conn.—for $25,000. Filed Oct. 18.

KXL-Burnsville, Minn.—Seeks license by exchange with KXL-AM Burnsville, Minn.—for $25,000. Filed Oct. 18.

KXMA-FM Broken Arrow, Okla.—Seeks license by exchange with KXMA-AM Broken Arrow, Okla.—for $25,000. Filed Oct. 18.

KXPG-FM Flagstaff, Ariz.—Seeks license by exchange with KXPG-AM Flagstaff, Ariz.—for $25,000. Filed Oct. 18.

KWQK-FM Naples, Fla.—Seeks license by exchange with KWQK-AM Naples, Fla.—for $25,000. Filed Oct. 18.

KXWZ-FM Houston, Tex.—Seeks license by exchange with KXWZ-AM Houston, Tex.—for $25,000. Filed Oct. 18.

APPLICATIONS

WJBC-FM Bloomington, Ill.—Seeks a license by exchange with WJBC-FM Philadelphia for $25,000. Filed Oct. 17.

WKFJ (FM) Jackson, Miss.—Seeks a license by exchange with WQY-AM Jackson, Tenn.—for $15,000. Filed Oct. 17.

KWAM-FM Northwest Arkansas, Ark.—Seeks a license by exchange with KWAM-AM Fayetteville, Ark.—for $25,000. Filed Oct. 17.

KWAM-FM Little Rock, Ark.—Seeks a license by exchange with KWAM-AM Little Rock, Ark.—for $25,000. Filed Oct. 17.

KXAV-FM Tipton, Ind.—Seeks a license by exchange with KXAV-AM Tipton, Ind.—for $25,000. Filed Oct. 17.

KXZB-FM Austin, Tex.—Seeks a license by exchange with KXZB-AM Austin, Tex.—for $25,000. Filed Oct. 17.

KXZS-FM Oklahoma City, Okla.—Seeks a license by exchange with KXZS-AM Oklahoma City, Okla.—for $25,000. Filed Oct. 17.

KXZT-FM Abilene, Tex.—Seeks a license by exchange with KXZT-AM Abilene, Tex.—for $25,000. Filed Oct. 17.

KXZY-FM Abilene, Tex.—Seeks a license by exchange with KXZY-AM Abilene, Tex.—for $25,000. Filed Oct. 17.

KWAM-FM Southaven, Miss.—Seeks a license by exchange with KWAM-AM Southaven, Miss.—for $25,000. Filed Oct. 17.

KWOK-FM Natchez, Miss.—Seeks a license by exchange with KWOK-AM Natchez, Miss.—for $25,000. Filed Oct. 17.

KWOU-FM Opelousas, La.—Seeks a license by exchange with KWOU-AM Opelousas, La.—for $25,000. Filed Oct. 17.

KWQK-FM Naples, Fla.—Seeks a license by exchange with KWQK-AM Naples, Fla.—for $25,000. Filed Oct. 17.

KXWZ-FM Houston, Tex.—Seeks a license by exchange with KXWZ-AM Houston, Tex.—for $25,000. Filed Oct. 17.

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KXAV-FM Tipton, Ind.—Seeks a license by exchange with KXAV-AM Tipton, Ind.—for $25,000. Filed Oct. 17.
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Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum.

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R A D I O

Help Wanted

Managerial

Managers—salesmen for new stations in Marshall, Sylvania and Wilmington, North Carolina. Good opportunity for good men. Write Jimmy Childress, 34 Maxwell Street, Asheville, N. C.

Salesmen

Energetic salesman. Good base salary, plus car allowance and commission. Permanent with opportunity for double in 4 years if desired. KAVE, Carlsbad, N. M.

Salesman, immediate opening. Experienced local sales man with own car and weekly sales guarantees. We Will pay, Kettle, Kettle, Indiana.


Salesman—with energy and ideas for our new pop music and news station. Good salary plus commission WMYG, Montgomery, Alabama.

WPAZ, Peabody, Pa. 1000 watt daytime—adding two new salesmen who can do 10 hours weekly airtime. 2 years radio experience necessary. Will teach selling. Salary, bonus, commission. Profit sharing.


Openings

Announcer—copy writer for daytime station. Excellent condition, routine maintenance, announcing ability. Send complete resume, photo and tape immediately. KERK, Temple, New York.

Experienced board announcer. WLDJ, Atlantic City, New Jersey.

Illinois daytime independent, soon increasing to kilowatt. Has opening for experienced announcer. Interview necessary. Send application, salary requirements, samples, etc., to Program Director, WPLG, LaSalle, Illinois.

Experienced announcer—mature sound. Strong voice, good commercial delivery. Prefer first ticket experience. Excellent opportunity. Write WNYC, New York City, N. Y.

WREB, Holyoke, Mass., with the highest successful format in the country, with its own buying audience and an active local news department. Opening for successor to the late Mr. H. E. T. Ask to see and talk with Major H. M. T. (Herbert M. T.) at the station.

Annanouncer with first phone ticket wanted by newspaper owner am-fm station located in Indiana's lake region. Must have complete area map, giving city number to Fred Gessaro, WBSW, Warren, Ind.

Play-by-play sports announcer for basketball, football and radio. Must be able to travel for assignments. Must be patient and have a good sense of humor. Send resume to Box 206C, B-T.

