...for outstanding service to the Future Farmers of America

KPRC Farm Director, George Roesner, became the third Texan in history and the only broadcaster this year to receive FFA's highest award, the Honorary American Farmer Degree, at the national FFA Convention in Kansas City. The degree is awarded to men who have rendered outstanding service to the Future Farmers of America organization.

KPRC
RADIO AND TELEVISION
HOUSTON

JACK HARRIS, Vice President & General Manager
JACK McGREW, National Sales Manager
Nationally represented by EDWARD PETRY & CO.
**FARM COVERAGE!**

Over 120,000 miles to prove it.

Last year the WNAX station wagons and the three farm reporters covered over 120,000 miles in the Big Aggie area visiting farms, fairs and wherever agricultural news is made. Your customers know and respect the WNAX farm team.

This close, personal relationship between station and audience is important to you. It backs your selling message with the priceless believability that turns a commercial into a friendly suggestion—and sells. Big Aggie's fans have $2.8 billion to spend. Your Katz man will put you on the bill.

---

**WNAX-570**

Yankton, S. D. — Sioux City, Ia.

A Cowles Station.

Don D. Sullivan, Gen. Mgr.

Under the same management as KVTV, Channel 9, Sioux City, Iowa.
INDIANA'S 2nd LARGEST TV MARKET

251,970
TV HOMES IN THE
TERRE
HAUTE
TV MARKET!
NCS NO. 2 STUDY

CBS, NBC, and ABC Television Networks

TERRE HAUTE, INDIANA

BOLLING CO., NEW YORK CHICAGO,
LOS ANGELES, SAN FRANCISCO, BOSTON

and RADIO, too!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D.C. Entered as second class matter March 14, 1933, at Post Office at Washington, D.C., under act of March 3, 1879.
it pays to sell these 989,605 families

The consistency with which America's leading brand names are advertised over WGAL-TV is effective proof of this station's terrific selling power. It pays you to sell in America's 10th TV market with 3½ million people, 989,605 families, $5¾ billion income, $3¾ billion retail sales, 917,320 TV sets.

AMERICA'S 10th TV MARKET

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

CHANNEL 8
Multi-City Market

STEINMAN STATION
Clair McCollough, Pres.

316,000 WATTS
NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Los Angeles • Chicago • San Francisco
Affiliate Approval. To judge by reaction at regional meetings of affiliates, NBC Radio won't have trouble persuading stations to accept new operating plans [B&T, Nov. 19, 12], and chances are network will hit deadline of Jan. 14 for introduction. Contract amendments now are in mails. Meetings have been held in New York, Chicago, Atlanta and Dallas. Last, in San Francisco, is set for today. (For special B&T report on all radio networks, see page 31.)

One problem yet to be resolved in new NBC Radio plan is amount of notice to be given stations when network wants to recapture sustaining program for network sale after stations have been permitted to sell it locally. Network originally wanted 48-hour notice, but reportedly is now willing to settle for week.

Future Publications. Two literary works which promise to make lively reading for those in broadcasting are due out in January. They are reports of Senate Commerce Committee and House Am-
Subcommittee hearings in television. Senate Committee report must first be cleared at committee meeting which won't be held until mid-January. House subcommittee report, originally targeted for December, is being delayed by absence of Chairman Celler, now on flying tour of South America. Incidentally, he took along voluminous hearings transcript, real baggage problem for airborne tourist.

Interest is being revived in move to slice "Radio & Television" out of NARTB's official name, with subject expected to come up at Dec. 6 meeting of association's Radio Committee. Next step will be action by full board in February. Board tabled return to original NAB name last winter on ground it would cost about $20,000 in routine expenses but continued feeling that present name is cumbersome is found among mem-
ers. Name was changed to NARTB in 1951 when tv stations had their own Television Broadcasters Assn. and it was felt they would not accept unified association unless tv received formal recognition in corporate title.

In and Out. Comr. T. A. M. Craven has received clearance from FCC General Counsel. When Baker participated in clear channel considerations—even though engineer commissioner represented regional station group in 1946 clear channel hearings [CLOSED CIRCUIT, Nov. 12] Mr. Baker ruled that clear channel matter is "legislative" and that previous relationships do not disqualify. Clear Channel Broadcasting Service, it's understood, notified FCC it had no objection to Mr. Craven's participation. In "adversary" proceedings,

Mr. Craven has made up mind to sit out seven cases: transfer case on ch. 41 WCDA (TV) Albany, N. Y., and comparative cases involving ch. 13 Indianapolis, Ind.; ch. 5 Fort Smith, Ark.; ch. 5 Boston, Mass.; ch. 9 Charlotte, N. C.; ch. 4 Pittsburgh, Pa.; and ch. 12 Flint, Mich.

Status report on subscription television is being drawn up by FCC staff at request of commissioners. Analysis will indicate pros and cons based on multitudinous comments filed earlier this year, also will indicate various paths Commission may take. Just when commissioners intend to get down to brass tacks on this subject is still unknown.

Reds Abroad. S. television film producers will receive warning this week by Hollywood AFL Film Council that communists are getting dollars invested in foreign film production in some areas. Council contends communists have own unions in France and Italy whose members have worked on some feature films. Communist Party is getting paid directly through union checkoff, council claims.

Although board of Consolidated (Bir-
er stations) does not meet until Wednes-
day to consider proposals for its station properties, in light of abandonment of sale of properties to Crown-Collar for $16 million (story page 80), there is speculation that four radio and three tv stations may be sold piece-meal rather than as package. Sole by McConnell interests of Indianapolis and Fort Wayne tv properties for $10 million is basis for rea-
son that Consolidated should be able to realize more for am tv properties in Indianapolis, Minneapolis, and Grand Rapids, and am property in Flint.

Contingencies. Slight hitch has de-
veloped in Storer Broadcasting Co.'s $850,000 purchase of ch. 9 WMUR-TV Manchester, N. H. Seems New York re-
gional airspace panel has turned thumbs down on station's request to move trans-
mitters site nearer Boston. Move to antenna farm or nowhere, airspace committee in-
quired. So now station (for it is WMUR-TV which is seeking to move; Storer's agree-
ment is to buy New Hampshire outlet after FCC approves the move) will appeal to Washington airspace panel. Washington Post Co.'s $6.5 million purchase of Storer's WAGA-AM-TV Atlanta [B&T, Oct. 22] is contingent on FCC approval of Storer's WMUR-TV purchase.

Will Storer give up ch. 27 KPTV (TV) Portland, Ore., now that FCC refused to waive multiple ownership rules to permit Storer to acquire ch. 3 KSLM-TV Salem, Ore., and move it nearer Portland? Word

is no, despite fact NBC-affiliated station was running off and on in red since arrival of two with in market. (Third is scheduled to begin operation Dec. 17) KPTV, first commercial station to go on air, began opera-
tion Sept. 20, 1952, and was purchased in October 1954 by Storer as part of $8.5 million Empire Coll transaction.

Advertising Query. Group of West Coast radio stations whose license renewals have been held up while FCC checks legality of the P-O's, is considering a bell-ringing promotion [B&T, Nov. 12] may get word this week. FCC is scheduled to take up matter at regular Wednesday meeting. Replies already have been received from most of 34 outlets contacted, with many reporting they are not now carrying advertising in question.

Radio-Electronics-Television Mfrs. Assn. will move to its own leased headquarters building on "Little Madison Ave." in Washing-
ton about first of year. Now housing its Washington organization in two downtown department stores, Assn. and new RETMA Building, at 1721 DeSales Street across from Mayflower Hotel, on same block with Broadcasting-Telecasting Bldg., and short walk from NARTB head-
quarters at 1771 N. St., N. W. Engineering Division will remain in New York for pres-
t but later is expected to move to new Washington headquarters, according to James D. Secret, executive vice president.

Movie Competition. Battle royal is shaping up in Chicago for advertising dol-
ars and ratings as four tv stations square away for major post-10 p.m. feature film fight. While independent WGN-TV seems to be in top form on p.m. strip and strengthen other segments, ABC o&o WBBK (TV) is priming for Moviestv, USA (same hour) Dec. 3 with RKO pack-
age and United Artists features. CBS o&o WBBM-TV enters sweepstakes with MGM (story page 15 for time periods, mostly 11 p.m.). WGN-TV (Chicago Tribune) has 20th Century-Fox, Columbia and Warner Bros. properties in arsenal and

is member of NTA Film Network.

Negotiations looking toward acquisi-
tion of 50% interest in WSMN New Or-
leans for $30,000 by Founders Corp., headed by John M. Shelden, from Para-
mount Gulf Theatres Inc., subsidiary of American Broadcasting-Paramount Thea-
tres Inc., in contract stage last week. Pio-

nere (1923) station, operating on 1350 kc with 5,000 w, is ABC-affiliated. Re-

aining 50% is owned by Maison Blanch, de-

partment store owned by City Stores Inc.

Founders Corp. owns WFLB Syracuse, WTAC Flint, KPOA Honolulu and 50% of KVTR (TV) Denver.
Coming to Miami?
(via plane, train, and/or time-buy?)

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

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

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

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**THE STORZ STATIONS**
**Today's Radio for Today's Selling**

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Represented by John Blair & Co.
Represented by Adam Young Inc.
ABCFILM ARM TAKES WARNER LOT

MAJOR STEP in competitive strengthening of ABC-TV taken by network Friday with announcement Monday by Goldenson, president of parent American Broadcasting-Paramount Theatres Inc., that “long range” agreement had been concluded with Warner Bros. Pictures Inc. for ABC-TV to base new tv film production there and that plans have been completed for multi-million-dollar renovation of ABC-TV’s Hollywood plant (old Vitagraph there). Goldenson, president of parent Studio, executive for removal of uhf operators.

ABC-TV network in addition will get three new shows from Warner Bros. for next fall, one continuous and two half-hour programs in addition to current hour Cheyenne and Conflict series.

Warner Bros. tie-up also means “tremendous strength” for ABC-TV Film Syndication Div., Mr. Goldenson told B&T, since production capacity of huge Burbank studios can handle more than network needs. Most of ABC-TV’s independent film producers are expected to move to Warner lot and Warner Bros. is to begin construction almost immediately on new million dollar administration building for ABC-TV which will house production offices, cutting rooms, projection rooms and other work space. It is to be ready for occupancy by next May when production for fall season is slated to start.

Agreement between ABC-TV and Warner Bros. is “non-exclusive,” Mr. Goldenson explained, permitting Warner Bros. to make tv film programs and commercials for other networks and stations and to avoid any antitrust complications. He told B&T, however, that ABC-TV will keep Warner’s “pretty well filled up.” He declined to state number of years covered in agreement, but said it is “long range.” He told B&T that there is no stock purchase, exchange or option involved in agreement.

Industry Again Gunning For Tax Break on All-Ch. Sets

CONCERTED push for elimination of 10% excise tax on all-channel tv sets will be made by several representatives of industry this week in testimony before House Ways & Means subcommittee headed by Rep. Aime J. Forand (D-R.I.).

Testifying Wednesday will be John G. Johnson, chairman, Committee for Competitive TV, who will propose tax elimination as help for uhf operators. On Thursday, Joseph V. Heffernan, NBC financial vice president, also will ask for removal of uhf set tax as aid to uhf. Similar proposal also will be made Thursday by Ralph Steeble, executive director, Joint Council on Educational Tv.

Asm. of Maximum Service Telecasters (AMST) has indicated it will file statement supporting tax removal.

Sigurd Trannal, Stromberg-Carlson, is scheduled to testify as representative of RETMA Dec. 5. Although RETMA still to decide its position, it’s believed manufacturers will ask reduction from 10% to 5% on all products and may ask for complete removal of tax from color sets and uhf.

Mr. Goldenson said that he is “very hopeful” FCC will crack allocation stalemate in near future to permit network to gain competitive uhf station exposure with other networks in major markets where lacking. He indicated network is hopeful FCC’s timetable will match film and live program expansion plans.

ABC-TV pact was confirmed by Jack L. Warner, president of Warner Bros., who said “full facilities” of studio are being made available to producers of film program for ABC-TV. New hour show to be made by Warner’s for ABC-TV will be “new type” western while one of new half-hour programs will be mystery and variety series for future, he said. New series will be produced under supervision of Robert R. Lewine, ABC vice president in charge of tv programming, who will continue to headquarter in New York, and William T. Orr, Warner’s exclusive producer of Cheyenne and Conflict.

Mr. Goldenson left no doubt that this is only beginning of new film production to come from Warner Bros. He also explained network’s west coast headquarters will continue at ABC television center in Hollywood where renovation is to begin soon and where Earl Hudson, ABC Western Div. vice president, has his office. Reconstruction of old Vitaphone studios and new studio buildings will probably total $5 million mark, he said. Plans have been completed by architect, and construction may begin first of year.

AB-PT has not yet decided where it will base its new entry into production of theatrical films, Mr. Goldenson said, with decision to be made by vice president Sidney Markley [B&T, Nov. 19].

Warner Bros., in addition to ABC-TV tie-up, has been moving ahead with its own commercial division under Jack Warner Jr. and Walter Bien. Studio claims to be making tv spots for several undisclosed sponsors.

Old Gold, Toni Will Drop ‘Walter Winchell Show’ Dec. 28

P. LORILLARD Co. (Old Gold cigarettes) and Toni Div. of Gillette, alternate sponsors of Walter Winchell Show, variety program on NBC-TV (Fri., 8:30-9 p.m. EST), will drop program effective Dec. 28. Lennen & Newell, New York, and North Adv., Chicago, respective agencies for advertisers involved, have 52-week contracts to maintain slot on NBC (26 alternate weeks for each).

Life of Riley will replace Winchell show, in same time spot and under same sponsorship.

Harrison Atwood Dies; Services in New York Today

FUNERAL service to be held at noon today (Mon.) at Campbell’s Funeral Church, N. Y., for Harrison Atwood, 70, vice chairman of board, McCann-Erickson, N. Y., who died Thanksgiving Day at his Fifth Ave. home in New York. He was one of founders in 1912 of the H. K. McCann Co., predecessor of McCann-Erickson. Surviving are his wife, Mrs. Lena P. Atwood, a sister, three daughters and four granddaughters.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 42.

GLAMORENE DOUBLES Glamorene Inc. (rug cleaner), N. Y., now spending about $1 million annually on spot—most of it in tv—was reported Friday to have increased 1957 broadcast budget by another $1 million, and is said to be “shopping” for tv network program. Glamorene’s only previous network exposure was in NBC-TV’s Tonight as participating sponsor. Product Services, N. Y., Glamorene’s agency, said decision had not been made as to allocating increase for participations or full sponsorship.

LOOKING FOR TIME Dancer-Fitzgerald-Sample, N. Y., Allen’s for availability for four-week radio campaign for L & M cigarettes to start Jan. 28, using seven-day saturations with no time limitations. Martin Brushel is timebuyer.

SECOND DOSE Seek & Kade (Pertusin), N. Y., planning to start second series of 13-week spot radio announcements Dec. 31. McComas, New York, N. Y., is agency.

ONE SHOT Stanley Home Products (brushes and other household products), Easthampton, Mass., has purchased 30-minute strip on ABC Radio 3-3:30 p.m. Dec. 23 for special pre-Christmas program featuring choir of Father Flanagan’s Boys Town. Agency: Charles W. Hoyt Adv., N. Y.

HUMOR ON RADIO In first market expansion since early 1956, when former agency president David J. Mahoney took over ice cream firm, Good Humor Corp., Brooklyn, N. Y., will enter greater Miami with 8-week introductory saturation radio spot campaign starting first week in December. Good Humor’s agency is MacManus, John & Adams, N. Y.

KING GETS SPONSOR Carter Products buying alternate-week of new Nat King Cole Show (NBC-TV, Mon., 7:30-7:45 p.m. EST). Contract, through Sullivan, Stauffer, Colwell & Bayles, N. Y., will be made effective for some time in January.


END OF CRUSADER Co-sponsored Crusader (CBS-TV, Fri., 9-9:30 p.m. EST) is to end dropped about first of year and will be replaced with Mr. MacAdam & Eve, situation comedy, with same advertisers continuing alternate week sponsorship. They are R. J. Reynolds (Camels), through William Esty, and Colgate-Palmolive (Rapid Shave, Vel, Halo) through Lennen & Newell and Ted Bates.
OMAHA... A Gourmet’s source of supply... a rich market in which to sell your products!

No matter where you slice it... in the “21 Club” in New York, in “Galatoire’s” in New Orleans or “The Blue Fox” in San Francisco—you can bet that wonderful steak came from Omaha. Nothing else matches the quality and flavor of beef corn-fed on the rich farm lands of Nebraska and Iowa.

Yessir, once you taste Omaha steaks, you’ll understand why we’ve earned the title—“the Steak Capital of the World”!

the experts pick Omaha Beef for the Best Eating... and Omaha’s WOW-TV for the Best Selling!

You’ll find WOW-TV the advertiser’s “Prime Choice” in the rich Omaha Market with 12 of the top 15 shows in the latest Pulse and 11 of the top 15 in ARB. For the broadcast week as a whole, Pulse gives the leadership again to WOW-TV in 183 quarter hours, against 91 for the second station. ARB, too, puts WOW-TV way out in front—290 quarter hours to 164!

WOW-TV Channel 6 Omaha

A Meredith Station

IN OMAHA it's WOW and WOW-TV represented by BLAIR-TV, Inc.
IN SYRACUSE it's WHEN and WHEN-TV represented by The KATZ Agency
IN PHOENIX it's KPHO and KPHO-TV represented by The KATZ Agency
IN KANSAS CITY it's KCMO and KCMO-TV represented by The KATZ Agency

-Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines
Seven Stations Involved In Ownership Transactions

GROUP of four bankrupt California radio stations were sold for over half-million dollars while Honolulu am with over $100,000 in debts went into receivership, applications filed with FCC Friday disclosed.

California stations KYOR Blythe, KROP Brawley, KREO Indio and KRPO Riverside (former Broadcasting Corp. of America stations) were sold by trustee to radio-tv program producers Frank K. Danzig and A. Bartlett Ross (Ross-Danzig Productions). Sherrill C. Corwin, theatre-film interests and 15% owner KXOB Stockton, Calif., and KAKE-TV Wichita, Kan. theatre-owner Morris Pfieffer, and others. Price was $533,850.

With debts in excess of $100,000, KHON Honolulu was turned over to trustees in bankruptcy appointed by court. KHON, 1380 kc. 5 kw, was established in 1946.

SALE of KCKN Kansas City, Kan., to Cy Blumenthal for $80,000, announced Friday. Sale is contingent on FCC approval of $2.5 million purchase of Capper Publications by Stauffer Publications Inc. (BWT, Nov. 3). Capper owns WIBW TV,1 WIBW AM, in addition to WKNV Kansas City outlet (on 1330 kc). Mr. Blumenthal owns WARL Arlington, WCMS Norfolk, and WROV Roanoke, all Virginia. Transaction handled by Blackburn-Hamilton, station broker.

SALE of second William J. Wagner Alaska radio station in three months disclosed Friday with application filed for FCC approval of transfer of KFRR Fairbanks, Alaska, from Alaska Bcast. Co. to Fairbanks Radio Broadcasters Inc. for $60,000. Last month Mr. Wagner's $80,000 sale of KFOQ Anchorage to Anchorage Broadcasters Inc. approved by FCC (BWT, Oct. 29). Fairbanks Radio Broadcasters Inc. comprises Robert D. Byers, 23.36%; A. G. Hefter (president of KTVA TV, Anchorage and KTVF TV Fairbanks), 23.36%; and others including two present KFRR employees. KFRR balance sheet as of Sept. 30 showed total assets of $78,597. Mr. Wagner owns or holds interests in KIBH Seward, KINY-AM-TV Juneau and KJFW Sitka, all Alaska, and has minority interests in tv stations KTVA and KTVF. Mr. Wagner reported he desires to retire from active ownership and management of radio properties.

Farm Directors' Membership at 500

MEMBERSHIP of National Assn. ofTelevision & Radio Farm Directors has reached 500 and organization has attained higher stature in management and other circles, RDF's were told at 13th annual convention Friday in Chicago in president's report by John McDonald, WSU Nashville. He expressed hope use of 1966 budget can be utilized for sales promotion use involving advertising agencies. Membership rose from 417 to 500 in year. NARTB President Harold E. Fellows was scheduled to speak Saturday. Station management panel Sunday included Edger G. Bell, KWTV (TV) and KOMA Oklahoma City; Larry Haeg, WCCO Minneapolis; R. R. Hanna, WGY Schenectady; Ward Quall, WGN-NBC, TV Chicago, and B. G. Robertson, KTSH Little Rock.
**the week in brief**

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To gauge industry sentiment on this highly controversial subject, B&T asked questions, got answers from 1,267 radio stations, both affiliates and independents. How the agencies feel... 39 Radio network views... 40

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**SUBSCRIPTION INFORMATION**
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (5th issue): $9.00. Annual subscription to BROADCASTING + TELECASTING, including 54 issues: $12.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $2.00 per copy.