Immediate Opening

News Director—Top flight local newsmen will be considered. Must have strong news and editorial ability. WARR, Trenton, N. J.

Farm Director—To administer outstanding Farm Program—Unique farm program format allows us to consider man either with successful farm program background or man with light farm experience but sincere interest. However, must have staff experience. DJ—Down to earth DJ with something to say. No crew staff ability. Sincerity and friendliness is a must here.

All openings created when men were moved up into metropolitan jobs with our best wishes and good will. These were the fine men you can replace one of them? Send full resume and photo to Box 227C, B-T.

S A L E M E N

Copyright writer. Offered major network and local assignment. Send resume and sample copy. KMAX, Boulder, Colorado.

WKOI, Lake City, Florida.急需 radio salesmen for 3-month period following Thanksgiving. Write Box 206C, B-T.

R A D I O

Help Wanted—(Cont'd)

Announcers


KAVE, Carlsbad, N. M., needs good specialty an- nouncer—disc jockey. Unlimited future, opportunity to double in tv.


Personality DJ or morning man needed immediately. Send tape and data to Bob Boone, KBNN, Mason City, Iowa.


Experienced announcer, one with first phone. Contact Hal Vester, WFTC, Kinston, N. C.


Combino man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability. Send complete resume, telephone and picture immediately. Kerst Wahlers, WSB, Clarksdale, Minnesota.

Experienced board announcer. WLDJ, Atlantic City, New Jersey.

Illinois daytime independent, soon increasing to kilowatt has opening for experienced announcer. Interview necessary. Send application, salary requirements, samples, etc., to Program Director, WPLG, LaSalle, Illinois.

Experienced announcer—mature sound. Strong voice, good commercial delivery. Prefer first ticket experience. Excellent opportunity. Write WNYC, New York City, N. Y.

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Play-by-play sports announcer for basketball, football and radio. Must be able to travel for assignments. Must be patient and have a good sense of humor. Send resume to Box 206C, B-T.

Immediate opening for first phone engineer for 1000 watt station. Top salary, permanent situa- tion. Extra for combo work. Write Box 26C, B-T.

First class engineer for daytime kilowatt. Announ- cers experience not required. Send application, salary requirements, etc. Chief Engineer, WPLG, LaSalle, Illinois.

WTOC, 5 kw directional, Savannah, Georgia. Seeks first class engineer. Send complete qualifica- tions, references and photographs to Chief Engineer.

Programming—Production, Others

Have openings for women who can handle your own program—sell your own sponsors. No salary involved but excellent commission. This is a good opportunity to make some real money with one of the fastest growing stations in Florida. Must have ability to meet people. Send complete inter- ested send photo and resume to Box 27C, B-T.

KOKY, Little Rock, Arkansas. New station, opening immediately. Excellent salary and opportu- nity. Send resume, personal data and photograph for position of assistant program manager to Box 28C, B-T.

Opening local news, special events man. Limited board work. Want hard hitting newsmen. Lack of experience no hindrance if you are aggressive and like new work. KXAN, Hope, Arkansas.

Copywriter announcer for daytimer. Sample copy, complete resume first letter. Prefer experience but will consider beginner. WAPC, Simulon, Va.

Situations Wanted

Managerial


Sales manager/manager: High total local/national personal sales record four major markets, fifteen years. Factual details, administrative and sales ability. Write Box 892A, B-T.

WMP, Lexington, Ohio. 12,000 watt station. 12 years experience, proven outstanding record, long ideas promotion and CBS. Many references. My testimonial, sober, honest, age 36, family, five figure income required. For exchange information. Write Box 301C, B-T.

Following position as manager or program director. Experienced, 16 years, all phases. Ron Barkley, 603 E. 7th Street, St. Paul, Minn. 55101.

S A L E M E N

Experienced—mature, reputable—radio salesman $100,000 billing in '56—desires better opportu- nity in '57. Box 306C, B-T.

Salesmen

Copyright writer. Offered major network and local assignment. Send resume and sample copy. KMAX, Boulder, Colorado.

Announcers

Sportscaster—with now large eastern network affiliation. Top-of-the-line market. At present in medically minded location with play-by-play opportunities. Send resume, photograph. Top industry sportsman's references. Box 250C, B-T.

Announcer, single, 3 years radio training, relief anchoring, 7 years librarian. Will travel any- where. Box 266C, B-T.


R A D I O

Help Wanted—(Cont'd)

Technical

First class engineer with car for midwest kilowatt directivity, telephone, transmitter duties, some remotes. Box 210C, B-T.

Immediate opening for first phone engineer for 1000 watt station. Top salary, permanent situa- tion. Extra for combo work. Write Box 27C, B-T.

First class engineer for daytime kilowatt. Announ- cers experience not required. Send application, salary requirements, etc. Chief Engineer, WPLG, LaSalle, Illinois.

Technical

Sportscaster—now with large eastern network affiliation. Top-of-the-line market. At present in medically minded location with play-by-play opportunities. Send resume, photograph. Top industry sportsman's references. Box 250C, B-T.

Announcer, single, 3 years radio training, relief anchoring, 7 years librarian. Will travel any- where. Box 266C, B-T.


**RADIO**

**Situations Wanted—(Cont’d)**

**Announcers**


Available: Veteran play-by-play man; former professional ballplayer; college grad; presently employed news-sports director regional station. Box 295C, B-T.


News, disc jockey, staff, exceptional writer, excellent bass voice. Vet. 24, B. A. in speech and Journalism. Four years experience. Box 298C, B-T.

Versatile announcer—3 years experience—desires medium market—presently employed radio and tv. Strong on commercials, play-by-play and morning show. Box 300C, B-T.

Announcer, pop disc jockey. College graduate age thirty. Pleasant voice and personality. Plays regular music, and commercial new, sports. Past four years employed south, present employed two years glowing show, which has top rating in audience area 400,000. Desires relocation prior January 1. Box 302C, B-T.


**Technical**

Chief engineer—radio pioneer. 35 years licensed commercial, and radio telephone. 30 years chief engineer. Complete resume and photo on request. All proposals considered. Box 292C, B-T.

First phone, desire position in Florida or southeast. Apply immediate. Box 300C, B-T. Desires station strong on maintenance. Harold Wagner, 1291 South 189th Street. West Allis, Wisconsin.

**Programming-Production, Others**

Skip it unless you can exploit the best in news direction—grandstand voice and personality. Box 133C, B-T.


Savvy gal . . . 8 years continuity-production chief, talent. Wants challenging spot with station that needs a lift. Box 174C, B-T.

Program director or assistant manager of vast experience. 5 years varsity old, college, seeks bigger and better job in radio, or will accept tv challenge. Executive experience. Wish to connect with a bigger and better organization who needs far more than adequate PD. Will do air-work. Outstanding voice and delivery. Personal interview. Box 182C, B-T.

Radio-tv, DJ personality—major market only! Eleven years of varying personality experience. $300 week. Tape, resume, you name it, I’ve got it. Box 272C, B-T.

Cheat writer . . . 5 years experience . . . radio and television writing . . . on-camera . . . public relations . . . prefer midwestern location. Box 289C, B-T.

Three years teaching all phases tv programming and production. 2 years director and assistant. Seeks position small station with potential. Box 303C, B-T.

**ADVERTISING AGENCY**

**Situations Wanted**

**Time Buyers**


**TELEVISION**

**Help Wanted**

Staff being recruited for new vhf station in major Texas market. Box 279C, B-T.

Southeastern NBC maximum power vhf on-the-air mid-December has openings for personnel with minimum of one year tv station experience. Prefer southeast residents. Rush full details to Ted Cramer, Operations Manager, WRAL-TV, Raleigh, North Carolina.

**Salesmen**

Salesmen! We are in the largest market in the country! We open and operate as though we were, and on a rewarding level. If you’re tired of knocking heads against walls, look into this very progressive, well established station with a good future! We need two sincere, knowing salesmen. Or if you’ve just finished college and have signs of promise, we will train you! By all means if you are willing to work hard and see your personal efforts bring results, look into this opportunity with a fine three station company. Full details and income requirements, pic if possible, first letter. Box 246C, B-T.

Having open for aggressive salesman in excellent two station market. NBC affiliation. Salary and commission. Radio sales background a must. Contact Sales Manager, WWVO, Rockford, Illinois.

Announcer

Announcer for major network New England network tv station. On-camera experience desired but not required. Excellent chance for advancement. Send tape, resume and photo. Box 265C, B-T.

The northeast’s top uhf needs announcer. Must deliver good commercial both on and off-camera. Send complete interview and audition essential. Box 273C, B-T.

Announcer wanted for general staff work. Good personality may qualify. Send complete information, picture and tape to Manager, KTVU, San Francisco, California.

We have opening for experienced tv-radio announcer. Send tape and resume to Programming Department at WKNB-TV, West Hartford 10, Conn.

**Technical**

Studio technical personnel for television and radio station in midwest metropolitan city. Very best of equipment, and excellent employee relations. One of nation’s top stations. State University, education and provide recent snapshot. Reply. Box 256C, B-T.

Excellent opportunity for two tv transmitter engineers with Texas station. Box 279C, B-T.

Assistant chief engineer needed by Texas vhf station. Box 281C, B-T.

**Situations Wanted**

Experienced tv salesman with managerial experience available immediately. Have proven record sales both on local and national level and can produce top references. Box 290C, B-T.

Announcer


Tv announcer. Experienced. Good on camera or mike. Network quality. $100 week. Box 274C, B-T.

Announcer, director, cameraman, 4 years experience, family, sober, degrees relocation northeastem states. Box 306C, B-T.

**Programming-Production, Others**

Film director-editor. 7 years commercial tv experience. Will accept network affiliated stations only. Available on 2 weeks notice. Box 237C, B-T.

**VHF TELEVISION STATION**

- Southwest. Year-round mild climate
- Market over 140,000 owner states. Urban
- A single station market. Absentee owned
- No other tv station operating within 100 miles
- Priced $200,000 with $100,000 cash down

Information available to qualified principals upon written request only

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Tulsa, Oklahoma

October 29, 1956 • Page 109
TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

TV producer-director, three years experience with medium market station. Desires midwest location with station emphasis on live production. Box 282C, B-T.

News caster and professional master of ceremonies. Experienced, well educated and recommended. Talent; not combo or disc jockey. Box 384C, B-T.

Promotion manager available for TV station or TV film distributor. Seven years experience encompassing agency, media and nationally advertised products. Married, one child, veteran. Have good contacts with all national trade publications and am qualified to provide all services for advertising and publicity. Box 285C, B-T.