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


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**BROADCASTING** in 1956
say it with music

Now, 18 hours of MUSIC
with 18 news shows daily on WJIM-RADIO
Lansing, Michigan
"HIGHWAY PATROL"
Starring BRODERICK CRAWFORD

"The Man Called X"
Starring BARRY SULLIVAN

"I LED 3 LIVES"
Starring RICHARD CARLSON

NATIONALLY

SYNDICATED PROGRAM
PULSE MULTI-MARKET SURVEY COVERING 10 OR MORE MARKETS

NO. 1

NO. 2

NO. 3
**SHOWS RATE TIONALLY!**

**PULSE REPORTS!**

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*Telepulse Multi-Market Surveys*

**NOW! READY! ZIV'S NEXT BIG RATING WINNER!**

"MEN OF ANNAPOLIS"

Starring the U.S. Midshipmen and Toplight Hollywood Stars

Hurry! Write or phone today for a pulse quickening audition of our newest rating winner "MEN OF ANNAPOLIS"!
Tall Tower Test

(You're on your honor. No peeking. Give yourself the day off for each correct answer, but don't start until you finish reading this. Answers right here: A, A, A, A, A, C. A score of more than a hundred will be regarded with suspicion. Anything over 90 is above average terrain. WARNING! Skip the whole thing if you are bothered by vertigo on a high milking stool.)

1. WMT-TV's new RCA-IDEO tower will be the tallest structure between (A) Oklahoma and the North Pole; (B) The Top of the Mark and four Martinis; (C) Oslo and Forest Lawn.

2. Trade magazines underwrite 100% of the cost of building new tv towers because it fills their books with advertising. (A) TRUE (B) FALSE

3. WMT-TV's new tower will be a quarter of a mile high. This height is equivalent to: (A) 135-story building; (B) Katz rep who has just signed General Motors; (C) Top of Old Smokey.

4. "Above average terrain" means: (A) Something nobody understands except honor graduates of M.I.T.; (B) Real estate about which there is nothing unusual; (C) Train with two-story club car.

5. WMT-TV's new tower, 1450' above average terrain, will deliver an "A" signal in Cedar Rapids and Waterloo, and the best signal of any station serving Dubuque. Cedar Rapids, Waterloo and Dubuque are: (A) Three of the six largest cities in Iowa; (B) Fictitious places the girl comes from in Studio One dramas; (C) Battle sites of Napoleonic wars.

6. Confronted with the above, time buyers should: (A) Tell us vertigo; (B) Laugh like hell; (C) Seriously consider placing business on the CBS station that dominates Eastern Iowa even without a new tower (i.e., call L'Homme Katz).
SAVROLA
REAL matinee fare—romance, intrigue and melodrama, with a full share of passionate speeches, bloodshed and tears—made up "Savrola," written in 1897 by the 23-year-old Winston Churchill and dramatized Nov. 15 on NBC Matinee Theatre, with Sir Winston's lovely daughter Sarah as the feminine star.

Very beautiful she was, too, sweeping down the staircase into the ballroom of the palace, or gazing up to the stars with the young leader of the revolutionary party whom she was trying to beguile into telling her her secret plans so she could inform her dictator husband. But instead she and the y.l. of the r.p. found themselves in each other's arms, and that's when the door burst open to reveal them to her righteously incensed husband. Yes, it was that kind of plot.

But "Savrola" departed from the Zenda-Graustark royal-romance-in-a-mythical-kingdom routine by packaging a sizable dose of political philosophy along with its heartbreak and heroics, concluding with the double treat that love conquers all but that revolution is more apt to establish a new dictator on the throne than it is to bring freedom to the people.

Miss Churchill's gowns, the brilliant uniforms and the settings, especially the palace ballroom and the housetop observatory, gave NBC's color cameras something to work with and the result was a delight to the eye of the beholder at a color receiver. If NBC-TV keeps this up the women who watch in the afternoon will soon see to it that there's a color set in every home.

Production costs: Approximately $48,000.
Broadcast in color and black-and-white on NBC-TV, Mon.-Fri., 3-4 p.m. EDT with participating sponsors. "Savrola" was broadcast Nov. 15.
Producer and director: Albert McCleery; assistant producer: Larry Montgomery; costumes: Jack Baer; sets: Jim Buckley; adapters of Sir Winston Churchill's novel: Frank and Doris Hursley.

OUR MR. SUN
WHEN CBS-TV last Monday presented "Our Mr. Sun," a number of emotions were evoked. To the critical eye the first was one of sheer admiration for the deft handling of a different subject. To the non-critical, it was rapt attention to a fascinating story.

Purpose of the story, pure and simple, was to tell us the sun, what it is and what it means to us. To lift it out of dull scientific fact they (producer-director Frank Capra and associates) "gimmicked" the story by having a "scientist" (Dr. Frank Baxter) and a "fiction writer" (Eddie Albert) present the factual side of the story for two animated cartoon characters, Mr. Sun and Father Time.

The program, which replaced Studio One for that night, achieved its purpose ad-

mirably. It was sponsored by A T & T, which promised there would be more like it. We enthusiastically hope so.

Just to add a grain of salt to the analysis, it can be noted that television as an art took a back seat to the talent which prepared the show. Television was simply a carrier—however, a superb one. It is interesting to think how many millions of people awoke Tuesday morning with more knowledge about their everyday sun than ever before. This, indeed, was education. Commercial TV can be gratified for having presented it.

Production costs: approximately $200,000. Sponsored by American Telephone & Telegraph through N. W. Ayer & Son, N. Y., on CBS-TV Mon., Nov. 19, 10-11 p.m. EST.
Animation sequences: United Productions of America.

BOOKS

SOME people may prefer their U. S. Constitution rare (i.e. verbatim), others medium (with marginia and footnotes), but we prefer ours well-done. That's why the three programs seen earlier this year on Omnibus (then on CBS-TV) for three successive Sundays dealing with this marvelous document was just our dish from beginning to end.

Under the aegis of Boston's most famous 20th Century barrister, Joseph N. Welch, and Columbia U.'s Prof. Richard Hofstadter, described by Mr. Welch as "an imaginative, resourceful and indefatigable editor," Omnibus came up with a lesson in American history viewers aren't likely to forget for some time. To insure against the day they do forget, H-M Co. has taken the pains to put the three programs—in their entirety and lavishly illustrated with actual off-the-air photos—into hard covers. It is one of the most beautiful history books to come across our desk in a long while, from binding to type and—most important perhaps—so far as content is concerned.

In prefacing the three programs ("One Nation," "One Nation, Indivisible" and "With Liberty and Justice for All") Mr. Welch, who neither claims credit for the series (nor, naturally, for the U.S. Constitution), pays homage to Omnibus' Bob Sauder "whose genius created a form for what otherwise would have been formless," director Richard Dunlap, "a sensitive and perceptive man," and staffmember Mary Ahern who "brought to the project, first, limitless industry plus a really high talent and, second, a curious ability to make a somewhat indolent narrator work."


"IT IS a generally accepted fact that a speaker's favorable impression on an audience hinges upon his ability to know how to begin his speech and how to end it," the author states in his foreword. In this volume, which is designed for use by speakers,
WTAC THE BIG STATION
IS FIRST THROUGHOUT THE BROADCASTING DAY
7:00 A.M. TO 6:00 P.M.

The Rating Box Score
Comparing WTAC with Network Radio Stations heard in Metropolitan Flint, Michigan.
(Hooper July through September, 1956)

22 half hour periods

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<td>WTAC</td>
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There's a reason for this absolute domination—WTAC programs the people of Flint and the people of Flint respond accordingly just as they respond to advertisers using WTAC. Local merchants are finding "600 on the dial" is their lucky number. You will too!

IN FLINT IT'S . . .

This station is one of the Founders Corporation group of stations: associated with KPOA and the Inter-Island Network. Honolulu: WBFL, Syracuse, N. Y., and KTVR, Channel 2, Denver, Col.

Tom Warner, Nat'l Sales Mgr. • David Mendelsohn, Gen'l Mgr.

REPRESENTED NATIONALLY BY THE GEORGE P. HOLLINGBERY CO.

students and speech teachers, Mr. Brings has collected hundreds of stories to be told, quotations to be recalled, opening and closing techniques to be copied. It looks like just the thing for the businessman who is invited to make a speech because he knows his subject, but who doesn't know just how to get started or how to conclude.


IN 1953 the Advertising Research Foundation published An Introductory Bibliography of Motivation Research to provide marketing and advertising research technicians with a guide to the literature on the subject of human motivation and its role in advertising and marketing. Since then, much new material has been published and interest has increased. Accordingly, ARF has revised and up-dated its original bibliography. The new volume, valuable alike to the businessman and student, was compiled by George T. Jefferson and Eleanor Nancy Ward, under the direction of H. C. Barkdale, for the ARF Committee on Motivation Research.


PLAYWRIGHT Tad Mosel is one of that circle of bright young writers who got their teeth into television under the aegis of NBC's Fred Coe, at the time producer of the Philco-Goodyear Tv Playhouse and later of Playwrights '56 both of which served as showcases for the book's contents. "Fred," says Mosel in one of his prefaces, "was the first man to raise the writer to a position of importance in tv, and to a writer he is a combined father, friend, buffer, psychiatrist and newspaper critic. He has an uncanny way of making you have an idea. He has respect for your work . . . . he stands up for you . . . . he forgives your mistakes. To him, a writer is never as good as his latest play; he's as good as his best one. He inspires an intense, almost fanatic loyalty which he well deserves . . . ."

The six plays: "Ernie Barger is Fifty;" "Other People's Houses;" "The Haven;" "The Lawn Party;" "Star in the Summer Night;" and "The Waiting Place." This corner will not pass judgment on them, for they all have been examined elsewhere.

ELECTRICAL INTERFERENCE by A. P. Hale—122 pp. $4.75—Philosophical Library, New York.

WHAT causes radio-tv signal interference, what can be done about it, and how can it be done? This slim volume attempts to explain the why's and wherefore's of static and other forms of interference, basing its take-off point on the statistics provided by Great Britain's General Post Office (GPO), which administers the BBC, reporting 140,-000 complaints on interference in 1954. Despite the fact that the problems discussed in this book apply to broadcasting in England, it will be of more than passing interest to U. S. radio-tv engineers.

Broadcasting • Telecasting
Before KFRE-TV, the prosperous families in this mile-high isolated lumber camp had only two other links with civilization . . . radio, and one road that was sometimes closed by the weather.

Now, the powerful KFRE-TV signal carries above and beyond the mile-high mountains, day and night . . . through all kinds of weather . . . to bring them the sight as well as sound of the outside world. They watch KFRE-TV continuously . . . for it's the only channel they can get.

KFRE-TV is the only station that covers both the rich San Joaquin Valley . . . and the thousands of families who live in the one-third of Central California containing the nation's most rugged and beautiful mountains. It's your most productive television buy.

Paul R. Bartlett, President
Go on! Tell him...tell him to call an expert

It's advice you, too, can confidently follow...to consult your local agent—an expert—when you need insurance protection. His personal knowledge of problems like yours and of local conditions qualifies him to exercise sound judgment and offer reliable advice.

It is the business of a Capital Stock Company agent or broker to see that you get the proper insurance coverage. He is one of 200,000 independent local agents and brokers in business for themselves, 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.
From coast to coast Mission 66 means better vacations for you...

Eye-filling mountains...breath-taking gorges...vistas to quicken the pulse...historic sites to stir the heart—all these are part of the National Park System, and all these will now have more to offer to more Americans—thanks to Mission 66.

Initiated by Conrad L. Wirth, National Parks Director, and endorsed by the 84th Congress, Mission 66 is a 10-year program to conserve, develop and staff the National Parks, so that by 1966, they may accommodate an estimated 80 million vacationers a year. Technically the program includes expansion of overnight facilities, better roads and sanitation and enlarged interpretive activities. Actually it is an investment in America's heritage.

Our far-flung system of National Parks, the greatest in the world, had its beginning in 1870. A small group of public-spirited men, after exploring the Yellowstone, huddled around a campfire in the Wyoming wilds and decided that these natural wonders should be preserved as a public park for the benefit of future generations.

It is good to know that, thanks to Mission 66, the campfire is still burning bright...

FREE Tour Information

If you would like to visit the National Parks on your next vacation, or drive anywhere in the U.S.A., let us help plan your motor trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Avenue, New York 20, N. Y.—ask for our colorful National Parks Map.
...all Baltimore has taken WCBM to heart!

...now Baltimore's big radio audience will get CBS programs in addition to their favorite local shows on WCBM.

...this can mean only one thing—WCBM is Baltimore's Best radio buy*—delivering more audience per dollar!

...now, more than ever, WCBM is a "must" on any Baltimore radio schedule!

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

*1st or 2nd in 146 out of 212 ½-hour rating periods 1st—104 times, 2nd—42 times

WCBM
CBS RADIO AFFILIATE
10,000 WATTS ON 680 K. C.
BALTIMORE 13, MD.

Exclusive National Representatives THE BOLLING COMPANY, INC.

OPEN MIKE

Disc Jockey Marathons
EDITOR:
I notice that in the Nov. 12 issue of B•T, you list the current world's record for marathon broadcasting at 130 hours held by Don French in San Antonio, Texas.

On Aug. 4, 1956, KAYE disc jockey Allan McDonald set a new mark of 130½ hours, broadcasting continuously from Net-ties World Famous Cafe in downtown Puy-allup. The Chamber of Commerce and Mayor of Puyallup presented McDonald with awards for his achievement.

Gale (Gib) Mix, Pres.
KAYE Puyallup, Wash.

[EDITOR'S NOTE: It is to be noted that the Nov. 12 story stated that Mr. French—not B•T—claimed the marathon set a world's record.]

EDITOR:
We would like to blow our own horn just a bit, here in Merced. There have been several notices in your magazine about different announcers and their endurance records of continuous broadcasting. Ken Collins, one of our own disc jockeys, opened his program of continuous playing and announcing over a remote control set up in the Atwater Furniture Mart, Thursday Sept. 13 at 10:30 a.m., and closed, still anxious to continue, on Tuesday, Sept. 18 at 10:30 p.m.—with a record of 132 hours of unbroken broadcasting over KYOS.

Bob Garrett, Pres.
KYOS Merced, Calif.

Gratified
EDITOR:
Needless to say, I am extremely gratified for the treatment accorded the interview with Chairman Shatto on the Television Code (B•T, Nov. 12), and in these few days I have heard much favorable comment.

The editorial, too, I consider to be eminently fair and constructive. When I first came on this job some four-plus years ago and told people I was working with the Television Code, most of them looked kind of blank, for they wondered if I were sending in Morse or Continental.

Certainly we have come a long way since then, and much of it through the understanding assistance of good friends such as yourself.

Edward H. Bronson, Dir. of Television Code Affairs
NARTB, Washington, D. C.

Communications Statistics
EDITOR:
Michigan State U. Press will soon publish my book on the mass communications industries. This work is primarily a collection and evaluation of statistics in this area.

In the process of gathering the statistics, I used various issues of Broadcasting • Telecasting Yearbooks for the radio-television section. Specifically, I have used your figures on number of authorizations, number of sets, usage, net time sales, and network affiliations. May I have your permission to use these data? If agreeable with you, I will give due credit to the source.

Richard E. Chapin, Assoc. Librarian
Michigan State U., East Lansing.

[EDITOR'S NOTE: Permission is granted, provided credit is given.]
no wonder nearly everyone listens to klac

"30 TOP TUNES and MEMORIES, too!"

24 hours every day

klac and the big 5 thank these stars who have made "STAR STATION BREAKS" and who enjoy "30 TOP TUNES and MEMORIES, too!"

klac regrets that space does not permit showing all of the nearly 150 stars who have given of their time and talent.

H. W. Hall, President-General Manager - Felix Adams, General Sales Manager - Represented Nationally by Adam Young, Inc.
**Awards**

**Safety Council Makes 40 Radio-Tv Awards**

FARM safety awards were presented by the National Safety Council to NBC, Rural Radio Network and 31 radio stations, plus seven television outlets, during the annual convention of National Assn. of Television & Radio Farm Directors in Chicago.

The non-competitive public interest honors were conferred at a council luncheon for NATRFD Sunday (yesterday) for exceptional service to farm safety. They were based on activities during the 13th annual National Farm Safety Week last July and for the preceding 12-month period.

Television stations cited were WKJG-TV Fort Wayne, Ind.; WIBW-TV Topeka, Kan.; KAKE-TV Wichita, Kan.; KFEQ-TV St. Joseph, Mo.; WFMY-TV Greensboro, N. C.; WUNC-TV Raleigh, N. C. (non-commercial); WSJS-TV Winston-Salem, N. C.; Sixteen magazines also were honored.

Radio stations were: WMIX Mount Vernon, Ill.; WKJG and WOWO Fort Wayne, WIBC Indianapolis, all Ind.; KIOA and WHO Des Moines and KMA Shenandoah, all Iowa; WIBW Topeka, Kan.; WLAP Lexington and WMK Middlesboro, Ky.; WHDH Boston, Mass.; WHBF Benton Harbor and WKAR East Lansing (non-commercial), Mich.; KUOM St. Paul-Minneapolis (non-commercial), Minn.; KLIK Jefferson City, KOMO Marshall and KFEQ St. Joseph, all Mo.; WJAG Norfolk and KPAB Omaha, Neb.; WOTW, Nashua, N. H.; WGY Schenectady, N. Y.; WNCT Greenville and WSJS Winston-Salem, N. C.; WLBW Long Beach, Calif.; WQAM Miami, Fla.; WRR天津, N. C.; and WGN Chicago. The stations were honored for their public service and for their contributions to farm safety.

**Hugh B. Terry** (r), president and general manager of KLZ-AM-TV Denver, shows his Paul White Memorial Award (the first annual award) to KLZ News Director Sheldon Peterson (l) and CBS newscaster Robert Trout. The citation was given for Mr. Terry's fight against Canon 35 barring radio-PA from the courts and cites him for having made "the most significant contribution to radio and TV journalism" during 1956 [BT], Nov. 19).

**Six Men in Broadcasting Field Win 'Wisdom Magazine' Awards**

Six personS have been presented awards by Wisdom Magazine for "significant contributions to knowledge and distinguished service to mankind" in the field of television. They are Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, William S. Paley, CBS board chairman; Robert Saulek, executive producer of ABC-TV's Omnibure and director of the TV-Radio Workshop of the Ford Foundation, and broadcasting personalities Edward R. Murrow, Dave Garroway and Dr. Frank R. Baxter.

The awards, announced last week by Leon Gutterman, president-publishers of the magazine, will be presented at a first annual dinner Dec. 2 at the Beverly Hilton Hotel, Beverly Hills, Calif.

**NEDA Honors Gen. Sarnoff**

BRIG. GEN. DAVID SARNOFF last week was presented with a plaque by the National Electronic Distributors Assn. to commemorate his 50th anniversary in radio, television and electronics and to express appreciation association is composed of major distributors of electronic tubes and parts in this country.
They're all "old pros" in the business of serving the listening interests of 428,000 homes in WSYR's 20-county service area. They've earned public acceptance, because they know what they're doing . . . and like doing it!

They are relied upon, more than any other performers in Central New York, for good entertainment, dependable news coverage, and first-rate public service. Naturally, they add important sales appeal to the products they advertise.

WSYR's clear leadership in local programming, and its undisputed superiority in coverage, make it the top choice of radio advertisers in one of America's truly important markets.
### November 26, 1956

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY - FRIDAY</th>
<th>SATURDAY</th>
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<tr>
<td><strong>News</strong>&lt;br&gt;10:00 a.m.</td>
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<td><strong>Music</strong>&lt;br&gt;9:00 p.m.</td>
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<td>New York Symphony Orchestra</td>
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<td><strong>Sports</strong>&lt;br&gt;4:00 p.m.</td>
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<td><strong>The Nat King Cole Show</strong>&lt;br&gt;9:00 p.m.</td>
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**Estimate:** Listings in order; correct name if present; number of stations. TV shows to be continued. Time EST.

**ABC**
- 1:00-5:00 p.m. Lou Gorkoff & The News (901)
- 5:30-11:30 p.m. Lou Gorkoff & The News (901)

**CBS**
- 8:30-10:00 p.m. CBS News
- 10:00-11:00 p.m. CBS News
- 11:00-12:00 p.m. CBS News

**NBC**
- 7:30-8:30 p.m. NBC News
- 8:30-12:00 p.m. NBC News
- 12:00-1:00 p.m. NBC News

**Television**
- 9:30-10:00 p.m.
- 10:00-10:30 p.m.
- 10:30-11:00 p.m.

**Sports**
- 9:30-10:00 p.m.
- 10:00-10:30 p.m.
- 10:30-11:00 p.m.

**Concerts**
- 9:30-10:00 p.m.
- 10:00-10:30 p.m.
- 10:30-11:00 p.m.

**The Nat King Cole Show**
- 9:00-11:00 p.m.

**The Nat King Cole Show**
- 10:00-11:00 p.m.

**The Nat King Cole Show**
- 11:00-12:00 p.m.

**The Nat King Cole Show**
- 12:00-1:00 p.m.

**The Nat King Cole Show**
- 1:00-2:00 p.m.

**The Nat King Cole Show**
- 2:00-3:00 p.m.

**The Nat King Cole Show**
- 3:00-4:00 p.m.

**The Nat King Cole Show**
- 4:00-5:00 p.m.

**The Nat King Cole Show**
- 5:00-6:00 p.m.

**The Nat King Cole Show**
- 6:00-7:00 p.m.

**The Nat King Cole Show**
- 7:00-8:00 p.m.

**The Nat King Cole Show**
- 8:00-9:00 p.m.

**The Nat King Cole Show**
- 9:00-10:00 p.m.
Only publications which have qualified as members in good standing of the Audit Bureau of Circulations can display this symbol.