FOR SALE—(Cont'd)

Stations

For sale: Kllowat am in northwest college town. Full price $25,000.00, 1/2 down. Terms. Write Box 284C, B-T.

VHF 19-1800, 8-1200, 4-500. Includes recording equipment. Includes high quality microphone, camera, audio board. All in excellent condition. 1500.00. Price $15,000.00. Write or call Bob Ross, Station Manager, KLLW, Portland, Oregon.

FOR SALE

Stations

For reasons acceptable to FCC will transfer very desirable OP for 500 watt in non-competitive market. Transmitter, tower, small but adequate building and substantial advertising commitment. Consideration exact catalog cost of equipment plus cost of application for total of $31,000. This is a transferred opportunity for the right operator with a large customer base. Close in for more details. Write to J. K. Jones, 105 S. Main Street, Pocatello, Idaho.

Metro market profitable FM station with ample audience and with room to increase. 2500.00. Write J. Jones, 105 S. Main Street, Pocatello, Idaho.

Newscaster and TV dolly over. Working large stations. Desires TV background. Box 284C, B-T.

Virginia's secondary market. Industrial area. Profitable with local ownership. $12,000 price can be handled on terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Broadcast am. Year-round resort area, cultural center. Seniors college, two private schools. County seat: A single station market. Requires $15,000 cash down. No information by phone. Ralph Erwin, Broker, 143 South Trenton, Tulsa.

VHF television. I have select television property available to financially responsible principals. VHF only. No information by phone. Ralph Erwin, Broker.

Am stations: Market 70,000. Highly diversified, industry, agriculture, mammoth military installation, plus advantage of county seat. Southeast. No information by phone. Ralph Erwin, Broker.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchase, appraisal handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and TV buys throughout the United States by L. L. Sherwood Associates, 6900 Melrose Ave., Los Angeles 29, Calif.

FOR SALE

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B-T.

FOR SALE—(Cont'd)

Equipment

Will sell or trade Federal Telephone fm radio transmitter—3 kw—with 300 ft. coax cable and monitor. Need audio equipment. Phone WRET, or C. L. Graham, Gadsden, Alabama. Liberty 6-1614.

RCA BTA-IL 1kw transmitter complete one set tubes, crystal 1480kc. Wires for remote control or recording equipment. Also Rust BTA-IL 1 kw transmitter and one set tubes, crystal 1480kc, $4,000,00.00. Write Chapman Company, 84 Peachtree, Atlanta.

Metropolitan market profitable am station with tax loss carry-over from unit, which may be split off. 250,000 total—liberal terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Virginia's secondary market. Industrial area. Profitable without local ownership. $12,000 price can be handled on terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

FOR SALE


FOR SALE

Microwave relay system, Raytheon KTH-190A for color or black and white video and audio. Complete system including transmitter, receiver, dishes, feeds, cables, etc. Price $3,000.00. Will tune to frequency if desired and guarantee performance specifications. Also have tripods and spares. Write for complete list. Inter-State Communications Co., 1421 19th Street, Evanston, Illinois. Phone: DAVIS 8-4860.

FOR SALE

Western Electric service, free. Lease needed studio, transmitter, office furniture, aircraft, 57 autos, etc. Anywhere. U. S. A. Gene O'Fallon & Sons, Inc., 635 Grant, Denver, CO. 8-2937.

Magnum record PTSBAHN (binatral-mono) new equipment warranted $645.50. Also complete BTR-6A kit. Premium recording equipment, used—good condition. 2 - 8A amplifiers, 50 watts, each, $75.00. 2 EN tubes mounted in 12A table, equipped with 1 - C cutters, both $35.01—K-12 recorders—$150.00. All prices subject to prior sale F.O.B., Washington, D. C. U. S. Recording Co., 1217 Vermont Avenue, N.W., Washington 5, D. C.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE

1231 W. 71st Avenue
Portland, Oregon 97216

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Broadcasting • Telecasting

HOLLYWOOD, CALIFORNIA

1440 North Highland
HO 4-7922

CHICAGO, ILLINOIS

540 N. Michigan Avenue
DE 7-3836

WASHINGTON, D. C.

1627 K Street N. W.
RE 7-0343

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest First. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing—actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest First. Our Employment Counselor...John Birrel...assures you of immediate, personal attention.
WANTED TO BUY

**Stations**

Announcement: I am pleased to announce extension of my services to exhibitors and station owners in the State of Louisiana. This agency now offers licensed and bonded brokerage service in the Pelican State. I maintain private offices in the state of Louisiana for the convenience of my clients. Ralph Erwin, Broker.

New service in Louisiana, Arkansas, Kansas, Missouri, Oklahoma and Colorado. Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa.

**Equipment**

Wanted 3 or 5kw fm transmitter, also station monitors. Write complete description. Box 256C, B-T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price if desired, state. Box 281C, B-T.

Wanted: RCA BTP 10 B 10kw fm transmitter. Advice price, terms and earliest delivery. Box 306C, B-T.

Am frequency monitor, state price and availability first letter. KCMS, Manitou Springs, Colorado.

Magnecorder, gray equalizer, preamp, audio equipment. State price, condition. Send complete resume.