**B•T** is the only news magazine specializing in radio-TV coverage whose circulation—PAID circulation—is certified by ABC.
Macon is in a buying mood!

why only knock at the door...

when you can be invited in

Cash registers are ringing all over Middle Georgia. $388 million in retail sales last year. Population doubled in last decade. Macon itself — 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 . . .

WMAZ
10,000 watts — 940 kc — CBS
Member: Georgia's Big 5

WMAZ-TV
Channel 13 — CBS, ABC, NBC

Represented Nationally by
AVERY-KNODEL INCORPORATED

November 26, 1956 • Page 27

AFTER 15 years in radio sales executive posts, Pierre Weis regards his new assignment in television as “a challenge.” It is reasonable that a veteran broadcasting sales official, who showed ingenuity, resourcefulness and boldness on two continents during the dark days of World War II, should be equal to the comparatively prosaic—but nevertheless responsible—task of proving that “rerun” films can be beneficial to stations, advertisers and Ziv Television Programs.

A fortnight ago, Ziv TV signified its confidence in reruns by establishing Economee TV programs as a full-blown division of the company with a separate staff and offices [B&T, Nov. 12]. The responsibility for directing this new operation was handed to Mr. Weis. He was appointed general manager of Economee TV and was thereby launched on a new phase of a career that has had some surprising twists.

Pierre Weis is a medium-sized man of apparently boundless energy who has an animated conversational style that retains the flavor of his native France. He was born in Lille in 1911, and was reared and educated in Paris. After he graduated from the Sorbonne in 1933 with a bachelor’s degree in mathematics and philosophy, he entered the French Army, serving for 18 months and emerging as a lieutenant.

For several years, Mr. Weis worked in a textile firm owned by his family and with a company that manufactured rayon and cellophone. In 1937 when this latter company decided to open the Ozaphne Corp. of America to manufacture film stock, Mr. Weis was sent to Stamford, Conn., and installed as general manager of the new enterprise. He remained there until 1939 when war came to France. He then returned to his native country and embarked upon a period of his life that for its sheer drama rivals some of Ziv TV’s adventure series.

Mr. Weis reconstructs this phase of his experience in this way: In June 1940, he was a lieutenant in a reconnaissance group in France that came under heavy assault from the Germans. Only 16 of 160 soldiers assigned to his group survived. Under cover of darkness, he led the survivors back to the French lines and subsequently was decorated. Demobilized with the fall of France, he moved to the southern part of the country and decided to try to make his way back to the U.S. He had a re-entry permit valid until December 1940. Movement out of France by French citizens was a virtually hopeless task at this time. But through a series of ingenious maneuvers, he escaped to North Africa; made his way to Casablanca where he worked briefly for the Free French as a diplomatic courier, and eventually flew to Lisbon aboard a German plane. There he successfully booked passage to the U.S. and arrived here only a few days before his re-entry permit expired.

In March 1941, Mr. Weis began an association with radio that lasted for more than 15 years. He joined Lang-Worth Feature Programs, radio transcription company in New York, as a salesman. Cy Langlois of Lang-Worth had met Mr. Weis during his previous stay in America, invited him to lunch when he learned about his “fantastic” escapades and then decided to hire him.

He remained with Lang-Worth until December 1943, when he was drafted into the U.S. Army. He attended officer candidate school and was commissioned a second lieutenant in the Transportation Corps in November 1944. Though Mr. Weis desired an overseas assignment, he was kept in the U.S. because of his “condemned” listing by the Nazis.

Released from service, Mr. Weis rejoined Lang-Worth in January 1946 and was elevated to sales manager and subsequently was named vice president in charge of sales. On June 1, 1951, he began his association with Ziv, becoming sales manager of World Broadcasting Co. He was promoted to general manager of World in September 1952 and was shifted to the company’s new re-run operation the first of this month.

Ziv Television, according to Mr. Weis, has been operating Economee TV “quiedy” for almost two years in preparation for its expansion to a full-scale division. He explained the company decided that a separate organization was required for reruns because Ziv TV produced such a large number of series that salesmen often are unable to give reruns the attention they deserve.

Mr. Weis married the former Marjorie Sweat of Stamford on March 21, 1942. They live in Stamford with their children, Anne, 12, and Ellen, 11. Although he was an outstanding tennis and soccer player in Europe during his youth, he now restricts his athletic activity to golf.
"Bringing Home the Bacon"
Is A Regular Thing with
WKMF

because
MORE
WOMEN
LISTEN
to WKMF
than any other
Flint
Station

We don't like to "ham it up" by blowing our own horn . . . but there are times when we just can't help ourselves. Here, in Michigan's 2nd largest income city, women just naturally keep their radios tuned to WKMF. If you're interested in reaching Flint women, you won't find a better market-place for your radio dollars than WKMF.

By Buying 2 or More of
these Powerful Stations
WKMH  WKMF  WKHM  WSAM
BUY ALL 4 STATIONS......SAVE 15%
BUY ANY 3 STATIONS......SAVE 10%
BUY ANY 2 STATIONS......SAVE 5%

Fred A. Knorr, Pres
Eldon Gower, Mgr. Director
Represented by HEADLEY-REED

WKMF
FLINT, MICHIGAN

knorr broadcasting corp.

on all accounts

HOW WELL radio is proving its sales punch with local retailers may be seen in the swing of Mode O'Day Frock Shops of Hollywood from the status of occasional radio user to an important regular account in medium and small markets throughout the U. S.

The man who has a lot to do with that swing is timebuyer Alan Berger, radio-tv director of the Lansdale Co., Los Angeles. "You can't fight results and, boy, we sure got them," he says.

Now just three months into its expanded application of radio to individual store sales problems, Mode O'Day is buying radio as its principal day-by-day sales catalyst in about 50 markets and the list is growing. The chain of 625 stores (mostly individually owned under franchise) claims to be the country's biggest user of cotton piece goods.

The chain's Hollywood home office buys all time through Mr. Berger, matching dollars with each local store based on its requisition for the expenditure.

"Radio is a natural for these stores, many of which are in smaller towns," Mr. Berger says. "Radio is flexible for our marketing problems as well as more economical and effective," he says, noting that the important factor is educating store owners or regional supervisors in broadcast advertising.

Born Alan Martin Berger April 21, 1932, in Brooklyn, this radio-minded agency executive got that way naturally. He majored in radio-tv and advertising at Syracuse U. (New York) and received his A.B. in 1953.

Although initially interested in the creative side of the business, Mr. Berger decided advertising might have brighter prospects and he headed for Los Angeles to get basic retail experience. He joined Thrifty Drug Stores' advertising staff as copywriter and for two years worked closely with Dan B. Miner Co., local agency for Thrifty, a major radio advertiser throughout California. In July 1955, he switched to Lansdale as production manager and junior account executive and was named radio-tv director four months later.

Still a bachelor, Mr. Berger lives in West Hollywood. He enjoys touring in his car, water sports and power boating to Catalina.
Who could sell him anything now... except THE NATION'S VOICE

The new advertising strategy based on Politz research

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

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

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

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of great radio stations in the important population centers. While there are 5,833 radio stations operating today, only 48 leadership stations are needed to bring 85% of all America's millions within your reach!

Your sales message is carried directly to a huge daily audience, with great frequency, at a cost efficiency which is phenomenal.

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

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

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL — Baltimore
WBEN — Buffalo
WGR — Cleveland
WJR — Detroit
WTIC — Hartford

WDAF — Kansas City
KFI — Los Angeles
WHAS — Louisville
WCKR — Miami

WTMJ — Milwaukee
WHAM — Rochester
WGY — Schenectady
WSYR — Syracuse
WTAG — Worcester

Represented Nationally by

HENRY I. CHRISTAL COMPANY, INC.

NEW YORK  •  CHICAGO  •  DETROIT  •  BOSTON  •  SAN FRANCISCO

HOW MUCH IS IN YOUR BUDGET?

$100,000 will buy six color pages in an excellent women's magazine with over 4 million circulation.

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

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

One of a series of full page ads run in New York Times and other leading newspapers.
Along with the political news in this election year, Washington is making merchandising headlines, too. Department store merchandise sales in 1956 will be in excess of $327,657,000, a gain of 48.6% in five years! And this increase in sales comes at a time when population growth is up just 21.3%. The news is—more people in Washington, and each of them spending more by far than ever before.

While population and per-capita sales are climbing, manufacturers and retailers of department store merchandise are taking advantage of the Capital Boom by increasing heavily their advertising programs on WRC and WRC-TV. In just two years, advertisers in this category have upped their WRC, WRC-TV investments by 64.9%.

It's one more piece of evidence that WRC and WRC-TV are the Capital's most effective media, and the best media for your Washington campaign in the coming year.

WRC AND WRC-TV... SOLD BY NBC SPOT SALES

Page 30 • November 26, 1956

WASHINGTON, D. C.
THE RADIO NETWORKS

Are they here to stay? Yes, in one form or another

ANY BUSINESSMAN, studying the books of network radio for the past eight years, would probably advise most if not all of the four national networks to sell out immediately and look for investments with a future. The books show that network business has been shrinking painfully year by year—at the same time that the general economy has been expanding almost explosively.

From the end of 1948 to the end of 1955, total disposable personal income (a good reading on the U. S. economy) rose 44%. In the same period, total time sales of the four radio networks fell off 59%. It would be difficult for a business analyst to conclude from that comparison that radio networking was worth more than the price of its funeral.

Yet, top management of the companies which own the radio networks gives no sign of intending to get out of the radio network business.

Publicly, the company heads speak frequently of the difficulties of continuing to operate radio networks at a loss or at best at little profit. But they speak just as frequently of their determination to find new ways of selling and new ways of operating which they hope will turn the business curve up.

Privately, some of the company heads have confessed severe misgivings as to the future of radio networking and indeed are known to have seriously studied various routes of retreat in case present operations become hopelessly untenable. Whatever their private apprehensions or their public avowals, they are in apparent agreement on certain broad conclusions:

1. There is a good chance that present operations and planned improvements will reverse the downward curve in radio network billings.
2. But there is little hope that radio networking will ever again become a high-profit enterprise.
3. Even at modest profit, however, it makes sense for them to keep radio networks going.
4. No matter how desperate the economic problem of any radio network, none would wish to be the first
to pull the plug. Not the least of the reasons for this is fear of government reprisal. The company which terminated radio network service would attract vigorous attention from the FCC and Congress. Since all companies owning radio networks also own licensed radio stations and are deeply involved in television franchises, they have no desire to create the impression that cold business judgment alone governs their acts. It is now handy for a television operating company to cite its radio networking as an example of selfless service when government investigators inquire into the company's motives and philosophies.

But the fact is that a considerable amount of selfless service is actually present in the thinking of those in position to order the continuance or dissolution of network radio. None of them is without a strong regard for the national importance of network service as a cultural, informational, communications device. This regard is consistently expressed, publicly and privately.

The final decision as to the destiny of network radio rests with no more than a half dozen men, but none of them could make it without consultation with hundreds of others—their subordinates in their own companies, the managers and owners of their affiliated stations, and, at least to some extent, with their customers and their advertising agencies.

How these influential people feel is the subject of this special report.

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**THE RISE AND FALL**

<table>
<thead>
<tr>
<th>Year</th>
<th>National Network Net Time Sales*</th>
<th>Percent of Change From Previous Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1937</td>
<td>$56,192,396</td>
<td>+41.4</td>
</tr>
<tr>
<td>1938</td>
<td>56,612,925</td>
<td>+0.7</td>
</tr>
<tr>
<td>1939</td>
<td>62,621,689</td>
<td>+10.6</td>
</tr>
<tr>
<td>1940</td>
<td>71,919,428</td>
<td>+13.1</td>
</tr>
<tr>
<td>1941</td>
<td>79,621,534</td>
<td>+10.7</td>
</tr>
<tr>
<td>1942</td>
<td>81,744,396</td>
<td>+2.7</td>
</tr>
<tr>
<td>1943</td>
<td>99,389,177</td>
<td>+21.6</td>
</tr>
<tr>
<td>1944</td>
<td>121,757,135</td>
<td>+22.5</td>
</tr>
<tr>
<td>1945</td>
<td>125,671,834</td>
<td>+3.2</td>
</tr>
<tr>
<td>1946</td>
<td>126,737,727</td>
<td>+0.8</td>
</tr>
<tr>
<td>1947</td>
<td>127,713,942</td>
<td>+0.8</td>
</tr>
<tr>
<td>1948</td>
<td>133,723,098</td>
<td>+4.5</td>
</tr>
<tr>
<td>1949</td>
<td>128,903,467</td>
<td>+3.6</td>
</tr>
<tr>
<td>1950</td>
<td>124,633,089</td>
<td>+3.3</td>
</tr>
<tr>
<td>1951</td>
<td>113,984,000</td>
<td>+8.5</td>
</tr>
<tr>
<td>1952</td>
<td>102,528,000</td>
<td>+10.0</td>
</tr>
<tr>
<td>1953</td>
<td>92,865,000</td>
<td>+9.4</td>
</tr>
<tr>
<td>1954</td>
<td>78,917,000</td>
<td>-15.0</td>
</tr>
<tr>
<td>1955*</td>
<td>54,979,000</td>
<td>-30.3</td>
</tr>
</tbody>
</table>

*After all frequency and promotional discounts but before deductions of agency commissions.

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**Broadcasting • Telecasting**
**B&T ASKED AFFILIATES:** The suggestion has been made that the present plan of radio network operation, which includes both programming and sales, be replaced by a service whose sole function would be to supply programs to station subscribers on a fee basis, in much the same manner that news services like AP, UP and INS supply news and features to subscribing newspapers and broadcast stations, with all sales left to the station and its representative.

If your network were to offer you a choice: Would you (a) take this proposed service in preference to your present network service; (b) prefer to retain the network service you now receive; (c) change to completely independent operation?

**AFFILIATES ANSWERED:**

<table>
<thead>
<tr>
<th>Network Affiliation</th>
<th>&quot;Press Assn.&quot; Type Service</th>
<th>Present Network</th>
<th>Would Go Independent</th>
<th>Total Responding</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>42(28.6%)</td>
<td>77(52.4%)</td>
<td>28(19.0%)</td>
<td>147</td>
</tr>
<tr>
<td>CBS</td>
<td>20(20.2%)</td>
<td>72(72.7%)</td>
<td>7(7.1%)</td>
<td>99</td>
</tr>
<tr>
<td>MBS</td>
<td>111(50.5%)</td>
<td>83(37.7%)</td>
<td>26(11.8%)</td>
<td>220</td>
</tr>
<tr>
<td>NBC</td>
<td>33(42.3%)</td>
<td>39(50.0%)</td>
<td>6(7.7%)</td>
<td>78</td>
</tr>
<tr>
<td>Dual</td>
<td>12(33.3%)</td>
<td>21(58.3%)</td>
<td>3(8.4%)</td>
<td>36</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>218(37.6%)</td>
<td>292(50.3%)</td>
<td>70(12.1%)</td>
<td>580</td>
</tr>
</tbody>
</table>

**B&T ASKED INDEPENDENTS:** If a “press association” type of network service were available, would you be interested in subscribing?

**INDEPENDENTS ANSWERED:**

<table>
<thead>
<tr>
<th></th>
<th>Would Go Independent</th>
<th>Would Seek Another Network</th>
<th>Total Responding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>364(64.4%)</td>
<td>67(43.8%)</td>
<td>153</td>
</tr>
<tr>
<td>No</td>
<td>201(35.6%)</td>
<td>40(43 %)</td>
<td>248</td>
</tr>
</tbody>
</table>

The questionnaire then listed seven types of programs, with respondents asked to check those which they depended on their networks to supply, with this result: Special events were most wanted, getting 542 checks (90.9%). Then came news comment, with 364 (90.0%); sports, 216 (72.3%); news, 67.7%; drama, 48.8%; public service, 34.0%, and music, 27.0%. This order was roughly the same for all four networks, the most notable exception being sports programming, which was ranked second by MBS affiliates, third by affiliates of ABC, fourth by NBC stations and fifth by CBS outlets.

Those who wrote in other categories of programming they want from the networks mentioned variety or name talent shows most frequently, with comedy and daytime serials ranking second and third.

“Prestige in the community” was volunteered as an additional reason for a radio network affiliation by more than a score of stations, including affiliates of all four networks. One unhappy comment read: “My board insists, supposedly prestige.” Several affiliates noted that network service helps them by releasing station personnel for other duties while network programs are being carried.

About a dozen broadcasters reported that they have taken steps to terminate their affiliations as soon as possible, a view summed up by one Mutual affiliate who answered the question as to programs not otherwise available: “Yes, but I can do without them. As a network affiliate, a broadcast is constantly going through some crisis with the network. Life’s too short.”

An ABC affiliate expressed another view: “Networks provide services such as this past week (emergency UN meetings, Suez crisis, etc.) that are of utmost importance to the American public and which even TV cannot provide. Revenue-wise, networks leave much to be desired, but since when is money everything?”

Question B, for network affiliates, asked whether, if their network discontinued its present service, they would go independent or seek another network affiliation. By a small majority (56.8%), the vote favored going independent, and there was little difference among the breakdowns for the individual networks.

There was wide variation, however, in the reasons set down by the broadcasters for their answers to Question B. One CBS affiliate said he’d go independent because “I have in my opinion the only network meeting present network broadcast conditions successfully.” An NBC outlet more prosaically said he’d go independent if NBC service were stopped because in his area there is “no other network available in the near future.”

A considerable number of broadcasters used this question as an opportunity to lay out their views about the value of radio networks as now constituted, and again there was wide variance. A major market NBC affiliate expressed the conviction that “if the American public is to get the overall radio service it deserves, network service will always stand as the number one medium, with lesser services falling into their rightful places.” Another outlet of the same network succinctly stated he is “seriously thinking of dropping our network because it is doing such a poor job.” A third NBC station believes “the biggest need in the radio network field is for aggressive, intelligent thinking from the grass roots side of radio—not the New York smart aleck sophisticated end.”

An ABC affiliate spoke for many who presented similar views when, after reporting that his station averages less than 4½ hours of network programming in a broadcast day of over 17 hours, he said: “We believe in ‘Hometown Radio’ but think some form of network operation is absolutely necessary to the industry.”

Question C, addressed to all stations, asked how many national radio networks there should be and drew 1,067 answers ranging from none to “all the traffic will bear.” Half of the affiliates and 40% of the independents picked the present number of four as the right one, with three as second choice and two as third. “Competition” and “economics” were the words appearing most frequently in the comments on this question.

“Economics” was given as the main reason for having more than four networks.
and for having less than four. For example, these three statements by MBS affiliates are typical of numerous others from affiliates of all the networks: "Enough so that every station could have affiliation if desired for program service to augment the most important part of radio, that is, local. These two are essential to the best in radio." And: "This should be determined by the public and the broadcasters. Those (networks) that survive—then that's the number there should be." And finally: "Two should be able to make out and provide good service."

The non-affiliates, as could have been expected, plumped more heavily for more than four networks, urging that there be enough networks to go around to all stations desiring them, that special networks be formed to meet the needs of stations with specialized programming, and in general that, as one station put it, "there should be no limit on the number of networks, just as there should be no limit on the number of grocery stores in one city." Another said: "More networks would mean more competition and better service."

Question D was introduced this way: "The suggestion has been made that the present plan of radio network operation, which includes both programming and sales, be replaced by a service whose sole function would be to supply programs to station subscribers on a fee basis, in much the same manner that news services like AP, UP and INS supply news and features to subscribing newspapers and broadcast stations, with all sales left to the station and its representative."

Network affiliates were then asked whether they would take this proposed service in preference to their present network service: whether they'd prefer to retain the network service they now receive, or whether they'd change to completely independent operation. There were 580 replies from as many affiliates, with a bare majority of 292 (50.3%) stating they'd prefer to keep the network service they now have, 218 (37.6%) stating they'd take this new type of network service and 70 (12.1%) saying they'd go independent if their present network service was displaced. (For network-by-network breakdown, see page 33.)

Independent stations were asked if they'd be interested in subscribing to a "press association" type of network service if it were available. The 563 replies showed 364 (64.4%) were interested and 201 (35.6%) not interested.

All stations were asked what type of programs they'd like to get from a "news association" type of network, if they had the opportunity. (Their responses are tabulated, program type-by-program type on page 33.) Virtually every questionnaire had checks for one or more kind of programs, regardless of whether the respondent had earlier indicated an interest in subscribing to a "news service" type of network or not.

Replies to this question show a remarkable unanimity among all broadcasters, whether independent operators or network affiliates, as to the type of program service they want most from a network. Both groups identified play-by-play sportscasts as their number one desire, with eye witness accounts of special events of national interest (like the Presidential inauguration ceremonies next January) a close second. News comment ranked third, news reports fourth and a Washington news round-up service fifth. Sports round-up stood in sixth place with both groups, but there they parted company. Network affiliates ranked the other four categories listed on the form to put drama in seventh place, comedy eighth, daytime serials ninth and musical programs tenth. Independent ranked them this way: serials seventh, comedy eighth, drama ninth and music tenth.

Answers to all questions concerning the "news service" type of network were hedged by many respondents with such comments as "I'd have to know more about it," "It would depend on the cost" and "It would depend on the quality of the programs offered." Others emphasized that they would
FOCAL point of more than usual attention among radio network affiliates for the past several months has been Westinghouse Broadcasting Co. and the four WBC stations: WBBZ-WBZA Boston-Springfield, KDKA Pittsburgh, WBBF Fort Wayne and KYW Cleveland. On July 16 the quartette of WBC stations dropped NBC Radio’s daytime programs in favor of local origination. A month later, the four stations dissolved their NBC affiliations completely in favor of all-local programming.