**INSTRUCTION**

FCC first phone in 12 weeks. Home study or regular training school are located in Hollywood, California, and Washington, D.C. For full information write Broadcasting Electronics, Desk W-B, 851 19th Street, N.W., Washington 6, D.C.


FCC first phone license. Tutoring, Concentrated speed course. Monty Koff, 743 Fremont Street, Brooklyn, N. Y. Phone, 4-5 p.m., Ch. 7-1966.

**RADIO**

Help Wanted—(Cont'd)

**Announcers**

**EXPANDING ORGANIZATION NEEDS EXPERIENCED ANNOUNCERS IMMEDIATELY!**

WE PAY TOP SALARY!

DRIFTERS, DRINKERS NOT WANTED!

SEND AUDITION, PHOTO, RESUME AND REFERENCES!

H. Griffith
Radio KUZN
West Monroe, La.

S. Willing
Radio KVO
Tallahassee, La.

**TV-RADIO ANNOUNCER**

Large New England Radio-TV operation needs experienced announcer for radio and TV boards, and possibly on camera. Prefer college graduate. Send resume, photo, and tape audition—or make appointment for live audition. P. O. Box 1859, New Haven 8, Conn. Attention Personnel Manager.

**ADVERTISING AGENCIES**

Help Wanted

**Copywriters**

**GIRL WRITER WANTED**

Major Des Moines ad agency has opening for experienced girl copywriter for radio-tv. Familiar with live tv production. Send data, picture, state salary required. Write Box 264C, B-T.

**FOR SALE**

**Equipment**

**TV ANTENNA**

For sale, TV Antenna RCA type TF-6AH, Channel 12. Also, 480 feet of aluminum inch transmission line type MI-19113-B1. Available immediately, call or write Morris Barton, Chief Engineer, KSLA-TV, Shreveport, Louisiana.

FOR THE RECORD


Hazard, Ky.—FCC by memorandum opinion and order denied application of WKNR, Heilwood, Pa., for construction permit for new fm station. WKNR, Heilwood, Pa., applied for transfer of construction permit for new fm station to owner of WRNY, Jamestown, N. Y. Appeal filed by WKNR, Heilwood, Pa., denied petition by WRNY, Jamestown, N. Y. Remanded Aug. 28 to remain in effect. (Board action; Craven, Craven abstained from voting.) Announced Oct. 14.


**SALESMEN WANTED**

**SALES ENGINEERS**

Broadcast equipment manufacturer has openings for sales engineers in various territories to travel and call on radio stations as well as for 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.

**SALESWOMEN WANTED**

**Feature Film Experienced**

**TOP SALARY**

Box 263C, B-T

**FOR SALE**

**Equipment**

**FM TRANSMITTER**

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 253C, B-T.

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NARBA NOTIFICATIONS...
List of changes, proposed changes and corrections to Canadian station modified appending conference station assignments and notes. New applications notified. Regional Best. Agreement Engineering Meeting Oct. 19.

Canada Change List #195 September 17, 1956 800 kc

CJMR Belleville, Ont. Change ant., pattern, 1 kw DA-1, uni., Class II. EO (PO: 0.25 kw on 1kw.)

New applications of new Canadian radio stations, and stations changing frequencies, modified and designated will be held on Oct. 20, 1956.

New Kansas City Broadcasting Co., 1 to Ft. Leavenworth, ordered that for exchange of data between engineers in Kansas City, Kansas, and even to Oct. 12 in proceeding on their am applications; dated 9-12 for extension of time for filing of additional evidence; extended from Oct. 29 to later than Nov. 16; date for submission of new evidence extended from Nov. 19 to Dec. 3, 1956, for proceedings of evidence, and for certain appeals.

CBA Change List #90 Sept. 11, 1956 540 kc

CMJU Jatitwine, Quebec-Change location. 0.25, ND, uni., Class II.

Routine Roundup...
October 18 Decisions

BROADCAST ACTIONS
By the Commission

WCRD-FM Waltham, Mass.—Granted SCA to provide service from permanent transmitter. The basis, to subscribe for such service. This makes 65.

WWGP Sanford, N. Y.—By letter, denied authority to move kHz AM-FM set in district (1006 kHz WJ), Comm. ordered

WKNY Kingston, N. Y.—Granted request to operate tv station for 120 days, pending application. November 1, 1956, in order to prove program service pending proceeding. Previous request was for satisfactory temporary service. Comm. ordered, Comm. abstained from voting.

WGTG Utica, N. Y.—Ordered to cease and desist, pending hearing, to do business as WGTG, Inc., Afr. 16, 1956, to propose to amend its Class B fm allocation to delete ch. 233 and 234 from Bridgeport-Danbury-Brookfield, Conn., and add ch. 236 there instead of ch. 237, for replacement purposes of the existing WQX, Bridgeport, Conn., and ch. 235 in Kingston, N. Y., and ch. 234 in Pittsfield, Mass. Of WQGF, now authorized on ch. 236, and ch. 233 which is to be abandoned. The rule-making so it could modify to change ch. 236 in Berkshire to permit interchange of programs with WQXFM (CH) 280, Providence, R. I., without interference.


ACTIONS ON MOTIONS
By Commissioner John C. Doerfer

Application to amend a Provision of the Act For consideration Grant of its am application; and Notice October 15.

By Hearing Examiners James D. Cunningham

Broadcast Bureau—Granted Oct. 15 petition for extension of time from Oct. 15 to Oct. 22, for filing of renewal applications of The New Britain Broadcasting Co. for operation of WBN

By Hearing Examiner Erwin D. Comfort

Hearing held in proceeding on application of Cherry & Webb Broadcasting Co. for new tv station and E7A (ch. 12). Oct. 12.

By Hearing Examiner Hereward Shakespeare

Providence, R. I.—On oral request of counsel for challenge of composition, Webb, Providence, and without objection by Broadcast Bureau, ordered that the hearing be continued without objection. October 15.

By Hearing Examiners Bay A. Kyle

Midwest Applications of Pentucket Broadcasting Co.—Granted petition for extension of time from Oct. 15 to Nov. 16, 1956, for filing of renewal applications for license, if and when the renewal applications are completed, without any further proceeding against such application.

By Hearing Examiner Hugh B. Hutchison

KKEF Bhg. (TV) East Brookfield—Granted petition to extend time for filing of corrective applications, of which the extension was requested, for renewal applications dated Oct. 15, 1956, to the extent of the expiration date.

By Hearing Examiner Annie Neil Huntington

Beaumont, Tex.—Ordered that oral argument will be held on Oct. 22, as requested by The


By Hearing Examiner Elizabeth C. Smith

Violetville, N. Y.—Ordered that the date for conference will be held on Nov. 2, in ch. 19 proceeding,Victoria, Ca. and Aliek Television Corp., Action Oct. 17.

By Hearing Examiner J. D. Bond


October 18 Applications

MODIFICATION OF CP
WQMC (TV) (Waltham, Mass.)—Seeks mod. of cp (which authorized new tv station) to extend completion date to 4/1/57.

License to Cover CP
KLEX Grand Junction, Colo.—Seeks license to cover cp with station increased power and install new trans. for D operation.

RENEWAL OF LICENSE
KOLY Springfield, Mo.—License to Cover cp KTTV-DT Grand Junction, Colo.—Seeks license to cover cp with increased power and install new trans.

October 22 Decisions

ACTIONS ON MOTIONS
By Hearing Examiner Elizabeth C. Smith

Newark, N. J.—Ordered that the date for hearing on proceeding on am application of Radio Newark, Inc. and Radio Newark Inc., Newark, N. J. Proceeding will hold on Nov. 1 at 9:00 a.m., and hearing will be extended to date to be fixed at further precon- ference.

By Hearing Examiner Herbert Shurman

WCFB Saratoga, N. Y.—On oral request of Tradewinds Broadcasting Co. (WCFB), without objection by parties, portion of the record is extended from Nov. 13 to Dec. 3, 1956, for filing of additional evidence; and Granted findings of record except suggested correction to page 280, line 9, and granted in full proposed corrections to transcript filed by Courier-Times Inc. in proceeding on their am applications. Action Oct. 17.

By Hearing Examiner Thomas H. Donahue

WJLQ Salem, Ind. (Don H. Martin), Courier-Times Inc. New Castle, Ind.—Granted suggested corrections of record for new application, except suggested correction to page 280, line 9, and granted in full proposed corrections to transcript filed by Courier-Times Inc. in proceeding on their am applications. Action Oct. 17.

By Hearing Examiner H. Gifford Wroth

Kingdom, Conn.—Ordered that for exchange of time to file proposed findings of fact and conclusions re application of station, New Haven, Conn., and WCFB (CP) for station, New Haven, Conn., be extended from Nov. 12 to Dec. 10 and for beginning of evidence, filed in proceeding on application of station, New Haven, Conn., to Dec. 10, 1956.

By Hearing Examiner H. Gifford Wroth

Granet, Conn.; Bridgehampton, N. Y.—On oral request which was concurred in by all parties in proceeding on am applications of Lawrence A. Beliliey and Philip M. McCauley and The Thames Broadcasting Corp., Bridgehampton, N. Y., that the application of the applicant as amended be continued from Oct. 31 to Nov. 16, 1956.

By Hearing Examiner J. A. Kyle

WPRE Pavia L. Chien, Wis.—On hearing examiner’s application, for renewal of license for WPRE, granted findings as extended from Oct. 31 to Nov. 16, 1956.

By Hearing Examiner J. A. Kyle

Axe-Rich-Seeks license to cover cp of WCFB for renewal of license for WCFB, Dallas, Tex.—Seeks license to cover cp which authorized changes in existence.

By Hearing Examiner J. A. Kyle

WMPF Evansville, Ind.—Seeks mod. of,cp (which authorized change ant.-trans. and studio locations) for extension of contract, extended from Oct. 31 to Nov. 16, 1956.

By Hearing Examiner J. A. Kyle

WFAT-TV Allentown, Pa.—Seeks mod. of cp to extend completion of construction date.

Renewal of License
KPLA (FM) Los Angeles, Calif.

General Best. Corp., New York, N. Y.

October 23 Applications

ACCEPTED FOR FILING
KHEP Phoenix, Ariz.—Seeks license to cover cp which authorized new station.
KALV Alba, Okla.—Seeks license to cover cp which authorized move.
WFAA-TV Dallas, Texas.—Seeks license to cover cp which authorized changes in existence.

WNNP Evangelion, Ill.—Seeks mod. of cp (which authorized change ant.-trans. and studio locations) for extension of contract.

KQME Albuquerque, N. M.—Seeks mod. of cp (which authorized change, increase power, install new D and trans.) for extension of contract.