If this move proves to be successful, if the WBC stations find increased audience acceptance and increased revenue in their independent programming, similar defections may certainly be expected by other major radio network affiliates. So B&T called on Donald H. McGannon, president of WBC, for a progress report.

“It’s still too early to say what effect going independent has had on the income of our stations,” Mr. McGannon told B&T. “We look at this move as an 18-month project before it will be complete. Costs are up, of course, now that we are providing all of our own programming. And the network revenue, such as it was, is lost, with a drop for our stations of 90% in the last five years and off more than 60% in the past year.”

“We believe that’s on the right track and we’re optimistic about the future,” he said, “but we’re a long way from being sold out. Not that we ever want to be completely sold out, but we’d like to be nearer to that point.”

Asked about listener reaction to the Westinghouse stations’ change from network to independent programming, Mr. McGannon said that it was surprisingly small. “A year ago, a disc jockey on one of our stations was moved to a new time period and we got some 350 letters,” he recalled. “The dropping of the network brought only about 40 letters, mostly from daytime serial addicts. I might add that we went on carrying some NBC programs in Boston and Pittsburgh so as not to upset them too badly. This seems to us to prove our point. If NBC had had something salable, something stations really want, they’d have gotten new affiliates in all four cities without any trouble.”

Concrete evidence that WBC is confident that the future of radio lies in independent station operation comes in the announcement that on Dec. 17 the fifth WBC station, KEX Portland, Ore., will relinquish its affiliation with ABC. Programwise, it’s also too early for any definite conclusions to be drawn as to the effect of independent programming, Mr. McGannon said, but he added that “all indications look favorable. One indication, he said, came from Pittsburgh, where putting Art Pallan’s disc jockey show into the morning time formerly occupied by NBC’s Weekday produced an immediate rise of 33% in the KDKA rating for that time. In the afternoon, with the Pallan show replacing Weekday and a group of network serial programs with their supposedly loyal audience, the ratings is up 25% over last year, he said.

WBC, Mr. McGannon has said, for some time been convinced that with the development of television the nature of radio and its relationship to the listening audience have changed. Local programming, local personalities, are now the favorites of the listener, replacing the feature acts and highly produced programs which television can do better. “That’s what we told NBC when they asked us what we wanted, after many months of discussion," he said.

We told them that if we wanted a program service of news and public service for the highest form of national importance and public significance, programs which a network, with all of its resources, is better able to produce than an individual station.

“We suggested that this service be made available to us for use when and as we want. NBC has the biggest number of their programs. We noted that NBC might develop a number of five-minute feature programs roughly comparable to the feature column of the newspaper syndicates, such as a woman’s feature with Arlene Francis, a book feature with Clifton Fadiman, a movie feature, a Broadway feature and so forth. Furthermore, we proposed that we pay the network for these programs in the same way that a newspaper or radio station pays a news service for what it receives.

“But NBC said no. They preferred to follow the traditional network pattern which we believe is obsolete today. We believe in block programming, for example. We want to rent the greatest possible service to the greatest number of people, not just once in a while, but at all hours of the day, and this calls for programming in block form.”

With NBC, Mr. McGannon said, the WBC station would start the day with a high rating and then drop way down at 10, going back up at noon, but not as high as in the morning, and then off again in the afternoon. “CBS, with its block programming, beat us all hollow.”

Incidentally, Mr. McGannon said, WBC found the best argument for block programming in a study which the Bureau of Applied Social Research of Columbia U. made for NBC [B&T, Jan. 16, 23]. This study, he said, pointed out a surprising fact about audience flow that many people don’t select programs but simply find a station they like and let it run.

With local programming, the WBC stations have inaugurated the block programming pattern as a daytime operation, using the basic formula of news, music and public service. “In the evening, when TV takes over most of the audience, anyway, we reverse that process and try to present the only programs that might be of interest,” Mr. McGannon said.

KDKA’S ALL-TIME HIGH

RECORD gross sales billings of KDKA Pittsburgh for last month was reported last week by Harold C. Lund, Westinghouse Broadcasting Co.’s vice president in Pittsburgh. He announced the billings to be the highest for any month in the station’s 36-year history.

KDKA is one of the four Westinghouse stations that disaffiliated from NBC Radio late last summer.

Mr. Lund, speaking of the record high, noted this [comparison] includes big growth in the late 30’s and early 40’s when nighttime radio was at its zenith. Big increases were shown in both local time and in national spot sales. Mr. Lund indicated that the report, as delivered by Donald J. Trageser, KDKA’s sales manager, reflected “of course acceptance of our new programming concept” and that “with increased listeners and sales, we are more than ever convinced that radio’s role in the community should be to provide news, music and service.”

MR. MCGANNON

BELLWETHER BREAKAWAY: WHAT HAPPENS TO WESTINGHOUSE?

“Broadcasting” is Westinghouse future,” track and we’re optimistic about the than 60% acceptance and increased revenue thing salable, something stations that brought from daytime jockey on one station’s block-time program for minority interest.” 

This seems to us to use something, such as in syndicates, such as...
SARNOFF FEELS BETTER ABOUT RADIO

NBC President Robert W. Sarnoff, who a year ago [B&T, Oct. 31, 1955] told B&T that the NBC Radio Network was losing $2 million for the year and that he'd be happy to see it operating on a break-even basis, is more optimistic now.

In another exclusive interview with B&T, Mr. Sarnoff expressed the view that the bottom has been reached for network radio and from now on the way is up. This is definitely true of NBC Radio, he said, and probably true of the other radio networks as well. Perhaps in this new world in which television plays such a prominent part in the leisure time life of the American public, network radio will never regain the audience or the revenue it had in the pre-TV era. But it can and will, he believes, again become a profitable undertaking for the radio networks themselves and for their affiliated stations.

The radio affiliates, Mr. Sarnoff feels, now realize, as they failed to do a year ago, that radio networks are essential for keeping people everywhere in touch with the news as it happens. World news can be covered by radio better than by television. But no single station has the resources to maintain a world-wide news staff; it takes a network to do a job like this.

Asked about altering the traditional pattern of network radio to turn it into a news service type of operation, with program service sold to stations, Mr. Sarnoff said that in essence NBC was now giving that kind of service to its affiliates. The 70-second chain breaks, the permission for NBC affiliates to sell locally any NBC program not previously sold by the network and other concessions are giving the stations a news service type of service from NBC today, he said, with the one exception that NBC is retaining its national sales function.

Without this ability to make network facilities and programming available as a package to national advertisers, network radio as we know it and have known it for the past 30 years would be lost, Mr. Sarnoff said. After being so successful for so many years, network radio deserves a better fate than to be hastily discarded just because it has had a few bad years, he commented, but a valiant effort should be made to diagnose its ailments and see if they can't be repaired.

Urging patience on the part of radio stations with their networks, Mr. Sarnoff pointed out that, after all, it's the networks which are losing money, while the stations seem to be doing all right. The question, he said, is how long the radio networks can go on losing money and continue to provide program service to their affiliated stations and through them to the American public. When will the radio networks have to start thinking about their stockholders, whose money they are spending?

That, he declared, is a question for the networks to answer. As long as they are willing to go on putting their dollars into network radio in an effort to reverse the downward trend, the stations ought to be willing to go along with them. And he thinks that today, the affiliates are more willing to go along than they were a year or two ago, when they were alarmed over the inroads of television.

Speaking specifically on NBC Radio, Mr. Sarnoff noted that its new plans, recently announced by Matthew J. Culligan, vice president in charge in the NBC Radio Network, for five-minute news programs every hour on the hour from 7 a.m. to 11 p.m., for "hot line" news service to insure every NBC Radio affiliate getting any major news break any place in the world as soon as it occurs and for other improvements in NBC Radio service, were worked out by the network in cooperation with a program planning committee of affiliates. He expressed the hope that other affiliates of NBC Radio would be as enthusiastic about these new plans as the committee members.

Mr. Sarnoff mentioned with some sadness that while Congressional committees such as the Senate Interstate & Foreign Commerce Committee and the House Antitrust Subcommittee have talked so loudly about network dominance and control of television, they have seemingly ignored the fact that the networks have kept national radio service to the public alive by feeding it at a considerable expense to themselves. If this service is as essential to the public welfare as many people believe, if it is in the national interest to maintain the only known form of communication that can reach all the people at any time, not merely when they are in the living room gathered around the tv set, but in the kitchen, bedroom, workshop or in the family car, then, he said, someone might sometime have a kind word for the organizations that are making this possible—the national radio networks.

not want any such service as long as the present type of network service is available and a number of affiliates pointed out that as bonus affiliates they are already receiving virtually this type of program service.

Comments ranged from such warmly enthusiastic phrases as "sounds ideal" and "badly needed for daytime independent stations" to the other extreme of "not feasible," "probably too expensive" and "who wants it, anyway?" A sizable group of stations felt such a service would be fine for play-by-play sports and eye witness news coverage, but that all other programs could be provided just as well and probably more economically on a disc or tape basis.

Some stations apparently thought of the "news service" type of network operation as a continuous round-the-clock service like that now provided by a news ticker, which could be tapped at the station's discretion for either immediate broadcast or recording for use at some later time. Others regarded it as more similar to present type of network service of specified programs at specified times. Both viewpoints were reflected in the 837 answers to the final question as to how many hours a day stations would want this new service. The replies ranged from a quarter-hour to 24 hours a day, with just under half of the total choosing four hours a day or less, 40% wanting five to eight hours service a day and the rest nine hours or more.

Some Broadcasters Volunteer Comments

A number of broadcasters wrote letters for use with their names, dropping the anonymity promised for questionnaire answers. One which well presents the views of the independent station comes from Colin G. Male, station director, WCPO-AM-FM Cincinnati, which "severed its network ties" in June.

"Since we pulled out and revamped out programming structure," Mr. Male writes, "our revenues have jumped to more than double and our ratings move us into the number two spot in Cincinnati, with more than half again the audience of a 50 kw station with three networks from which to choose programs . . . Still, the networks have had little trouble placing the few worthwhile programs offered in this busy year. National conventions, election returns, political speeches, the World's Series and the other really timely broadcasts have found ready acceptance among the six independents (of the city's eight radio stations).

"The press association type network service you mention is only an answer to network weakness and affiliate unhappiness, But the inference in your questionnaire that these subscription features be made available only for local or representative sale need not be prerequisite. We would not, indeed could not, preclude the sale of an event of general interest by the network . . . ."

Speaking up for the networks is Tom Chauncey, executive vice president and general manager of KOOL Phoenix, CBS affiliate. He writes:

"We believe it should be very obvious that radio networks are vitally necessary. The last two weeks are ample proof of this. Radio networks are the only means by which
participations or full sponsorship available

top quality feature films

monday thru friday at 11:15 pm Beginning Dec. 3

For five years WMAR-TV has enjoyed phenomenal success in providing top quality film features on Saturday nights. Beginning December 3, the schedule will be expanded to include a new strip, Monday through Friday at 11:15 P.M., thereby providing high quality feature length films six nights a week.

* included are great films

- The Farmer's Daughter
- The Paradine Case
- Notorious
- I'll Be Seeing You
- A Bill Of Divorcement
- Great Expectations
- Intermezzo
- Since You Went Away
- Portrait Of Jenny
- The Spiral Staircase
- The Garden Of Allah
- Kind Hearts And Coronets

* famous stars including ..

- Gregory Peck
- Vivien Leigh
- Stewart Granger
- Ingrid Bergman
- John Barrymore
- Joseph Cotten
- Audrey Hepburn
- Ray Milland
- Claudette Colbert
- Cary Grant
- Katharine Hepburn
- Leslie Howard
- Alec Guinness
- Jean Simmons
- Lawrence Olivier
- Jennifer Jones
- Charles Coburn
- David Niven

In Maryland, most people watch WMAR-TV

In Maryland, most people watch WMAR TV

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
color doubles the audience of TV programs among color set owners, and more than doubles the impact of commercial messages, according to a new study conducted jointly by NBC and BBD&O.

This study is confirmation of what color advertisers using WNBQ, Chicago, already know. The first all-color TV station is now presenting more than 30 hours of local color weekly, and is selling in color for more than 40 local and national spot advertisers.

One example of WNBQ color-selling is "Adults Only," 55 minutes of delightful variety for Chicago grown-ups at the five o'clock hour usually reserved for children. "Adults Only" features Joe Gallicchio and his orchestra, the songs of Nancy Wright and Michael Douglas, and the deft emceeing of popular d.j. Tom Mercin.

In compatible color and black-and-white, "Adults Only" can sell for YOU at a cost-per-thousand Viewers as low as 99¢. Take a "Q" from us and get the details today!
the American public is the first informed and best informed with on-the-spot coverage of news happenings all over the world. We have received numerous letters, postcards and innumerable phone calls thanking us for the complete coverage the CBS Radio Network has given them of world events. It would be economically impossible for the station to broadcast the wide variety of news commentary, on-the-spot coverage, fine dramatic programs and great musical shows without our radio network."

A word of advice for radio network executives comes from Shulom Kurtz, sales coordinator, Colorado Network, who says, in part: "Radio network executives, take heed before moaning the loss of revenue to national spot advertising, now running stronger than ever. Shut off those television sets and start listening to your product—if you can stand most of it. Listen to your competition, both network and independent. Compare the programming concepts of the transcription services with your own."

"As one radioman said to me in the past few days, 'It could well set radio back 20 years—and that might not be so bad!' "Think of the tremendous organization existing from the latter 1930's up to the thaw on television licensing. The men of courage, imagination, and positive thinking have retreated from radio as from the unwanted stepchild with two left feet, ten

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WHAT FOUR ADVERTISING AGENCIES THINK ABOUT NETWORK RADIO

WHATEVER stations or networks think about the continuation of radio networks, the key to whether or not they will continue rests in large part with the person who pays the bill. Obviously, that is the advertiser. As he functions through the advertising agency, B&Ts survey necessarily included that segment of the industry.

Here are four of the replies to questionnaire directed at that quarter. They are from Thomas J. McDermott, vice president of New York plans, N. W. Ayer & Son; Frank Kemp, vice president and director of media, Compton Adv.; an executive of J. Walter Thompson who preferred to remain anonymous, and W. E. Matthews, executive assistant to the director of media relations, Young & Rubicam. Some agencies did not answer some questions.

Q: Your agency is one of the heaviest buyers of radio advertising for your clients, yet your use of radio networks has declined radically in the past decade. This seems to be generally true. What would you say is the main reason for this decline in radio network advertising?

Ayer: The transference of the major portion of the broadcast audience to television resulting not only in a loss of audience for radio, but a decline in such other important areas as programming, merchandise ability and sponsor interest.

Ayer: Because of an increasing awareness of the flexibility and efficiency of the network buy being evident throughout the agency.

JWT: Rising costs of television for daytime advertisers and lack of strong Class A time periods.

Y&R: Possibly for the introduction of new automotive models during the announcement period, and for other special periods.

Q: If the downward business trend continues, it seems possible that sooner or later the national radio networks will either go out of business or radically alter their methods of operation. If there were no more national radio networks, what effect would it have on your timebuying plans for the months ahead?

Ayer: Too iffy.

Compton: None.

JWT: Probably substitute spot radio for network.

Y&R: It would deny us the use of a most effective supplementary medium.

Q: Do you feel the interests of your agency's clients would be served if national network radio continues to be available as a national advertising medium, or doesn't it make any particular difference?

Ayer: Yes, it does make a difference. Network radio still continues to function efficiently—if unspectacularly—as a supplier of mass audiences.

Compton: No difference.

JWT: Would like it continued.

Y&R: Yes, definitely.

Q: If you think this medium should continue, how many radio networks are needed, in your opinion: four, three, two or one?

Ayer: Who could predict the exact number? We should have and will have as many as a healthy, competitive economy will support.

JWT: Two.

Y&R: Two.

Q: The suggestion has been made that the present radio network system be replaced by a "press association" type of operation, whereby the networks would discontinue the sale of time and programs to advertisers and concentrate on the sale of program material to stations, who could broadcast these network programs on a sustaining basis or sell them for sponsorship by local, regional or national advertisers, these sales to be made either directly by the station or its national representative. To you and other agency timebuyers this would, in effect, shift all your radio buying to a national spot procedure.

Would this make your department's work more difficult, less difficult or would there be an appreciable change from the way it is now?

Ayer: Probably more difficult, if operated in the terms stated above.

Compton: More difficult, if we used it.

JWT: No appreciable change.

Q: Would you favor a switchover from the present network system to such a "press association" type of operation by all networks, by some networks (the others continuing to function as at present), or do you think the present system is preferable for your clients in particular and for all national advertisers generally?

Ayer: 1. I don't think it is important whether I favor it or not.

2. I don't think it will happen, industrywise. I, for one, wouldn't want the assignment of selling Arthur Hull Hayes [of CBS], for example, the idea of scuttling his profitable ship.

3. The present system, embracing the availability of both network and spot broadcasting, is highly preferable—and I hope profitable.

Compton: I think the "press association" type thing is good even if just limited to news and special events, but I think it should be handled through the network rather than through reps or stations, unless the stations formed some kind of clearing house, like the National Outdoor Advertising Bureau.

JWT: The present system is desirable.

Y&R: We definitely oppose the "press association" concept since it would completely negate the effectiveness of national network radio. We can only envision this type of operation if the networks—as we currently know them—continue to downgrade their present program structure. The volume of negotiations and other procedures within this department would definitely multiply if the "press association" type of operation became effective.

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WHAT TWO NETWORKS SEE IN THEIR FUTURES

IT IS SAFE to conclude that no men are more interested in the future of radio networks than those whose charge it is to run them. In order to touch all bases in its study of network prospects and probabilities, Broadcast magazine submitted a special questionnaire to the operating heads of the four existing chains: Don Durgin of ABC, Arthur Hull Hayes of CBS, Matthew Culligan of NBC and John B. Poor of Mutual. Messrs. Hayes and Culligan declined; Messrs. Durgin and Poor accepted. The answers of the latter two follow:

Q: Is your radio network operation, by itself and exclusive of your a&o stations, currently making money, losing money or breaking even?

ABC: Making money.
MBS: Losing money.

Q: Do you expect your network's gross revenue for 1956 to be more, less or about the same as it was for 1955?

ABC: More.
MBS: About the same.

Q: Do you expect your net income for this year to be larger, smaller or about the same as it was for 1955?

ABC: About the same. While our gross 1956 vs. 1955 was significantly up, our net was only slightly up.
MBS: Smaller.

Q: FCC records show that radio network revenues reached a peak in 1948 and have declined steadily since then. Do you see any signs of a change in that trend? If so, what are they?

ABC: Yes. Up.
MBS: Yes. We believe that they will go up from here on, but will never reach close to 1948 figures.

Q: Do you plan any major changes in your program structure and/or sales structure designed to improve your network's economic picture? If so, please describe them.

ABC: No. Believe the continuing development and dissemination of factual data and research evidence of network radio's strength as a media buy make increasingly clear that present program structure and basis of sale is correct approach. Believe revolutionary new program concepts born of desire to hypo audience levels overnight are unrealistic and that new basis of sale plans born of desire to cut rates or avoid station compensation are both unwise and unnecessary. Changes, no—in the sense of new departures and experiments in programming philosophy. Expansion, yes—in the area of program development and attractive sales packages. Naturally we plan program expansion and sales adaptability, but along our present lines of planning.

MBS: Yes. Mutual is planning definite changes in its program structure to meet the changing picture and challenge to radio. In fact, under our program director, Brad Simpson, this revision and re-vitalization has been underway for some months.

Mutual's already dominant news service and broadcast schedule has been greatly augmented. We will continue a heavy schedule of news coverage as long as the emergency exists and as the news warrants.

We are making imaginative use of long periods of time, such as the "Holidays" projects which tell the background and meaning of each of America's six great holidays (Decoration Day, Fourth of July, Labor Day, Thanksgiving, Christmas, New Year's). It consists of all-day programming with spots, talks and features culminating in a ½-hour "radio spectacular" at night. Mutual plans to make additional use of day-long events, both in a promotional sense and in programming such as John Gunther's "Inside U. S. A.," with a day-long visit to an American place... serves its stations and its listeners more than adequately... and has the vision and courage to adapt itself to constantly changing times and challenges. There are four reasons for RKO Teleradio's belief in network radio:

(a) The strength of Mutual stems from its affiliated stations themselves. Recently—out of honest curiosity—we queried a half-dozen Mutual affiliates "Why do you..."

T**HEY SPEAK (OR DON'T) FOR THE NETWORKS**

DU RGIN OF ABC
Making money

HAYES OF CBS
No comment

CULLIGAN OF NBC
No comment

POOR OF MUTUAL
Losing money

...bone and others. Mutual has placed a number of new shows which have been received enthusiastically by its stations, and we plan additions in the near future. Year 'round sports coverage will also be a new program feature, as well as an increase in music shows such as Bandstand, U. S. A.,...

Q: In your opinion, are four radio networks essential to provide the public with network program service? If not, how many radio networks do you think are essential: one, two or three?

ABC: No. Two. This is not really a yes or no question and requires comment. Certainly four or more networks are desirable from the point of view of maximum competition and maximum public service. It could be argued that only one network is essential, but I answer two because competitive operation of at least two or any number more than one is essential to maximum public service standards as envisaged by the American system of broadcasting. If the real purpose of this question is to ask, "How many radio networks do you think can continue in operation indefinitely?" I would have to answer "I don't know" but would guess that all four can.

MBS: No. Three. Mutual believes that the big question is not how many networks are essential, but whether network as now constituted are essential and profitable in this day and age, in the first place. I was privileged to debate this question, in the affirmative, at a recent meeting of the Radio-Television Executives Society [B+T, Nov. 5]. With our tremendous and growing economy—and the spectacular growth in advertising budgets—we believe there is "room" for any network that seeks out its own prosperous place... serves its stations and its listeners more than adequately... and has the vision and courage to adapt itself to constantly changing times and challenges. There are four reasons for RKO Teleradio's belief in network radio:

(a) The strength of Mutual stems from its affiliated stations themselves. Recently—out of honest curiosity—we queried a half-dozen Mutual affiliates "Why do you..."

retain affiliation with a network?" These answers (out of longer context) speak for themselves:

"You give us programs of broad public interest important to an area station, many of which, from an economic standpoint, we could not originate ourselves." WVL Cincinnati,

"This is the only way we can bring to our listening area [such] top sports events as major league baseball, Notre Dame football, NCAA basketball, Army-Navy and others... presidential addresses, political conventions, on-the-scene news reports from all over the world. This serves the public and we must never degenerate into a juke box industry if we are to command the respect of major advertisers and agencies and retain listening by all segments of the population." Intermountain Network.

"It is impossible to duplicate network programming in a local market and also major sports coverage, top commentary, world events would be unavailable to us without MBS. The so-called music formats being followed by many inde-
pendent stations throughout the country are reducing radio to a juke box operation. [We are] thoroughly sold on the listening and advertisers' value of network affiliation." WKGL Ft. Wayne.

"It enables us to operate as a local community station and will bring listeners programs that only a network can provide. I refer to the interpretative [analysis] of national and world news by qualified commentators, headline sports and special events, variety shows." WOMI Owensboro, Ky.

"Network affiliation adds class and variety to my programming, provides greater service to our community. Our affiliation keeps us in contact with the rest of the world as we rely on the network to give us spot coverage when big things are happening." WMVG Mill-Chester Fair, Ga.

"My network affiliation is the only way a small town station can compete with the big city station. Mutual is the perfect network [for us] . . . I operated independent stations in Texas and New Mexico and found after joining Mutual our prestige and income rose." KVVO Cheyenne, Wyo.

(b) The public and advertisers demand network service. With the multiplicity of 3,000 am stations, the public registers its preference by [the fact that] 60% tune in to the network affiliated (minority in numbers) stations. Advertisers demand network service because of this same dominance of audience, ease and simplicity of doing business, and the confidence and research measurement that only a network buy affords.

c) Network operation is an absolute necessity to America's national interest. The network system, with its well known role in national emergencies and its contributions to public service that outmatch any other medium—has become a public trust. Network radio has matured in a world of crisis through boom and depression, big and little wars. It is and will remain the No. 1 source of news and national interest information . . . first, instantaneous and forthright.

d) Network radio will remain a wholesome and driving force because, from the viewpoint of owners and managers of a network, we at Mutual and RKO Teleradio believe that it is a profitable medium because of the volatility of the medium—and advertising at large—there are doubtless certain keys to be found to unlock certain new and sometimes mysterious doors, whether they be in the area of programs or sales or station service or showmanship. This brings on the healthy and free competition that can only lead to resume prosperous operations for the network medium as a whole. Needless to say, we intend to stay in business and—at the same time—are not in business to lose money.

Q: If you were assured that this minimum number of networks would continue in operation, would you recommend your network stop operations?

ABC: No. MBS: No.

Q: In recent months a number of network affiliates have dropped those affiliations in favor of completely local programming. Do you expect those affiliations to become a major problem for your network? For any radio network?

ABC: (To both questions) No. In the past 12-month period we have not noticed any unusual pattern in affiliations or disaffiliations. In the year 1956 to date, the ABC Radio Network of over 330 stations has experienced a change of affiliates in 16 markets and a decrease in total number of affiliates of two stations. There is no major market without an ABC affiliate. The net effect of this normal-course-of-business change in affiliates in 16 markets was a net gain in homes covered of 42,000—the new affiliates representing a total of 247,000 homes covered vs. a total of 205,000 homes covered by the old affiliates. These changes in network affiliation were either initiated by the station or by the network and in several cases, resulted from an overnight change in the station. The ABC Radio Affiliates Advisory Board issued a statement in September 1956 reaffirming their faith in network radio, saying in part: "As radio broadcasters we believe that we can, at this time and under existing circumstances, fulfill our obligations best by being affiliates of a major broadcasting network. . . . Radio networks are serving a need and will continue to do so."

MBS: (To both questions) No. I believe that Mutual's answers to earlier questions [whether any changes were contemplated in network structure and as to how many networks are essential] give adequate answer and a fair picture of affiliates we have spoken even more eloquently. In the past months, Mutual has severed affiliation in 26 markets—but substituted or added affiliates in 25. We are seeking not just coverage nor stations who will "ride the network line", we are looking for affiliates with the same "young ideas" and deep-seated belief in the medium that Mutual itself feels—and is doing something about. It has been a matter of keen satisfaction to watch the energetic and cooperative support of such stations as WLW [Cincinnati], WLS [Chicago], WSRS [Cleveland] and many other new affiliates. Naturally, the great strength of our new stations operations at WOR New York, WNAC Boston-Yankee Network, KJH Los Angeles-Don Lee Network, WGMS Washington, WHBO Memphis, WEAT West Palm Beach, KFRC San Francisco, strengthens the network's hand. In short, disaffiliation has been a problem of any network for 25 years. Mutual recognizes the right of any station owner or manager to chart his own course; we simply point to the record to date and contracts for the immediate future as evidence that the problem is no more today than yesterday a normal hazard of business.

SPECIAL REPORT Continued

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AAA EASTERN MEET TO DISCUSS COMMERCIALS, MEDIA STRATEGY

- Annual two-day conference starts tomorrow in New York City
- JWT's John F. Devine to preside over tv-radio workshop
- Y&R art director to moderate discussion of color commercial

THE radio-tv commercial and media strategy will occupy the first afternoon of the two-day strategy conference of the American Assn. of Advertising Agencies that starts tomorrow (Tuesday) at the Hotel Roosevelt, New York.

John F. Devine, vice president, J. Walter Thompson Co., will preside over the tv-radio creative workshop—there are seven workshops in all—in the Grand Ballroom, 3-3:15 p.m. opening day. The session will be turned over to the interests of agencies' copy, art and production people concerned with tv and radio commercials.

Leading off the session will be a discussion of color commercials moderated by Jack Sidebotham, art director of Young & Rubicam. Agency art directors will ask questions of network color technicians on the topic: "Headaches in Producing Color Commercials."

Mitch Miller, director of popular artists and repertoire, Columbia Records, will view jingles in tv and radio commercials, evaluating the creative musical output of the field. He will be followed by Dr. Ernest Dichter, president, Institute for Motivational Research, who will talk about new research that tests the emotional reaction of people to television advertising.

A brief sampling of foreign theatrical commercials, which will point out "new pioneering color and animation" and a talk by a "housewife" on "Me and My Friends—We Know What We Like" conclude the tv-radio creative workshop.

Another session—a workshop on media buying—will be held concurrently that afternoon in the Ballroom foyer, with agency strategists on media selection in the spotlight.

To Discuss Media Strategy

Dr. E. L. Deckinger, vice president in charge of media strategy, Grey Adv. Agency; Arthur A. Porter, vice president and executive media director, J. Walter Thompson Co.; Lee M. Rich, vice president and associate media director, Benton & Bowles, and Leo Bogart, director of account research services, McCann-Erickson, will make up a panel of experts considering the topic, "How to Plan Media Strategy." James J. McCaffrey Jr. and Mather will preside.

This panel is planned to give the workshop audience an insight into the hows and ways in reaching major media strategy decisions. The panel of Dr. Deckinger and Messrs. Porter and Rich will analyze an actual advertising problem (case history) and recommend strategy for media to be used (case history). Mr. Bogart will deliver a summation and critique.

At least two other top features are listed for agency people associated with tv and radio: A workshop on research and a special "Look-Ahead Meeting" that will place three top advertisers. They are A. C. Cummins, president of Compton Adv., on "Some Things to Know to Help You Grow in Client Service"; James H. S. Ellis, president of Kudner Agency, on "What Are the Creative Challenges and Opportunities Ahead of You?" and Bryan Houston, chairman of Bryan Houston Inc., on "Opportunities For Young People in The Agency Business." Adolph J. Toigo, president of Lennen & Newell and chairman of the AAAA's Eastern Region, will preside.

Concurrent workshops will be held 10 a.m. -noon Wednesday—on cooperation with sales in the Palm Terrace Room and mechanical production in the Madison Room. Two other workshops will be held 2-4 p.m. that day—account management (Palm Terrace) and print creative (Grand Ballroom). Speakers and executives presiding:


Mechanical Production—William J. Stolowitz, Doherty, Clifford, Steers & Shenfield, president; T. A. Dadian, vice president, Printing Developments Inc. (special report); also,anager, production, Bill Berkey & Mather; Anthony A. La Sala, vice president and production manager, Geyer Adv.; Michael J. Madar, senior vice president, Lennen & Newell; Leonard Taylor, head of mechanical production, J. Walter Thompson Co.; Samuel H. Weber, director of production, Bryan Houston Inc., and Walter Hall, Eastern Kodak's graphic arts division.

Account Management—William R. Hillenbrand, president, Bryan Houston, presiding; James D. Webb, president, C. J. LaRoche & Co.

Richard S. Lessler, vice president, marketing and research, Grey Adv.; John Toigo, vice president and director of marketing, Joseph Schlitz Brewing Co., and Vincent R. Bliss, president, Earl Ludgin & Co.

Print Creative—George H. Gribbin, Young & Rubicam, president; William Bernbach, president, Doyle Dane Bernbach; Guild Copeland, vice president, Ted Bates & Co.; Ed Shenfield, head, of How to Get Rich in TV—Without Really Trying, and formerly with Benton & Bowles, and Richard Avedon, photographer.

Kraft Enters Day Tv, Renews MBS News Show

KRAFT FOODS Co., Chicago, last week increased its broadcast advertising expenditures by an estimated $2 million in gross billing by making its first entry into daytime network tv (on NBC) and also renewed for 52 weeks a lineup of 30 news programs weekly on Mutual.

Kraft has ordered $2 million gross billing, effective Jan. 3, on NBC-TV's Matinee, Modern Romances, Tie Tac Dough and Comedy Time. Sponsorship ranges from quarter-hour segments to announcement participations. On MBS, Kraft renewed, for the third consecutive year, Kraft Five Star News, which daily originates from such cities as New York, Boston, Chicago, Washington and Los Angeles.

The tv daytime purchase, announced by NBC-TV Sales Vice President William R. Goodheart Jr., was made through J. Walter Thompson Co., New York, which also serves clients on the Mutual network.

The Mutual renewal, announced by MBS National Sales Vice President Wendell B. Campbell, was placed through Needham, Louis & Brorby, Chicago.

BC&P Marks 25th Anniversary By Promoting Three Executives

BERMINGHAM, Castleman & Pierce, New York agency specializing in imported food and wine accounts, marked its 25th anniversary last week by promoting three of its longest employed officers and directors. John M. A. Muller, vice president, was named treasurer; Porter F. Leach, account executive, was named vice president and supervisor of motivation research studies, and Merrill K. Lindsay, public relations director, was named vice president and secretary of the agency.

Founder and President Arch Birmingham remarked that "25 years doesn't seem very long compared to the business history of one of our accounts," the 400-year-old Dutch liquor firm of Lucas Bols.
WALA Radio and Television
Mobile, Alabama
announces
the appointment of
H-R TELEVISION, INC.
REPRESENTATIVES, INC.

as national representatives
effective
December 1, 1956

WALA-TV
Mobile, Alabama

W. O. PAPE, President
W. B. PAPE, Vice Pres. & Sta. Mgr.

ARF PLANNING LOOK INTO FUTURE AT ANNUAL SESSIONS THURSDAY

AN ESTIMATED 325 advertiser, agency, and media executives, independent researchers and educational leaders will be on hand for Advertising Research Foundation's second annual conference in New York this Thursday (Nov. 29). CBS Radio President Arthur Hull Hayes is program chairman for the conference.

Separate workshop sessions on radio and television, and one on print media will dominate the morning program. The afternoon proceedings will be devoted to a three-hour exploration of "Research Today for Tomorrow and Tomorrow's Tomorrow." The all-day conference will be held at the Hotel Ambassador.

A meeting of ARF subscribers is slated to open the day's activities at 9:15 a.m. immediately after registration. J. Ward Maurer, advertising vice president of the Wildroot Co. and chairman of the ARF board, will preside at the business meeting, which will include election of directors and reports by President William A. Hart and Treasurer E. P. Seymour, vice president of Crowell-Collier Pub. Co.

In a half-hour session scheduled at 10 a.m., Sherwood Dodge, vice president and general manager of Foote, Cone & Belding and chairman of ARF's printed advertising rating methods study committee, will outline "a possible new approach to rating printed advertising."

The three concurrent workshop sessions on radio, tv, and print media are slated to begin at 10:30 and continue to noon.

Tv Workshop Panel

E. L. Deckinger, vice president and director in charge of media strategy for Grey Adv. and chairman of ARF's radio-tv ratings review committee, is chairman of the tv workshop. Panelists are Jay Eliasberg, acting director of research, CBS-TV; Ben Gedalecia, research director, BBDO; Bernard Sheraik, vice director, Kenyon & Eckhardt, and William Weilbacher, executive assistant to the vice president in charge of media research and merchandising, Dancer-Fitzgerald-Sample.

Samuel Thurm, media director of Lever Bros., is chairman of the radio session. Its exact format was still not formalized last week, but it was being planned as "an intimate roundtable discussion of better buying and using of radio time from the research standpoint."

The "look ahead" session Thursday afternoon will be led by Marion Harper Jr., president of McCann-Erickson, who is slated to set the keynote, moderate the discussion, and then summarize the panelists' views and "point up advertising and marketing research challenges involved in increasing the efficiency of distribution and merchandising to keep pace with changing and expanding markets." Participants in the discussion will include Dr. John Dollard, psychology professor, Yale U., who will speak on "The Man of the Future," Dr. Dexter M. Keezer, vice president and economics director, McGraw-Hill Pub. Co., on "New Products: What Kinds, How Many, and Their Effect on Plants and People," James E. Lash, executive vice president of American Council to Improve Our Neighborhoods (ACTION), on "Broads Range Planning for Communities of the Future," and Raymond Rodgers, professor of banking, New York U. Graduate School of Business Administration and School of Commerce, on "The Shape of Things to Come."

The printed media workshop Thursday morning will be headed by FC&B's Mr. Dodge, and Dr. Lyndon O. Brown, director of media, marketing and merchandising for Dancer-Fitzgerald-Sample and chairman of ARF's all-media audience committee. Panelists will include G. Maxwell Ule, senior vice president in charge of marketing services for Kenyon & Eckhardt and chairman of ARF's audience concepts committee; Paul Gerhold, vice president in charge of research and media for Foote, Cone & Belding; Cornelius Dubois, director of research for FC&B, and Dr. D. B. Lucas of New York U., ARF technical director.

Cunningham & Walsh Adds 7 To Account, Creative Staffs

SEVERAL account and creative staff personnel additions to Cunningham & Walsh's Chicago office, conceived as part of an expansion program, are being announced today by Ivan Hill, executive vice president in charge of the office. Seven people have been added in the past month.

New appointments and former affiliations are William Bell, formerly with McCann-Erickson Inc., Gene McKeough, Beaumont & Hohman, and Art Watson, formerly with Needham, Louis & Brody Inc., all to the account service staff; John Vollbrecht, McCann-Erickson Inc., as creative director; Kenneth Tauber, Campbell-Mithun Inc., art director; Paul Kamman, N L & B, art staff, and Paul B. Ricks, formerly with Kuttner & Kuttner Inc., to copy staff.

Among C & W's many active radio-tv accounts serviced out of Chicago are kitchens of Sara Lee, J. A. Folger & Co. and Gordon Baking Co.

In announcing the additions, Mr. Hill said they provide the agency with "experienced personnel to meet growth needs of present accounts, and are also part of a carefully developed expansion program for the Chicago office."

New Form of Presenting Tv Copy Explained at Exposition in N. Y.

THE STORY of how a local tv program grew into a dramatic new form of presenting visual copy on television was told last week to visitors to the Fifth Annual Advertising Essentials Show, conducted by the Advertising Trades Institute at New York's Hotel Commodore.

The local tv program, called Windisible, starred Harrison Cork on WTCN-TV (now KSTP-TV) Minneapolis. Mr. Cork, backed by a year's sponsorship on behalf of a local food store chain, used the program to perfect a graphic arts process that he called Art-o-matic.

Today, Mr. Cork, in partnership with David Krane, operates Topscreen Displays Inc. which in past months has prepared so-called "invisible copy" for such clients as Bu-lova Watch Co. (on CBS-TV's Jackie Gleason Show), Chrysler Corp. (on CBS-TV's Climax), Mutual of Omaha (on NBC-TV's Zoo Parade) and a host of other network advertisers, including Procter & Gamble, Mennen Co., Time Inc., General Motors and Ford Motor Co. Basically, Art-o-matic brings to tv the parlor trick of uncovering invisible writing through chemistry.

Other exhibitors holding forth at ATI's exposition: Slide/Graphic, a production firm, servicing such agencies as Benton & Bowles, J. Walter Thompson Co., and N. W. Ayer & Son; Bebel & Bebel Color Labs, which describes itself as "the lab behind the lab" receiving agency orders, numbering among its clients RCA and CBS Inc.; the Assn. of Advertising Men & Women, and some 70 others.

Scott Signs with CBS Radio

SCOTT PAPER Co. (Cut-Rite wax paper and Waldorf bathroom tissue), Chester, Pa., will invest about $1.3 million gross to sponsor eight seven-and-a-half-minute periods a week on the full CBS Radio network for 52 weeks, starting Jan. 1, it was announced last week by Mr. John Thompson, CBS vice president in charge of sales.

Through J. Walter Thompson Co., N. Y., Scott will sponsor two seven-and-a-half-minute segments a week on This Is Nora Drake, Young Dr. Malone and Ma Perkins, and one segment a week in Romance of Helen Trent and Second Mrs. Burton.
Sponsors of WBEN-TV newscasts get BIG results because WBEN-TV newscasts enjoy the biggest audiences.

WBEN-TV Newscasts are in the hands of newsmen who dig, delve, cover, write, edit and broadcast news the way Western New Yorkers want it.

Film crews, the WBEN-TV mobile unit, leading wire services and the newsroom and editorial department of Western New York’s great newspaper combine to give the most complete, most authoritative news coverage. That’s why WBEN-TV news is the BIG NEWS on local television.

And that’s why participation in or sponsorship of WBEN-TV newscasts can do the BIG selling job for you. Get the newsworthy facts from our national representatives, Harrington, Righter & Parsons, or contact WBEN-TV Sales directly.

WBEN-TV
The Buffalo Evening News Station
CBS • BUFFALO

YOUR TV DOLLARS COUNT FOR MORE ON CHANNEL 4

November 26, 1956 • Page 45
AD FILM PRODUCTION AIDED BY NEW FIRM

- Deering heads Tv Dept. Inc.
- Will assist smaller agencies

FORMATION of Tv Dept. Inc., 120 E. 56th St., New York, to serve as the television department of small and medium sized agencies was announced last week.

The new firm, whose services include complete film production facilities through a tie-up with MPA, a pioneer film production company in New Orleans, is headed by President William R. Deering, whose film career spans some 10 years with Metro-Goldwyn-Mayer (including a period as head of its production and story department); the presidency of Video Pictures Inc. from 1951 to 1955; and program production assignments with D & R Television Co. in 1955-56.

Although Tv Dept. Inc.'s services are directed primarily toward agencies which do not maintain television departments of their own, the film production facilities—for commercials and/or programs—are being offered to agencies of all sizes.

Quality production at faster and more economical rates than are generally available through film companies are major factors in the presentation that Tv Dept. Inc. is currently making to prospective agency clients. Aside from film work, spokesmen said, the company will maintain a media department to assist client agencies in buying time; a presentation department to help agencies sell their clients on specific program, commercial, schedule and promotion plans, and a research department to provide the information needed to make advantageous market recommendations.

Through MPA, officials said, Tv Dept. Inc. offers complete film service from planning to finished product—at a cost which may run "as much as 40% less than similar commercials produced anywhere else." Last year, MPA turned out 2,000 film commercials, officials asserted.

A series of MPA films was shown to agency people at presentation luncheon held by Tv Dept. last week, with price tags such as these: a block of 13 live-action commercials in color for Pepsi-Cola at $1,075 per commercial; 13 for RCA television sets in color at $1,075 each; 13 for General Electric in black-and-white at $850 each; four for Pond’s skin cream at $1,400 each; an animated black-and-white commercial for Garnett’s stuff for $3,400, and one 60-second color ad for Pepsi-Cola at $2,100.