WFMT-TV Allentown, Pa.—Seeks mod. of cp to extend completion of construction date.

Renewal of License
KPLA (FM) Los Angeles, Calif.

General Best. Corp., New York, N. Y.

October 23 Decisions

ACTIONS ON MOTIONS
By Hearing Examiner James D. Cunningham

Franklin Broadcasting Co., Inc., Mich.—Seeks license to cover cp which further hearing will be held commencing Oct. 20, in ch. 19 proceeding, New Detroit, Mich. (WJR The Goodwill Station, Inc. of


By Hearing Examiner Herbert Shurman

Franklin Broadcasting Co., Inc., Mich.—Seeks license to cover cp which further hearing will be held commencing Oct. 20, in ch. 19 proceeding, New Detroit, Mich. (WJR The Goodwill Station, Inc. of


By Hearing Examiner Herbert Shurman

Franklin Broadcasting Co., Inc., Mich.—Seeks license to cover cp which further hearing will be held commencing Oct. 20, in ch. 19 proceeding, New Detroit, Mich. (WJR The Goodwill Station, Inc. of

October 24 Applications

ACCEPTED FOR FILING
Modification of Cp
WLEO Ponce, P. R.—Seeks mod. of cp (which authorized new fm) for extension of completion date.

WBCW-TV Miami Beach, Fla.—Seeks mod. of cp (which replaced old cp) for extension of completion date.

WBO Orlando, Fla.—Seeks license to cover cp which authorized change frequency control equipment.

KCKT (TV) Great Bend, Kan.—Seeks license to cover cp which authorized new fm.

Renewal of License
KFOX-FM Long Beach, KFPC Berkeley, KSPC Santa Monica, Kalim San Francisco, all Calif.

1956-57 TELECASTING YEARBOOK & MARKETBOOK ADDENDA

Changes and additions received after the 1956-57 TELECASTING YEARBOOK & MARKETBOOK went to press are included in the following list which will also serve to correct a few errors made in compiling the 412-page volume. For convenience, the information is arranged numerically according to the yearbook page number. Personal and other abbreviations may be found on page 2 of the 1956-57 TELECASTING YEARBOOK & MARKETBOOK.

Page 34—Under Television Representatives, Harrington, Righter & Parsons, Inc., add to stations represented: WCDA (TV) Albany-WCBB (TV) Lagrange, both N. Y.

Page 104—Under Station Directory, Iowa, KNRT-TV Des Moines, principal stockholders should read: Cowles Best, Co., 66%: Murphy Best, Co. (estate of Kaleher Murphy), 40%: Cowles Best, Co. also owns KVRR-TV Sioux City, both Iowa, WRAX Yankton, S. D., and KHUB-AM-FM-TV Huntim.

WABD (TV) New York, N. Y.—Seeks mod. of cp to extend completion date to 5-15-57.

WJTV-TV Jacksonville, Fla.—Seeks mod. of cp to extend completion date to 5-15-57.

WJTV (TV) Canton, Ohio—Seeks mod. of cp to extend completion date to 5-15-57.

WPW-TV Youngstown, Ohio—Seeks mod. of cp to extend completion date to 5-15-57.

WTTF-TV Troy, Ala.—Seeks mod. of cp (which authorized new fm) for extension of completion date, install new fm antennas, and change antenna location.

Whitney-Huntington, W. Va.—Seeks mod. of cp to extend completion date.

License to Cover Cp
WJRE-Augusta, Ga.—Seeks license to cover cp which authorized change facilities of existing tv.

WJTV-Cleveland, Ohio—Seeks license to cover cp which authorized change facilities of existing tv.

RENEWAL OF LICENSE
KAPP Petaluma, Calif.

October 24 Decisions

BROADCAST ACTION
By the Commission
Following were orders granting renewal of license on regular basis: KLIX Twin Falls, Idaho; KVNV Coeur d'Alene, Idaho; KBKX Las Vegas, Nev.; KNEE-Lexington, Ky.; KHD-Des Moines, Iowa; KEK Elko, Nev.; KYRS Rock Springs, Wyo.; KZTV Atlantic, Iowa.

Alaska— FCC adopted Conelrad (Control of Electrical Radiation) Plan for am, fm, tv, facsimile, international and nonmilitary fm broadcast stations in Alaska. Procedure is as follows: all parties will be notified by the commission in continental U. S. and Hawaii, with all stations operating under these rules expected to be the subject of a radio alert except those specifically authorized to operate as described above. Effective date of rule to effect Alaskan plan will be initiated shortly. Announced Sept. 16.

TV rules— FCC by order on amended Sec. 3067
Agency Assessment

The Assn. of National Advertisers has started what promises to be a worthwhile study of the role of the advertising agency. No detailed study of this fascinating subject has been conducted in recent years. An objective assessment of the agency’s place and functions in today’s advertising economy would be of value to all elements of advertising—advertiser, agency and medium.

The ANA was wise to select as chief of this project a professor who has no direct connection with advertising but is at least in academic touch with the field. As professor of marketing for the Tuck School of Business Administration of Dartmouth College, Albert Frey should bring to his work a disinterested but well-informed mind. If he conducts his work according to the ANA’s specifications, his will be a real contribution to business literature and a necessary source of information upon which sensible decisions can be reached as to the future of such established practices as the commission system of agency compensation.