In addition to President Deering, Tv Dept.’s executives include Media Research Manager John J. White, who started in broadcast advertising at ABC in 1949, subsequently served with William Epy Co., The Blow Co., Pepsi-Cola Co. and Kenyon & Eckhardt as broadcast supervisor on Pepsi-Cola when K & E took over the Pepsi account early this year; Sales and Service Executive Edwin P. Love, who was assistant sales service manager of WOR-TV New York in 1953-54; media estimator at Geyer Adv. in 1954-55; and most recently time-buyer at National Export Adv. and creative Director Seymour Vall, former advertising and promotion manager for NBC Spot Sales and also a freelance tv writer.

Manual to Aid Tv Advertisers
Sent 1,800 Companies by ARB

A "USE" manual for advertisers, called "Tv Measurement for the Sponsor," has been published by American Research Bureau. It is devoted to a study of ratings and audience, and is being sent to about 1,800 advertising and marketing managers of national, regional and local tv advertising firms.

Lorin Myers, ARB advertising service manager, said the booklet is intended to fill a need for clarifying and presenting how tv audience measurement fits into the "sponsor's side of the picture." It covers "a practical approach" to studies and methods and examples of problem solutions and limitations of audience measurement. Noted are how and why surveys are conducted and how reports should be interpreted and read. The booklet also suggests ways in which an advertiser can use research "to help isolate and solve" his "tv problems."

D’Arcy Shifts Key Personnel

KEY appointments and personnel transfers involving its St. Louis and Chicago offices were announced last week by D’Arcy Adv. Co., all effective about Dec. 1. Richard Epp, regional account service representative on Standard Oil of Indiana account in St. Louis, transfers to Chicago as assistant media director and G. Walden Porter Jr., in D’Arcy’s St. Louis media department, joins the Chicago office to work on copy and contact work for Standard’s industrial activity. In St. Louis, Tom Dolan moves from outdoor (General Tire account) to Mr. Epp’s former post and will be responsible for servicing the Standard account in St. Louis and Indianapolis regions.

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SOFT DRINKS IN DETROIT TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product &amp; Agency</th>
<th>Network Shows</th>
<th>Total Networks</th>
<th>&quot;Commercial Units&quot;</th>
<th>Hooper Index of Broadcast Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Coca-Cola (McCann-Erickson)</td>
<td>3</td>
<td>2</td>
<td>8</td>
<td>93</td>
</tr>
<tr>
<td>2.</td>
<td>Pabst (Grey)</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>17</td>
</tr>
</tbody>
</table>

DEtroit INDEX (NETWORK PLUS SPOT)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product &amp; Agency</th>
<th>Network Shows</th>
<th>Total Networks</th>
<th>&quot;Commercial Units&quot;</th>
<th>Hooper Index of Broadcast Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Canada Dry (J. M. Mathes)</td>
<td>1</td>
<td>1</td>
<td>23</td>
<td>92</td>
</tr>
<tr>
<td>2.</td>
<td>Coca-Cola (McCann-Erickson)</td>
<td>2</td>
<td>2</td>
<td>8</td>
<td>70</td>
</tr>
<tr>
<td>3.</td>
<td>Seven-Up (J. Walter Thompson)</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>49</td>
</tr>
<tr>
<td>4.</td>
<td>Pepsi-Cola (Kenyon &amp; Eckhardt)</td>
<td>1</td>
<td>1</td>
<td>7½</td>
<td>38</td>
</tr>
<tr>
<td>5.</td>
<td>Folygo</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>35</td>
</tr>
<tr>
<td>6.</td>
<td>Uptown</td>
<td>1</td>
<td>1</td>
<td>7</td>
<td>30</td>
</tr>
<tr>
<td>7.</td>
<td>Squirt (Harrington-Richards)</td>
<td>1</td>
<td>1</td>
<td>8½</td>
<td>28</td>
</tr>
<tr>
<td>8.</td>
<td>Pabst (Grey)</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>9.</td>
<td>Hires Root Beer (N. W. Ayer)</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>10.</td>
<td>Tango</td>
<td>1</td>
<td>1</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

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

** "Commercial Unit:" Commercial units 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 30-minute program, and in the same proportion for programs of other lengths. A "commercial 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.

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television rose to its greatest heights of achievement ... color television's shining hour".

ALDINE B. BIRD, BALTIMORE NEWS-POST

... spritely, heart-warming, original ... must have struck a responsive chord with all viewers except those cynical, hard-bitten souls who refuse to acknowledge the fact that they were once children ... the finest original score we have heard on TV".

HOLLYWOOD REPORTER

"It was 90 minutes of high pleasure, a joy in every respect. It was a rare moment in television ... a magnificent job which I hope NBC will repeat again and again".

JAY NELSON TUCK, NEW YORK POST

"...a towering beacon in the development of television entertainment ... irresistibly charming, beautifully presented ..."

BOB WILLIAMS, PHILA. EVE. BULLETIN

"...thoroughly captivating entertainment ... we sat entranced ..."

NICK KENNY, NEW YORK MIRROR

"Hooray for 'Jack' ... the first really successful musical written especially for TV"

WIN PANNING, PITTS. POST-GAZETTE

"pure joy ... good enough for NBC to place in its expanding repertoire of kid classics"

SID SHALIT, NEW YORK DAILY NEWS

"'Producers' Showcase' ... crammed more charm and professionalism into ninety minutes than has been seen on TV in many a day"

MARIE TORRE, N. Y. HERALD TRIBUNE

"'Jack' as a TV musical is a worthy successor to 'Peter Pan' ... it is a timely commentary on whatever it is that man lives and fights for"

JOHN FINN, CHICAGO TRIBUNE

"Live TV is better than ever! An estimated 55 million Americans proved it last Monday night when they tuned in "Jack and the Beanstalk" in Color and black-and-white on Producers' Showcase over NBC.

This was the largest audience to watch a 90-minute show in the history of television. It attracted a 75% greater audience than the average of the three competing half-hour shows* on the second network.

Not since NBC's two memorable two-hour productions of "Peter Pan" has sheer enchantment held so vast an audience spellbound. "Jack and the Beanstalk" was an authentic television original—a triumph of bold, creative, live programming. It demonstrated once again television's unique ability to capture a nation's interest and attention through one show on one network.

"Jack and the Beanstalk" was another NBC landmark in the development of live television. It was what people have come to expect from the network which introduced the 90-minute Spectacular, and is now the only one to continue this dynamic program form.

HIGHEST BEANSTALK IN HISTORY

NBC TELEVISION
'Grey Matter' Predicts Tv Mass Home Sales

ADVERTISERS of consumer goods would do well to prepare themselves to mass-sell to consumers in-the-home by both "live" and robot means (e.g., tv), according to the November and December issues of Grey Matter, published by Grey Adv. Agency, New York.

The consumer will be doing more and more shopping in the home, Grey Matter claims. Among the things that will be keeping her home, the November issue points out, will be "stronger tv daytime programs . . . and more tv color and spectaculars will work towards a reduction in night shopping" at stores. Additionally, "direct sellers are making a continually strong impact on the consumer by an increased use of advertising to gain stature for their products and win better acceptance for their representatives."

The December issue states that the telephone will be a part of home-invasion selling. For example, "telephone ordering via television, with the shopper being impur-"tioned to go to the phone and place an order immediately or to ask for a salesman to call, is common wherever there is a television station. True, pitchmen and fringe advertisers (often pretty shady in character) were the first to take advantage of this direct selling opportunity, but many important stores (like Gimbel's in New York) are flashing phone numbers on the picture tubes of their television sets and soliciting 'direct orders' or inviting viewers to ask for salesmen to call."

In the future, Grey Matter predicts, the impetus of in-the-home shopping will come from electronics by (1) the picture-phone, a device which will enable the customer to see visually what the seller is offering, (2) "sellevision" panels on color tv sets that will bring customers into closed-circuit relationship with local stores—a button on the "sellevision" panel will register a code number automatically at the store, and (3) the two-way teletype newspaper over which the customer will see an entire supermarkeat ad, choose her items and check off her order, which will be recorded and delivered automatically.

RY&M Names Gladney V.P.

APPOINTMENT of Norman Gladney, former director of tv and radio merchandising for the Bulova Watch Co., as a director and vice president of Reach, Yates & Mattoon, New York, was announced Tuesday by Dallas Reach, board chairman of the agency.

Mr. Gladney, who obtains an option to buy 20% of agency stock, will take charge of tv and radio activities and also will be assigned other managerial responsibilities. His background includes various posts with broadcasting stations and advertising agencies.

Management Training Program Launched by Kudner Agency

KUDNER AGENCY INC., New York, last week announced the launching of an executive management training program whereby key members of the Kudner staff will attend special business courses at certain universities. The first member of the staff to be assigned to this program is Lloyd Delaney, account executive on Frigidaire Div. of General Motors Corp., who will attend Harvard U.

Filling in for Mr. Delaney during his absence will be William A. MacDonough, who joined the agency earlier this month.

Two For 'Circus Time'

SEVEN-UP CO., St. Louis, through J. Walter Thompson Co., Chicago, has signed as a participating sponsor of Circus Time on ABC-TV, effective Dec. 6. Also announced last week by Charles Abr, ABC-TV national sales manager, was the renewal of Hartz Mountain Products, through George H. Hartman Co., both Chicago, as a Circus Time participant.
Radio’s One-Book Reference Library

B•T’s annual Broadcasting Yearbook-Marketbook is revving up. Deadline is December 7 for advertising reservations. As in 22 previous issues, the new book will present a vast collection of important, useful data about the entire radio profession—complete directories of stations and executive personnel; market data; basic statistical information about national, spot and network radio, available in no other single source; directories of services related to radio, of agencies and their radio accounts, of state associations, FCC Bar Members; FCC Rules and Regulations for Broadcast Services; and much more.

Because nothing takes the place of a Yearbook-Marketbook except the next issue, your advertising in it lives for at least twelve months. To be assured of position opposite appropriate editorial matter, make your reservation as early as possible. Regular space rates apply. Further details upon request to B•T, 1735 DeSales St., N. W., Washington 6, D. C., or any of B•T’s bureaus.
NEW NIELSEN SURVEY ANALYZED FOR RTVS

- Agency spokesman likes it
- Common measurement cited

STATISTICS on nationwide radio-tv coverage, county by county—as provided by A. C. Nielsen’s Coverage Service No. 2—are welcomed by timebuyers, says Julia Brown, associate media director of Compton Adv., New York. However, Miss Brown warns: "It will still be the responsibility of the buyer and seller [of time] to use the figures which best describe the situation which needs to be measured." She stressed last week that agency media people "are very glad to have a common measurement for all broadcast stations in the country. The industry certainly has long needed a means for determining station and network coverage on a common base, one which will permit the buyer and seller to compare station coverage of all stations in a market, or of stations in various markets."

Miss Brown handled the "How to Use" phase of "Coverage" at a timebuying and selling seminar held in New York by the Radio & Television Executives Society. Her talk followed a description of techniques or the "How Figures Were Obtained" phase by John Churchill, assistant to the president of A. C. Nielsen Co. The seminar was devoted primarily to Nielsen’s second coverage survey seminar (first was conducted in 1948), reports on which are now being circulated to survey subscribers. Miss Brown confined her remarks to the tv measurement since this phase of the survey operation now is available. The radio counterpart, Mr. Churchill indicated will be out in a week or 10 days.

First in Four Years

The new survey, Miss Brown observed, is the first measurement in four years that is common to all radio and tv stations in the country; the first for post-freeze tv stations and for any uhf station; the first time in nearly six years that a uhf county set count has been developed.

But, in explaining why the coverage service "cannot be the answer to all of our coverage problems," Miss Brown listed what she described as its "limitations." Briefly, these are:

1. Although the latest information is included, already the survey is "out-of-date." Since last spring there have been changes in station facilities, network affiliations and new stations have begun operating. Any or all of these factors can change the station’s coverage pattern—for its competition as well as for the station itself.

2. Data for many counties are based on a small sample and, "therefore, figures for counties with a small number of homes or with low tv ownership should be considered indicative rather than conclusive."

3. There is a penalizing factor in combining counties on a "cluster" basis, with percentages applying to each county in the cluster, or actually representing an average for the cluster. This may penalize stations because a high percentage for one county in a cluster may be diluted by lower figures for other counties, and while figures may appear for all counties in a cluster, only one county actually may have anyone watching the station.

4. Figures for uhf stations are reported as percent of total of tv homes, which necessitates the use of a supplement booklet of uhf ownership. One cannot credit a uhf station with coverage in a county without any uhf sets and a uhf station cannot be expected to have high-level viewing if uhf ownership is low.

In analyzing the data provided in the tv coverage survey, Miss Brown noted 19 different sets of figures are available for each station in each county in which at least 10% of those interviewed mentioned the station had been viewed. It is impossible to use all of the figures to determine station coverage, she continued, leaving the problem of deciding which will "produce the most meaningful data." By defining a station’s primary coverage area on a "county-by-county basis for each station in the country," she said, she could eliminate eight of the 19 sets of figures. She thought, too, that because monthly coverage "seems to be a nebulous" thing, two more sets of figures could be eliminated or a total of 10 out of 19. She said:

Measurement Mutuality

"Except for the tv ownership data, all of the remaining numbers are actually a measurement of the same thing—levels of a precise period of viewing, either in total, for daytime or for nighttime, on a weekly or daily basis. I believe that all of these should be used to establish coverage patterns."

No one set of figures or rules, however, should be used to the exclusion of others, she warned, because in using daytime weekly levels alone, one may realize that different coverage areas may exist for day and night because of a station’s hours of operation, competitive programming (and in radio, differences in a station’s facilities day and night). In using weekly figures alone, she said, one forgets that the daily and weekly relationship indicates a station’s strength or lack of strength in a particular county.

Miss Brown also cautioned against using pre-determined specific criteria for viewing levels, noting that station popularity, competition and other factors influence the levels to an "immeasurable" extent. In emphasizing that coverage data for the timebuyer cannot be the sole determinant in purchasing time on a station, Miss Brown listed the following uses, aside from the important determination of station coverage areas:

To develop cost efficiencies (total number of homes in the station’s coverage area applied to the cost [rates] of the station); station viewing levels to indicate need for additional weight in a county or amount of duplication in viewers of stations on specific network or spot lineup; amount of exclusive coverage a station has in a particular county in the daytime or at night, and a comparative index of station loyalty (multiply daily audience by seven and divide the result by weekly audience to get the average number of days per week the station is viewed).

Mr. Churchill distributed sample station reports (radio) and complete circulation reports (tv) in his report on the Nielsen Coverage Service No. 2. He noted that more people—stations, networks, advertisers and agencies—have supported this project than any other similar survey ever conducted, and reviewed the techniques used as well as describing terms and statistics developed in the study.

He also revealed that Nielsen expects to have a report after the first of the year on out-of-home listening along with such information as room location of radio sets, number of sets and viewing and listening patterns of radio families.

Plymouth Renews Anthony

RENEWAL of the Ray Anthony Show for a second 13 weeks on ABC-TV (Thursdays, 10:10-10:30 p.m. EST) was announced last week by Jack W. Minor, vice president in charge of sales for Plymouth Div., Chrysler Corp. Show started Oct 12 and features Frank Leahy, former Notre Dame football coach. Agency is N. W. Ayer & Son.

SPOT NEW BUSINESS

P. Lorillard Co. (Kent cigarettes), N. Y., placing five-week tv spot announcement campaign in five major cities. Young & Rubicam, N. Y., is agency.

Greenwood Foods Inc. (packers of red beets and pickled cabbage), Waterloo, N. Y., last week kicked off spot radio campaign in 10 markets. Campaign will last for 13 weeks. Agency: Friend-Reiss Adv., N. Y.

NETWORK NEW BUSINESS

U. S. Time Corp. (Timex, Disney, Ingersoll watches), N. Y., has enlarged its original four-program contract of NBC-TV’s Steve Allen Show by 13 additional program segments, running from Jan.-April 1957 and during the year’s last quarter. Agency: Peck Adv., same city.

NETWORK RENEWAL

Continental Baking Co., N. Y., has renewed its sponsorship of 10:15-10:30 a.m. EST segment of Howdy Doody (Sat., 10:10-10:30 a.m. EST), for 26 weeks, effective Dec. 15. Agency: Ted Bates & Co., same city.

A&A PEOPLE

S. R. Hutton, president, Honig-Cooper Co., S. F., elected chairman of board. Other changes include: Louis Honig, to president; Fred Gauser, 1st vice president; Eric Bellingall and E. B. Krongh, both vice presidents, named members of board, and John W. Davis, to secretary-treasurer and member of board.

Richard G. Terry, Ted Bates & Co., N. Y., elected vice president.

Gerald A. Waindel advertising-public relation director, Associates Investment Co.,

BROADCASTING • TELECASTING
THEY TELL OUR STORY FOR US...

Other folks feel our ratings are worth shouting about...and so do we...so will you...when you use WBNS-TV in Columbus, Ohio

<table>
<thead>
<tr>
<th>TV FILM</th>
<th>THE BILLBOARD</th>
<th></th>
<th>April 28, 1956</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gets a 24.8% on WBNS-TV, topping Phil Silvers, Robert Montgomery and a lot of other toppers</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BROADCASTING-TELECASTING April 16, 1956

Pulls a 32.3% ...on WBNS-TV, topping Como, Godfrey and Others

TELEVISION AGE July, 1956

70% share of audience on WBNS-TV

BROADCASTING-TELECASTING September 24, 1956

Top Five right down the line!

COLUMBUS ... Three Station Market

1. Highway Patrol (Ziv) ........... Tues. 9:30 WBNS-TV ........... 39.3
2. Man Called "X" (Ziv) .......... Fri. 8:30 WBNS-TV ........... 18.2
3. Death Valley Days (McE-E) .... Sun. 8:30 WBNS-TV ........... 17.3
4. Annie Oakley (CBS Film) ...... Sat. 6:00 WBNS-TV ........... 16.2
5. Superman (Flamingo) .......... Wed. 6:00 WBNS-TV ........... 16.2

46% share of 3 station audience Coverage ... 500,400 families Reaching 1,872,900 TV Homes.

WBNS-TV

channel 10 ... columbus, ohio

REPRESENTED BY BLAIR TV
CBS-TV Network ... Affiliated with Columbus Dispatch ...
General Sales Office: 33 N. High St.
The surest barometer of reader acceptance of any publication is its paid circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

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

*B*T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. This is the largest paid circulation in the vertical radio-tv field. *B*T in fact distributes more paid circulation annually than the combined annual paid of all other vertical magazines in this field.

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

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

## ADVERTISERS & AGENCIES

South Bend, Ind., to vice president of United States Adv. Corp. and account executive on Wilson Sporting Goods account.

James W. Johnson, account executive, Young & Rubicam, N. Y., to Donahue & Co., same city, in similar capacity.


Robert Phelps KuKuck, president, Heffernan & McMahon Inc., N. Y., to Hoffman-Manning Inc., same city, as account executive and radio-tv director.

George T. Hersh, advertising manager, Coast Federal Savings & Loan Assn., L. A., to Bishop & Assoc., same city, as account executive.

Norman L. Peterzell, formerly with BBDO, N. Y., as account executive and with Carter Products as product manager, to Ogilvy, Benson & Mather, N. Y., as account executive.

Richard C. Smith, account executive, Harold Cabot & Co., Boston, to Kenyon & Eckhardt Inc., same city, as assistant account executive. Alice Liddell, former vice president and media director, Ingalls-Minter Co. to K&E as media supervisor.

George F. Decoo Jr., formerly with Doyle Dane Bernbach, N. Y., to copy department, Ogilvy, Benson & Mather, N. Y.

Ed A. Hiestand, copywriter, Kenyon & Eckhardt, N. Y., promoted to assistant copy supervisor.

John B. Kennedy, vice president, Doherty, Clifford, Steers & Shenfield, N. Y., agency for Bristol-Myers Co.’s Ipana Toothpaste, joins Bristol-Myers Co. as advertising manager of Ipana.

George B. Keister, Pillsbury Mills Inc., Minneapolis, grocery products division, named national accounts manager.


Francis O’Neill, formerly with Brooks, Smith, French & Dorrance, Detroit, to Kudner Agency, same city, in an executive capacity.

George J. Jarrett, production manager, Chicago Film Laboratory Inc., to Wherry, Baker & Tilden Inc., same city, as manager of radio-tv department.

Andrew J. McGee, formerly with Benton & Bowles, N. Y., has joined General Foods’ international division as product planning manager.


Robert B. Maehr to administrative assistant, and Howard Nadel, media counselor, to Perry-Brown news director.

Anthony Wilson appointed assistant in production department, MacManus, John & Adams, Bloomfield Hills, Mich. Jerald Marvin also has joined agency’s production department.

Nancy Moore, Advertising Research Foundation, N. Y., to director of marketing and research for West-Marquis Inc., L. A.

Thomas R. Blanchard, head of his own television agency in Lansing, Mich., to Grant Adv., Detroit as television copy supervisor.

Mr. Bonk; Jeanette D$	ext{ Ur}$	ext{ in}	ext{ g}, to timebuyer; William J. Kerins, to media director, and Fran Emrich, formerly with McCann-Erickson, as production manager.

Lilian Miles Torrence, formerly with Lloyd Mansfield Co., Buffalo, N. Y., to Robert S. Risman Inc., same city, as radio-tv director.

John Moment, art director, Campbell-Ewald, Chicago, to Kenyon & Eckhardt, same city, as art director.

Wolfe Magnus, project director of major national consumer studies, W. B. Simmons & Assoc., N. Y., to McCann-Erickson Inc., Chicago, as senior research analyst.

Dorothy Freedman, Norman, Craig & Kummel, N. Y., to copy staff, C. J. LaRoche, same city.

Jack Green, media-advertising administrative services director, Toni Co., Chicago, joins J. Walter Thompson Co., N. Y., as associate media director.

Charles L. Bigelow, director of research, McCann-Erickson, L. A., to agency’s S. F. office in similar capacity, effective March 1.

Peggy Mara, assistant director of home furnishings, American Rayon Institute Inc., N. Y., to Anderson & Cairns, same city, public relations-publicity department.


Frank J. Segu, account executive, Parker & Assoc., Birmingham, Ala., father of boy, Bradley Scott, Nov. 5.


Ned F. Stirling, 47, production manager, L. A. office of BBDO, died Nov. 5.
A History of success with movies since 1950!

...as well-known in Chicago for superior product and maximum audience as State Street!

MOVIES on channel 9 have dominated the Chicago audience from 10 P.M. to sign-off for almost seven years.

...and now, the Thursday 10 p.m. story:

In July, WGN-TV introduced the best first run movie product available in this period. The rating jumped from an ARB average of 8.7 to an average 22.9—an increase of 163%!

We hit another jackpot on Thursday, Oct. 11 with "How Green Was My Valley," when ARB gave this period a whopping

73.8 share of audience
28.1 high quarter hour

WGN-TV Channel 9

AVAILABLE
Announcements in this program! Check your WGN-TV representative for immediate availabilities.

Just another footnote to a history of success in film programming.

It's consistency that counts!
We can now provide clients with the best product of three major Hollywood companies:

Midwest Office
441 N. Michigan Ave., Chicago 11

Eastern Advertising Solicitation Office
220 E. 42nd St., New York 17

Also represented by Edward Petry & Company, Inc.
WILL C. GRANT is president of the advertising agency bearing his name. It ranks as one of the top 10 in the nation, and last year had billings of $67,800,000, of which more than 20% went into radio and television. In the interview below, recorded with John Oshin, B&T's midwest news editor, he gives his views on a number of questions important to the business of advertising men and broadcasters alike.

Q: More than half of your billing, 55%, I believe, is international, isn't it?
A: Something like that, yes. $38 million in the foreign field last year.

Q: I read some time ago that three London advertising agency executives stated that current advertising services in international advertising leave much to be desired. Would you have any comments on that?
A: That's quite true. You see, advertising did not develop in the United States. It goes as far back as the history of man, beginning with certain colored sails on a boat that advertised that they had fish for sale, or salt or something else. Advertising had been used in newspapers even before the American Revolution. The one thing that did develop in the United States was the advertising agency, this specialized operation that plans, prepares and places advertising with media.

That was an American development and it got a head start here. It has had a lot to do with increasing mass consumption and mass production and is definitely intertwined with the development of this fabulous economy we have in the United States. Also, because the advertising agency business has grown to be such a large industry, the head start in the United States has been far beyond that of other countries. However, the idea of advertising agencies has been spreading over the world and agencies in other lands are catching up with American agencies, but to this point, their development is still considerably behind the technical development here. We're constantly having to send out technical help to our offices in foreign fields because of the new developments here that can be translated to those offices but aren't known there yet.

THE POTENTIAL FOREIGN MARKET

Q: You feel that there is a tremendous potential market for things like appliances, farm goods and other products overseas?
A: I should say there is. All you have to do is look at the world population. The world population has grown from 450 million people in 1650 to a little over 2.4 billion people now. The population outside the United States is growing even faster than the population in the United States. The population in the United States is, I think, about 166 million people. Well, 166 million people out of 2.4 billion is still a relatively small number of people. In the past, our purchasing power has been much greater than all the rest of the world combined, in some categories. But that has been changing in the last 10 years. The proportion of gold that we hold is different now. It's not even as great as it was 15 years ago.

Before the war there were 25 million automobiles in the United States and only five million outside the United States. Today—or rather as of the end of 1954, I haven't checked the '55 figures—there were 87 million automobiles in the world, passenger cars and trucks. But of the 87 million, only 55 million were in the United States. Now contrast that with just before the war when 25 of the 30 million were in the United States. You can see that people outside the United States are now buying cars and trucks and tractors and other things to a degree that's increasing faster than the purchasing power in the United States. Because, while our vehicles have gone from 25 million to 55 million, the vehicles outside in the world have gone from five million to nearly 30 million.
ON A GLOBAL MARKET

Q: Have you had any recent reports from your overseas managers, Mr. Grant, on the status of television in the various countries in which you have offices?
A: Yes. It is very interesting the way television is developing. As you know, Mexico is pretty well along the road now in television. So is Brazil. So is Argentina. So is Cuba. In fact, in Mexico, Brazil and in Argentina we produced the first extravaganza shows on television for General Electric Co.

Now in the Philippines, television is just starting. They have one station there with another station in the planning stage. They only have a few sets, I think, about 7,000 sets, which is not very big population-wise, but it started the same way here in the United States. I'd say that generally in foreign countries television is already well along the road of duplicating the pattern that it followed in the United States.

Q: Have your international clients expressed any interest in television?
A: Yes, they have, because they know how effective it's been in the United States.

Q: Do you think there's any future to trans-oceanic television?
A: Yes, I do. I think it will have an impact even beyond the commercial. Commercially it's good because it gets a lot of attention, but beyond that, it's good to bring peoples together across the oceans, so they see what's going on and they feel they know each other better.

Q: Turning to your domestic operations, what would you say was the most successful broadcast campaign that you have had for any particular client?
A: Well, I believe that the Mars program, Dr. I. Q., was one of the most successful, judging from the results in sales. Their sales went from $8 million to $48 million during the life of that program. Of course, there was other supporting advertising that came in as the sales grew. I think currently our most successful one is the Lawrence Welk tv show.

Q: Is the Lawrence Welk Show selling Dodges, sir?
A: It is. Last year, the year of 1955, Dodge cars had the biggest increase in sales of any automobile in the entire industry. Now, the Lawrence Welk Show directly accounted for sales. As you know, in a general advertising program, it's often very difficult to make a clear-cut designation for credit.

However, in the case of the Lawrence Welk Show we have a rather unusual instance. The factory receives literally hundreds of letters every month from customers who have bought Dodge cars and who take the trouble, voluntarily, to sit down and write that they have been hearing Dodge advertised on the Lawrence Welk Show and they hope the factory will let Lawrence Welk know that they bought a Dodge.

Also, Dodge has another very good barometer and that is the reports of dealers. There are 4,000 Dodge dealers across the country and they write regularly about their reactions to the different shows. In the case of the Lawrence Welk Show there has been such a steady stream of mail about the sales that are directly traceable to it that it's lifted that particular show out of the questionable category many shows are in when there isn't something like that to make it very clear that the show is producing sales. They have practically all written in about the Lawrence Welk Show, praising it, saying they have gotten sales as a result of that show.

Another measure of the show's success is the fact that Dodge and Plymouth are co-sponsoring another Welk show on ABC-TV on Monday nights—Top Tunes and New Talent. We are handling the program for both accounts. Plymouth also has taken the new Ray Anthony show on Fridays on the same network; again we're handling the account.

Q: Other broadcast users, among your clients, would be Dr. Pepper, Lenthéric, Electric Autolite. . . .
A: Yes. We're following different patterns for each of those. For Dr. Pepper we're going very strong on radio and we have some tv, too. Dr. Pepper distribution is sort of split across the country. It runs across the southern part of the United States from the West Coast to the East Coast and is just coming up to some of the northern states. Because of that we can't use network broadcasting, so we use spot radio programs and tv programs and radio spots and tv spots.

Our tv spots particularly have been effective on this account, and the bottlers are so enthused about them that they are joining in with Dr. Pepper to increase tv this year. The volume that they are placing during 1956 will be approximately double the volume placed last year.

Q: I understand they are spending about 50% of their money in the broadcast media.
A: I'd say it would run close to that.
Q: Wasn't it about $2 million overall?
A: Around $2 million this year, and that means about $1 million in radio-tv.

Q: Do you think tv costs are too high?

TV COSTS SEEK OWN LEVEL

A: Water seeks its own level. If tv costs are high but the returns are high then the cost is justified. At that point where returns do not justify the cost, then it is obvious that the cost would have to be pared. Tv has been so effective thus far that I do not see any immediate indication of a falling off.

Q: How do you pick your creative people?
A: We have no one pattern.

In the early years we relied mostly upon individuals known to our key executives. We still seek out individuals known to members of our staff, but we also explore many avenues.

We draw upon our various offices at home and abroad for individuals of known and indicated abilities. Many of our local offices are excellent proving grounds for young writers. We have a basic rule to promote from within our own ranks whenever remuneration and opportunity justify the move.

Some of our writers have grown up with us from trainee status. Sometimes after screening our own writers and our own contacts, we find it helpful to advertise for an individual with certain experience qualifications which we require.

We have a constant flow of applicants who are screened and summoned for interviews. This list is reviewed as new needs arise.

At times we have employed the leading advertising agency personnel services.

Q: Have you found any shortage of good creative radio-tv people?
A: Yes, and we don't expect the situation to change. The national demands are so tremendous that we expect many stations, advertisers and agencies will just have to make the best of it.

To combine a shrewd psychological selling sense in an individual who is a master of words, situation and visual presentation is no small order.

We have been fortunate to have three or four individuals who qualify as tops and we are using these individuals to develop the aptitudes of our younger creative people rather than seeking to add already recognized individuals. In today's tax situation it is practically impossible to pay enough to lure top talent. We believe the most resultful plan is to develop it, and that is our goal.

Q: It's frequently said that advertising agencies don't advertise enough. Do you think that's true?
A: I think that's as true as can be. There are a few exceptions of course. I think Young & Rubicam has done some very fine advertising of its own agency. We have been rather remiss in that, ourselves, partly because every time we start a campaign for the agency, November 26, 1956 • Page 55
Do You Buy Radio
By Ratings
By Talent
By Cost per 1000
By Power

The L.B. Wilson
WC
Cincinnati

WCKY . . . ON THE AIR EVERYWHERE • TWENTY
By Any Yardstick
WCKY Is Your Best Buy
in
The Cincinnati Market
BUY WCKY . . . INVESTIGATE TODAY

NEW YORK
Tom Welstead
Eastern Sales Mgr.
55 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6365

CHICAGO
A M Radio Sales
Jerry Olyen
400 N. Michigan Ave.
Phone: Mohawk 4-6353

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0693

FOUR HOURS A DAY • SEVEN DAYS A WEEK
some client has a sales problem that comes up and we shove our own campaign aside for the client's. That's not a good excuse, but I think it's the reason. Anything that applies to the worthwhileness of a client's advertising certainly applies to any agency too. We are advertising people now as we have been in the past, but as a whole, I do not think advertising agencies have applied to themselves the things that they are applying to their clients, and that includes us, I'm sorry to say.

Q: The consent decree signed by AAA has led to a re-evaluation of the fee system. What are your feelings on this issue?
A: Our minimum is 15% for all clients regardless of the area. I feel that the percentage has been most workable and we have set a minimum regardless of circumstances.

Q: Mr. Grant, you've been aware, no doubt, of the controversy that has sprung up the last couple of years over subscription or toll television. From an agencyman's point of view, do you have any opinions regarding this matter?

ABOUT TOLL TV
A: I do. I think that toll television is absolutely wrong. It means that a person is denied the opportunity to see a certain TV or radio program without paying an admission price. I think that is not the proper use of the public airwaves.

Q: Do you think that if TV were authorized by the FCC toll TV would have a great impact on the use of television itself?
A: It would, undoubtedly, have an effect on the use of television programs that are now being produced. The producers are very sensitive to what the public wants and they know how easily the public can switch from one channel to another if it's not what the public wants to listen to. Television—today's commercial television—is not just a storefront entertainment. It covers all sorts of things like broadcasting the Democratic and Republican conventions, football games, news, which is very important, public appearances of public officials such as the President and others, musical programs such as "The Ed Sullivan Show" that have pure entertainment in a light, relaxed manner. There's such an endless variety of public wants that the use of TV toll, which is essentially contemplating the use of paid admissions for moving pictures, I do not think could replace the great variety of TV programs that the public wants.

Q: Mr. Grant, uhf, like toll television, is very controversial. Does your agency have any policy in regard to uhf television?
A: Our experiences, I am sure, have been rather typical of most advertising agency experiences. When we first heard of uhf we were happy, because we knew the vhf channels would become crowded and we would be limited in the number of programs we could pick. However, there were a number of troublesome things that developed in uhf, such as having to have an adapter on your tv set, which was made only for vhf, in order to tune in ultra high frequency. This corrective addition had to be made at some expense, and in many markets most people failed to make that addition. As a result, uhf stations were going on the air and there were only a few sets that could receive them. A number of our programs were going out over uhf in some markets, simply because the time had already been bought on the vhf stations and we had to take uhf. In that case we took the uhf stations, but we were so dissatisfied with the results in some of the markets, that we later had to cancel them and try to find a second choice time period on vhf stations. However, there have been some markets in which the general public had put in adapters, or adapters were built into their sets, so that there was a pretty good audience for uhf. There certainly is no fault to find with the uhf quality. It's equally as good as the vhf quality, but there's this troublesome thing of having some markets where it works because people can receive it and a number of markets where it does not work because people can't receive it.

Q: From an advertising point of view, do you think radio is as good a buy as it was, say, five years ago?
A: Yes, I do. In the first place, many radio stations have lowered their rates because of the competition of tv. Just as important, advertisers have begun to learn that there are certain markets that you can reach very effectively with radio. For instance, most automobile dealers have radios and if you drive along any busy street you will hear radio programs being listened to in automobiles all up and down the street. We also have found that where a market did not have good TV coverage, we could use radio very effectively. It has changed the character of radio, this competition from TV, in that radio has been as manyspecular programs as it used to be able to support. Consequently, radio has gravitated to the kind of thing people like from it, something that can be listened to and does not have to be seen to be enjoyed. As a result, many radio stations have gone on to entire music and news. I think there will be more of a trend that way because it's the kind of thing that you can listen to without close attention. Radio also has continued to hold up in the daytime more than one might expect because the housewife, busy around the house, does not have to stop and look at something. She can go on with her housework and at the same time listen to a program on the radio.

Q: How much merchandising do you believe individual stations should have available? I don't mean in dollars and cents, but in the degree of facilities or services available.
A: I think it would be unfair to the stations to try to set any requirement or any standard, because it varies so much by markets that it would be difficult to say stations should do this, they should do that. Actually, their first requirement is to deliver a good program on a station that has established a following. Now, however, since merchandising is part of creative selling, it's something that's unpredictable in the turns it will make and I think that if a station has the general attitude that it will do a great deal to build up that station's business because the station will help to produce sales for its advertisers.

Q: Do you feel that advertisers should be charged for these various services, or do you feel that they should be included in the normal rate?
A: Well, again it depends on the degree of services that are requested. If a station offered to do all kinds of merchandising without limit, it would be unfair for advertisers would request things completely beyond reason. It wouldn't make sense economically for the station to commit itself far. I think that common sense should govern it. If a station has a general attitude that it will help to a reasonable degree in merchandising, that we'd like, but to lay down a hard and fast rule I think would work out unfairly and it's not necessary.

Q: What's your reaction to the FTC action charging nine grocery manufacturers with discriminatory in-store allowances? I think this involved charges that some firms paid store chains without making the same allowances to other customers proportionately.
A: I don't believe any of the companies charged with making discriminatory promotional allowances to certain stores did so willfully. They undoubtedly have the same attitude towards complying with all fair trade practices that we and our clients have.

We at Grant Advertising give very careful study to Robinson-Patman regulations before recommending any programs involving in-store promotions to our clients.

The Robinson-Patman Act, while essential, is a very complex piece of legislation and necessitates constant study by our people in order to arrive at a correct interpretation of its many facets.

That it is indeed complex is evidenced by the fact that as recent as June 1956 an FTC officer listed for the first time a 10-point set of principles to help sellers map their promotions in accordance with Section 2(d) of the Act.

ABOUT COLOR TV
Q: Mr. Grant, I have one more subject to raise, and that involves color television. What do you favor or have any hard and fast rules about advertisers and how do you think it will affect such factors as package designs?
A: Color television will be just like the sun coming up after the moon's been shining. It's the difference between a monotone and a beautiful array of colors. If it definitively affects the packaging of goods. In fact, we have had cases where we have had to change the colors in a package as well as the design. For instance, a red that showed up well on black and white for some reason just wouldn't come off right in color television. So we had to change the red on the package to make it a good color TV product. Without question, color TV will affect the attention paid to packaging and it will improve the appearance and attractiveness of packages generally.

Q: Have you had much evidence of interest by some of your domestic clients in color television?
A: Yes, they're all interested in it. Even those that are not able to afford it yet are keenly interested in it and are quite confident that it's not too far off.
United Press Movietone News welcomes as clients the Crosley Broadcasting Corporation's WLW stations in Ohio—WLW-T, Cincinnati . . . WLW-C, Columbus . . . WLW-D Daytont.

They bring the total number of broadcasters of UPMT to 183—making it far and away the most widely used newsfilm service in the world.

And we do mean widely. UPMT shows appear on TV screens throughout the U.S., Canada and Latin America...in Australia and Japan...in Britain, France, Austria, Monaco, Italy, Western Germany...even beyond the Iron Curtain, in Eastern Germany. The preference is global.

Spreading fast, too. The addition of the WLW stations as a group is a striking example—a chain reaction of favor.

United Press

UNITED PRESS ASSOCIATIONS • 220 EAST 42nd STREET, NEW YORK
35 STATIONS SEEK DIRECT FILM BUYS

- Goal: Bypassing distributors
- DuMont a protagonist

A COMMITTEE representing about 35 tv stations throughout the country is expected to meet in the near future with executives of Paramount Pictures, Universal-International and various independent studios to explore the possibility of purchasing feature films direct.

The stations would buy as a combined group, thereby eliminating the services—and ensuing expenditures—of distributors.

Though the list of stations has not been revealed, Ted Cott, managing director of DuMont Broadcasting Corp. (WABD [TV] New York and WTTG [TV] Washington) confirmed last Wednesday that the DuMont stations are participating in the project.

Mr. Cott, who could not give further details of the undertaking now in the planning stages, commented that such a cooperative effort is needed in view of the high prices of feature films. A significant sidelight to DuMont's participation appears to be that Paramount Pictures has a 26.6% interest in DuMont and also owns KTLA (TV) Los Angeles, which reportedly is a participant in the station group effort.

The committee was formed about 10 days ago at a meeting in New York following a discussion of the high cost of feature films. It is reported that the consensus was that costs could be virtually cut in half by eliminating the distributors (e.g.), distributor costs, profits and the interest payed to finance the purchase of the films.

Although the project is intended primarily to satisfy programming needs of the charter stations at a price more reasonable than under current practices, the group conceivably could sell the features they purchase in other markets, thus helping to defray their investments. It is believed that charter stations would contribute a certain sum to underwrite the cost of features purchased, with each station assessing an amount commensurate with the size of the markets in which it is located.

Neither Paramount nor Universal-International has released to television any of the feature films in its library, though U-I has made available to tv feature films of independent producers, which U-I originally handled for theatrical distribution.

Seeger Opens New York Office, Adds Waldman, Lippman, Levine HAL SEEGER PRODUCTIONS, tv film commercial production firm which also offers services for film producers lacking animation facilities, last week announced the opening of new offices and studios at 200 W. 54th St., New York.

Coincident with the opening, Seeger Productions enlarged its staff by three. Myron Waldman, former animation director with Paramount Pictures Corp. cartoon division, was named head of Seeger's cartoon film department; Larry Lippman and Irving Levine, both with Jam Handy Productions, Detroit, have been placed in charge of photography and medical and technical animation, respectively.

Among Seeger's clients: Brown & Williamson Tobacco Co., General Mills, Colgate-Palmoive Co., International Latex Corp. and General Foods Corp.

Flying A Budget $2.5 Million; Film Firm Becomes Corporation FLYING A PRODUCTIONS, Hollywood, which has reorganized as a corporation, announced a tv film production budget of $2.5 million for the current year. Included in the budget is the filming of two new series, The Winning of the West and a second property as yet unnamed.

Other Flying A properties include Annie Oakley and Buffalo Bill Jr. (with 26 more films of each to be produced under the new budget). Gene Autry films and Range Rider. In addition, the company produced 36 Death Valley Days films for McCann-Erickson and nine Cavalcade of America segments for BBDO, plus commercials for all the sponsors of the respective series.

Flying A officers under the new organization are Mitchell J. Hamilburg, president; Armand Schaefer, executive vice president and treasurer; Gene Autry, vice president, and Ina Autry, secretary.

** everybody LOVES JOE FINAN **

Noon to 4 p.m.—KYW-Radio, Cleveland

LISTENERS... There are so-o-o-many of them. (KYW has over ½ of the total area audience between noon and 4 when Finan is on. That makes it far and away the most listened-to program in Northern Ohio at that time.)

ADVERTISERS... A lot of them, too. They sure like the way Joe Finan sounds—and the way he sells. (They like him enough to invest thousands of dollars to buy spots in his show.)

WESTINGHOUSE BROADCASTING COMPANY, INC.