Get Out the Vote

One of the most encouraging features of the 1952 national election was that it brought out the largest popular vote in U. S. history, a healthy manifestation of good citizenship.

But the big vote would not have achieved were it not for a tremendous campaign conducted by all media but most effectively by radio and television.

Radio and television were given the major credit for the record turnout at the polls in 1952.

It is to be hoped that they can claim similar credit for a similar turn-out this year.

As in 1952 the NARTB, in collaboration with the American Heritage Foundation, has been providing stations with information and broadcast material aimed at moving citizens to register and vote. Many stations have been using this material and producing programs and announcements of their own.

The registration campaign is over. The problem in the week remaining before Nov. 6 is to stimulate the registrants to make the trip to the voting booths. In that week only radio and television have the flexibility to unleash the massive campaign of persuasion that will turn out the vote.

We are certain that radio and television are equal to the job.

Dangerous Assignment

With $100,000 extra in its jeans, the Federal Trade Commission has begun its accelerated program of examining advertising copy on radio and television by direct monitoring. A special task force headed by attorney T. Harold Scott is handling this policing, supplemented by part-time work of attorney-investigators in the eight branch offices [8T, Oct. 15].

We look with concern on this new activity because there will be an obvious effort to justify the new appropriation. No agency of government likes to have its funds cut back, and the FTC would be hard put to get the additional money from Congress next session unless it shows a result. Like any cop on a beat, the FTC may feel it needs to make a record of arrests and convictions.

But that is only a secondary reason for our concern. A much larger question is how the monitoring data will be used. The FTC is not a licensing body. The FCC is. And there is the rub. The FTC, it is readily admitted, is conferring with FCC staff members to work out a system whereby the licensing agency would be notified whenever the FTC seeks to root out, seldom finds its way to the air. There are criminal statutes to be reckoned with. Broadcasters have voluntary codes to which most stations and all networks adhere. And that, in our view, is the manner in which broadcasters should govern themselves.

Certainly there are some advertising abuses on the air. There are more in print. Ethical broadcasters are as anxious to root out the offenders as is the government. The FTC has been subjecting advertising copy on radio, and lately tv, to examination for years, with only negligible offenses by advertisers.

We hope the new FTC monitoring unit will not yield to the temptation of fly-specking to justify its new appropriations. And it is to be hoped that the FCC staff will use utmost restraint in appraising the FTC monitoring reports, lest it go off on another “Blue Book” binge and into the forbidden area of censorship.

Colorcasting

One need not beclairvoyant to predict the inevitability of color tv. The fact of color is more plain than the nose on your face; it is as plain as the 200,000-plus color sets which will have been bought by viewers at the end of this year.

There are a number of factors which make this so. Television is a growth industry, and growth industries will not be denied their growth. If we are to accept the conclusions of Cunningham & Walsh’s latest Videotown report [8T, Oct. 15], black-and-white tv viewing has reached a plateau. This does not mean that the audience will not continue to increase. It will—in numbers as more stations and more hours of programming go on the air, but probably not appreciably in the percentage of viewing done by the individual in the audience. This is a normal development, and as such is to be welcomed. It means that tv has reached a mature stage.

The task now is twofold: to excite potential but not yet sold audience into joining, and to increase the effectiveness of tv on the audience it now enjoys.

Color is the obvious course. As demonstrated by the NBC-BBD0 ColorTown report, also reported in this journal Oct. 15, even at this early stage it has proved its ability to attract new listeners, and even more excitingly, to double the impact of commercials. And therein is a major key: the medium which can double the already tremendous selling power of television is one which will not be left undeveloped.

Consider also this information. The latest RETMA figures show television set sales down some 300,000-plus units for the first eight months of this year compared to last. July, which was the best sales month since January, was off 20,000. In addition to being lower, it must be remembered that a substantial chunk of these sales were of lower-priced portables.

The manufacturers, then, will welcome a venture into the newness of color. It means an untapped buying public, and a higher-profit item.

Here we see the pattern of black-and-white tv repeating itself. As the venture becomes more attractive, more manufacturers will enter it. And as more enter, the rest will have to follow. And as the production swells so will the prices drop. And the sales soar. It’s that simple.
Take your choice...Pulse or ARB...both show KWK-TV as the Leader in St. Louis Television. Twelve of top fifteen once-a-week shows...seven of top ten multi-weekly shows...plus highest rated availabilities for your spot campaign keeps you completely covered in the Great St. Louis Market. Katz will show you!

what do YOU buy?

An investment of $330.00 (one time AA Rate...) 9:45 p.m. Tuesday) using ARB rating delivers 212,500 TV homes at a CPM homes of $1.08...CPM impressions of sixty-two cents!! Here's proof that your campaign on KWK, Channel 4 keeps you completely covered with low CPM. Your Katz man can give you more details.

If you want the local touch with your campaign... KWK-TV offers popular local personalities who can and will deliver. Gil Newsome...Fred Moegle... Tom Dailey are household names in St. Louis. They offer complete coverage of the St. Louis market on KWK-TV, Channel 4. Katz can tell you how!

KWK-TV
has them all!

YOU GET MORE ON
KWK TV
CHANNEL 4
IN ST. LOUIS

Represented Nationally by THE KATZ AGENCY, INC.
TELEVISION STATION REPRESENTATIVES