A call to Cherry 1-0942 (for John McIntosh, Jr.—KYW); Murray Hill 7-0808 (for A. W. "Bink" Dannenbaum, Jr.—WBC); or your nearest Peters, Griffin, Woodward Office will get the vital statistics.
it's Growing Faster than you think!

Checked your youngster's growth lately? You can chalk up his gains on the kitchen wall, but to measure the growth of the WFLA-TV market you'll need more room—and more chalk! As a quick example, food sales rocketed up a healthy 166% from 1945 to 1955.

The WFLA-TV market is growing FAST...FASTER than you think! WFLA-TV blankets the TAMPA-ST. PETERSBURG Metropolitan Area—America's 36th Retail Sales Market. In the ten year period, 1945-1955, these and all other basic economic indices climbed up, up, up!

EFFECTIVE BUYING INCOME up 91%
POPULATION up 63%
RETAIL SALES up 91%
GENERAL MERCHANDISE SALES up 125%

But that's only a part of the coverage story. WFLA-TV also delivers unduplicated NBC live programming in the 30 counties that make up Florida's Second Market—big in population and big in steady, year 'round buying power...And 69.1% of the homes in WFLA-TV's coverage area own a TV set—a four-fold set increase in less than one year's time.

(Figures from S. M. Survey of Buying Power, 1956 and Telepulse, Nov-Dec 1955.)

National Representative
BLAIR - TV
### THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN OCTOBER

#### NEW YORK

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<thead>
<tr>
<th>Film Title</th>
<th>Network/Time</th>
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<tbody>
<tr>
<td>1. Highways Patrol (Ziv)</td>
<td>Mon. 7:00</td>
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<tr>
<td>2. Science Fiction Theatre (Ziv)</td>
<td>Fri. 7:00</td>
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<tr>
<td>3. Death Valley Days (McC-E)</td>
<td>Wed. 7:00</td>
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<td>4. Guy Lombardo (MCA)</td>
<td>Thurs. 7:00</td>
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<td>5. Public Defender (Interstate)</td>
<td>Thurs. 9:30</td>
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<td>6. Superman (Flamingo)</td>
<td>Tues. 6:00</td>
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<tr>
<td>7. Looney Tunes (Guild)</td>
<td>Mon. 6:30</td>
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<tr>
<td>8. Celebrity Playhouse (Screen Gems)</td>
<td>Tues. 7:00</td>
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<td>9. Rheingold Theatre (ABC Film)</td>
<td>Mon. 10:30</td>
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<td>10. Badge 714 (NBC Film)</td>
<td>Wed. 8:30</td>
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#### LOS ANGELES

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<tr>
<td>1. Life of Riley (NBC Film)</td>
<td>Mon. 8:30</td>
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<tr>
<td>2. Highways Patrol (Ziv)</td>
<td>Mon. 9:00</td>
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<tr>
<td>3. Life With Father (CBS Film)</td>
<td>Fri. 7:00</td>
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<tr>
<td>4. Science Fiction Theatre (Ziv)</td>
<td>Mon. 8:00</td>
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<tr>
<td>5. Confidential File (Guild)</td>
<td>Sun. 9:30</td>
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<tr>
<td>6. Badge 714 (NBC Film)</td>
<td>Sat. 7:30</td>
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<tr>
<td>7. San Francisco Beat (CBS Film)</td>
<td>Sat. 9:30</td>
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<tr>
<td>8. Search For Adventure (Bagnall)</td>
<td>Thurs. 7:00</td>
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<tr>
<td>9. Mr. District Attorney (Ziv)</td>
<td>Sat. 9:00</td>
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<td>10. Secret Journal (MCA)</td>
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#### MINNEAPOLIS-ST. PAUL

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<tr>
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<td>3. Soldiers of Fortune (MCA)</td>
<td>Thurs. 7:00</td>
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<tr>
<td>4. Life of Riley (NBC Film)</td>
<td>Mon. 8:30</td>
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<td>5. Cross Current (Official)</td>
<td>Fri. 9:30</td>
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<tr>
<td>6. Sheriff of Cochise (NTA)</td>
<td>Sat. 8:00</td>
</tr>
<tr>
<td>7. Rosemary Clooney (MCA)</td>
<td>Mon. 9:00</td>
</tr>
<tr>
<td>8. Science Fiction Theatre (Ziv)</td>
<td>Tues. 8:30</td>
</tr>
<tr>
<td>9. Grand Ole Opry (Flamingo)</td>
<td>Sun. 5:30</td>
</tr>
<tr>
<td>10. Annie Oakley (CBS Film)</td>
<td>Fri. 7:00</td>
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#### SEATTLE-TACOMA

<table>
<thead>
<tr>
<th>Film Title</th>
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<tr>
<td>1. Search For Adventure (Bagnall)</td>
<td>Wed. 7:30</td>
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<tr>
<td>2. Highways Patrol (Ziv)</td>
<td>Thurs. 7:00</td>
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<tr>
<td>3. Life of Riley (NBC Film)</td>
<td>Wed. 7:00</td>
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<tr>
<td>4. Western Marshal (NBC Film)</td>
<td>Fri. 7:00</td>
</tr>
<tr>
<td>5. Studio 57 (MCA)</td>
<td>Mon. 7:00</td>
</tr>
<tr>
<td>6. Ray Milland (MCA)</td>
<td>Sat. 10:30</td>
</tr>
<tr>
<td>7. I Married Joan (Interstate)</td>
<td>Thurs. 7:00</td>
</tr>
<tr>
<td>8. Three Musketeers (ABC Film)</td>
<td>Mon. 6:00</td>
</tr>
<tr>
<td>9. Soldiers of Fortune (MCA)</td>
<td>Thurs. 6:00</td>
</tr>
<tr>
<td>10. Wild Bill Hickok (Flamino)</td>
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#### CHICAGO

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<tr>
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<tr>
<td>1. Secret Journal (MCA)</td>
<td>Sat. 10:00</td>
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<tr>
<td>2. Science Fiction Theatre (Ziv)</td>
<td>Sat. 10:30</td>
</tr>
<tr>
<td>3. Great Gildersleeve (NBC Film)</td>
<td>Mon. 9:30</td>
</tr>
<tr>
<td>4. City Detective (MCA)</td>
<td>Fri. 9:30</td>
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<tr>
<td>5. San Francisco Beat (CBS Film)</td>
<td>Tues. 9:00</td>
</tr>
<tr>
<td>6. Badge 714 (NBC Film)</td>
<td>Tues. 8:00</td>
</tr>
<tr>
<td>7. Racket Squad (ABC Film)</td>
<td>Tues. 8:30</td>
</tr>
<tr>
<td>8. Federal Men (MCA)</td>
<td>Fri. 10:30</td>
</tr>
<tr>
<td>9. 1 Led 3 Lives (Ziv)</td>
<td>Tues. 9:30</td>
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<tr>
<td>10. Sheriff of Cochise (NTA)</td>
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#### WASHINGTON

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<th>Film Title</th>
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<tr>
<td>1. Wild Bill Hickok (Flamino)</td>
<td>Thurs. 7:00</td>
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<tr>
<td>2. Superman (Flamino)</td>
<td>Tues. 7:00</td>
</tr>
<tr>
<td>3. Ranger of the Jungle (TPA)</td>
<td>Wed. 7:00</td>
</tr>
<tr>
<td>4. Annie Oakley (CBS Film)</td>
<td>Fri. 7:00</td>
</tr>
<tr>
<td>5. Highways Patrol (Ziv)</td>
<td>Sat. 7:00</td>
</tr>
<tr>
<td>6. Jungle Jim (Screen Gems)</td>
<td>Wed. 6:00</td>
</tr>
<tr>
<td>7. Death Valley Days (McC-E)</td>
<td>Mon. 7:00</td>
</tr>
<tr>
<td>8. Celebrity Playhouse (Screen Gems)</td>
<td>Tues. 10:30</td>
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<tr>
<td>9. Science Fiction Theatre (Ziv)</td>
<td>Sun. 6:00</td>
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<tr>
<td>10. Buffalo Bill Jr. (CBS Film)</td>
<td>Thurs. 6:00</td>
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#### ATLANTA

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<tbody>
<tr>
<td>1. City Detective (MCA)</td>
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<tr>
<td>2. Highways Patrol (Ziv)</td>
<td>Fri. 10:00</td>
</tr>
<tr>
<td>3. 1 Led 3 Lives (Ziv)</td>
<td>Mon. 9:30</td>
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<tr>
<td>4. Science Fiction Theatre (Ziv)</td>
<td>Tues. 9:30</td>
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<tr>
<td>5. Jungle Jim (Screen Gems)</td>
<td>Mon. 6:30</td>
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<tr>
<td>6. Annie Oakley (CBS Film)</td>
<td>Mon. 6:00</td>
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<td>7. The Visitor (NBC Film)</td>
<td>Sat. 10:30</td>
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<td>8. Superman (Flamino)</td>
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<td>9. Kit Carson (MCA)</td>
<td>Tues. 6:00</td>
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#### COLUMBUS

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<tr>
<td>1. Death Valley Days (McC-E)</td>
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<tr>
<td>2. Highways Patrol (Ziv)</td>
<td>Tues. 9:30</td>
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<tr>
<td>3. Studio 57 (MCA)</td>
<td>Mon. 9:30</td>
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<tr>
<td>4. Man Called X (Ziv)</td>
<td>Fri. 8:30</td>
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<tr>
<td>5. Sheena of the Jungle (ABC Film)</td>
<td>Thu. 6:00</td>
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<tr>
<td>6. Buffalo Bill Jr. (CBS Film)</td>
<td>Sat. 6:00</td>
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<tr>
<td>7. Annie Oakley (CBS Film)</td>
<td>Fri. 8:00</td>
</tr>
<tr>
<td>8. 1 Led 3 Lives (Ziv)</td>
<td>Mon. 6:00</td>
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<tr>
<td>9. Jungle Jim (Screen Gems)</td>
<td>Fri. 8:00</td>
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<tr>
<td>10. Hopalong Cassidy (NBC Film)</td>
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#### CLEVELAND

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<tbody>
<tr>
<td>1. Highways Patrol (Ziv)</td>
<td>Tues. 9:30</td>
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<tr>
<td>2. Soldiers of Fortune (MCA)</td>
<td>Thurs. 10:00</td>
</tr>
<tr>
<td>3. Racket Squad (ABC Film)</td>
<td>Sat. 10:00</td>
</tr>
<tr>
<td>4. The Whistler (CBS Film)</td>
<td>Sat. 10:00</td>
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<tr>
<td>5. Foreign Intrigue (Official)</td>
<td>Sun. 10:00</td>
</tr>
<tr>
<td>6. Mr. District Attorney (Ziv)</td>
<td>Mon. 10:00</td>
</tr>
<tr>
<td>7. Hey Mulligan (Screencraft)</td>
<td>Mon. 9:30</td>
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<tr>
<td>8. International Playhouse (NTA)</td>
<td>Tues. 10:00</td>
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<tr>
<td>9. Science Fiction Theatre (Ziv)</td>
<td>Wed. 9:30</td>
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<tr>
<td>10. Man Behind the Badge (MCA)</td>
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#### BOSTON

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<tr>
<td>1. Man Behind the Badge (MCA)</td>
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<td>2. Ellery Queen (TPA)</td>
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<td>3. Waterfront (MCA)</td>
<td>Thurs. 7:00</td>
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<tr>
<td>4. Superman (Flamino)</td>
<td>Fri. 6:00</td>
</tr>
<tr>
<td>5. Count of Monte Cristo (TPA)</td>
<td>Tues. 8:30</td>
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<tr>
<td>6. City Detective (MCA)</td>
<td>Fri. 11:00</td>
</tr>
<tr>
<td>7. Man Called X (Ziv)</td>
<td>Mon. 10:30</td>
</tr>
<tr>
<td>8. Secret Journal (MCA)</td>
<td>Thurs. 10:30</td>
</tr>
<tr>
<td>9. Jungle Jim (Screen Gems)</td>
<td>Sun. 7:00</td>
</tr>
<tr>
<td>10. Rama of the Jungle (TPA)</td>
<td>Thurs. 6:00</td>
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</tbody>
</table>
WAFB-TV has top 'Rep'utation for leadership in Baton Rouge

Latest survey shows:* (1) WAFB-TV carrying 7 of the top 10 weekly shows; (2) WAFB-TV has the highest average "Class A" rating in Baton Rouge.

WAFB-TV has top 'Rep'utation for promotion that's second to none

WAFB-TV has just won its third FIRST PRIZE in national program promotion contests in 18 months—(there have only been four such contests).

WAFB-TV has a new 'Rep' for national sales

BLAIR Television ASSOCIATES

BLAIR Television ASSOCIATES have 10 national offices, represent TV stations exclusively. We are sure they can give our advertisers and their agencies the same outstanding service that has won us national recognition. Call your nearest BLAIR Television ASSOCIATES office for top service on Baton Rouge's first television station!

* ARB.

WAFB - TV
affiliated with WAFB, AM-FM
CBS—ABC 200,000 WATTS
NO OLYMPIC FILMS FOR TV, NEWSREELS

- Newsmen fight restrictions
- But fail to win agreement

IN ADVANCE of the opening of the Olympic Games in Australia last Thursday, a statement was released earlier in the week on behalf of American, British, Canadian and European television and theatrical news film organizations outlining the reasons they will not use any film of the games on tv programs or in theatrical newsreels.

The explanation was similar to the one made in a joint announcement by the organizations several months ago when negotiations with the Olympic Committee failed to produce a formula for showing the films satisfactory to both parties. The tv-theatrical interests iterated their contention that stipulations made by the Committee limit their right to cover the games in a way that will enable them to provide the minimum news service to the public.

The news film organizations, the statement said, "offered to form a pool to film the games at their own cost and agreed to limit the use of such film to a maximum of three minutes in any one newsreel or news cast up to a total of nine minutes per day." Additionally, it was pointed out, the film groups offered to provide the Olympic Committee free of charge with a complete copy of their coverage of the games, giving the committee full rights to sell this film commercially or to distribute it to sports organizations, universities and similar bodies.

Disposal Rights Offered

"The Olympic Committee," the statement continued, "would also have had the right to dispose of the newsreel rights in the material in countries not covered by the British, American and European pool. These organizations would additionally have paid the Olympic Committee for whatever film they wanted to use in their programs other than regularly scheduled news and sports programs.

"The Committee refused their offer and instead suggested that the cinema and television newsreel organizations could have three minutes of film free on any one day but that the amount of film sent from Melbourne would be limited and therefore the selection of events would be restricted. The pool has declined this offer of limited coverage because they feel that it continues to deny the news gathering organizations the necessary freedom to provide from a comprehensive selection of film the minimum proper news service to the public."

A spokesman for Fremantle Overseas Radio & Television Inc., agent for the Olympic Committee, has contended that its offer of news coverage is sufficient for that purpose, and points out that "overexposure" on television and in the newsreels would lessen the value of six to nine hour films on the Olympic, which are being prepared especially for television and newsreels. Fremantle already has arranged for sale of the half-hour films in 13 U.S. and Latin American markets.

Networks reported that television news and sports programs will cover the games only by spoken reports and still photographs. Radio networks planned coverage on their sports and news programs and through special shows.

Guild Sales Boosts Liddiard

ADVANCEMENT of Jerry Liddiard to eastern division sales manager of Guild Films Co., New York, was announced last week by John Cole, vice president in charge of sales. Mr. Liddiard joined Guild's sales staff early this year and previously had been in sales executive capacities with Motion Pictures for Television, United Films and the Don Lee Network.

Mrs. Fineshriber Dies in N. Y.

PRIVATE services were held in Philadelphia last Friday for Mrs. Clotilde H. Fineshriber, 46, wife of William H. Fineshriber Jr., vice president of Television Programs of America, N. Y. Mrs. Fineshriber died last Monday at her home in N. Y. Mrs. Fineshriber, who was a member of the planning committee of the New School for Social Research, also is survived by a daughter, Joy, 20, and a son, William, 17.
IRE coming your way...

Special December Single Side Band Issue!

Reserve your December copy of *Proceedings of the IRE* today!

The Institute of Radio Engineers
1 East 79th Street • New York 21, New York

PROCEEDINGS OF THE IRE
1 East 79th Street, New York 21, N. Y.
☐ Enclosed is $3.00
☐ Enclosed is company purchase order for the December, 1956 issue on "Single Side Bands"
Send to:
Name:
Company
Address:
City & State:
All IRE members will receive this December issue as usual.
Extra copies to members, $1.25 each (only one to a member).
Gross-Krasne Expands With 'O. Henry' Success

BASED on the success of syndication of its O. Henry Playhouse series of 39 half-hour programs, Gross-Krasne Inc., Hollywood, last week announced the establishment of a permanent sales office in New York and plans for offices in Chicago and St. Louis to distribute its own product. The firm plans to syndicate one new series each year in this manner.

The New York office is headed by Vice President Robert Brahm, formerly with Screen Gems and General Amusement Co., and is located at 255 E. 42d St. Telephone is Murray Hill 2-7544.

Gross-Krasne also announced that Mel Schlank has been named vice president in charge of sales at the production company's new business office in Hollywood at 650 N. Bronson. Telephone is Hollywood 2-7141.

Frank Wolf is office manager with Sol Dolgin in charge of exploitation.

Vice President Philip Krasne reported that sales of O. Henry Playhouse had passed the one million dollar mark in three months with the series sold in a total of 65 markets to date. He said 16 programs of the series are completed and work is going forward on another series described only as an "adult adventure," which will not be marketed until next June. Since Gross-Krasne has 250 O. Henry story properties, the firm also may extend its current series, he indicated.

Direct sale and distribution of its own product is a new venture for the producer.

Gross-Krasne earlier syndicated its own programs and those of others through a subsidiary, United Television Programs, which was sold to MCA two years ago. Under the new plan, Mr. Krasne said, a half-dozen salesmen working fulltime on the one show can produce as much business as three dozen salesmen handling multiple series under the former system.

Furthermore, Mr. Krasne explained, with the producer selling his own show he is sure of reaching every possible market for the program, whereas an outside distributor often will skim only the cream of the top markets and then turn to other programs. Total distribution cost is less and gross returns are more by selling your own show, he noted.

Among new sales of O. Henry Playhouse, RKO Teleradio Pictures has purchased the program for all of its owned and operated stations, Mr. Krasne said.

Cameras Grinding at McCadden; Film Production Reaches Peak

McCADDEN Corp., Hollywood, has set a new peak in TV film activity last week with increased production which found three shows before the cameras simultaneously and three new film series in pre-production stages.

Currently being filmed are the new George Burns and Gracie Allen Show, The Bob Cummings Show and The People's Choice, plus commercials for B. F. Goodrich, Carnation, Colgate-Palmolive and Procter & Gamble.

Actress Marie Wilson also reported to McCadden last week for tests to select the actor who will play opposite her in the new Marie Wilson Show, the initial episode of which is set for filming in early December for CBS-TV.

Writers Maurice Geraghty, Harold Swanton, E. Jack Newman and Jack Bennett met with Al Simon, McCadden vice president in charge of production, to turn in four shooting scripts for Crisis, a new documentary-suspense series for NBC-TV. The four new scripts will provide Crisis with 13 episodes, five of which are already filmed. Shooting on the 30 programs is to resume in January.

Final script conference on The Delightful Imposter was held Wednesday by writer Barbara Merlin. McCadden President George Burns and other corporation executives. Production of the first segment starts in January.

Next month Leo McCarey will launch a new series in conjunction with McCadden, based on his own idea.

Film-Dominated Future Foreseen for Networks

THE FILM NETWORK will be the TV network of tomorrow and it should be programmed by the "powerhouse" product created by major Hollywood studios, Ely Landau, president of the NTA Film Network, last week told a roundtable luncheon meeting of the Radio Television Executives Society in New York.

Mr. Landau contended that the economics of the television field will dictate that all network programming is or will be a "powerhouse" product, eliminating the cost of the coaxial cable. As with its own NTA Film Network, Mr. Landau predicted, major networks will provide programs on film except for sports and special events which lend themselves to live treatment.

He referred to a recent statement by Ben Duffy, president of BBDO [WT, Nov. 19], in which the agency president discussed the spiraling costs of TV and the necessity for agency participation in program production. Mr. Landau said he agreed with Mr. Duffy's objectives that costs should be lowered and programs simplified, but he took exception to the method proposed by Mr. Duffy.

Mr. Landau contended that close association with major Hollywood studios, which he said have "a large reservoir" of creative talent at their disposal, will be a move toward solving TV's high prices. He claimed these studios could provide "powerhouse" filmed programming of all types—feature films, serials and short subjects—that could build loyal audiences for advertisers, and at the same time reduce costs through multiple exposures.

NTA Network Appoints Koblenzer

APPOINTMENT of William Koblenzer as a sales executive with the NTA Film Network was announced last week by Ely Landau, president. Mr. Koblenzer, who has been in broadcasting for more than 20 years, served recently with ABC-TV in network sales and earlier had been with the former DuMont Television network for seven years, leaving when he was national sales manager.
$2.7 Million Revenue Reported by Official

GROSS revenue of Official Films Inc. for the fiscal year ended June 30, 1956, rose to $2,735,000, as compared with $1.2 million in the previous fiscal year, it was reported last week to stockholders by President Har-rol L. Hackett.

Pre-tax earnings, Mr. Hackett revealed, rose even more sharply, amounting to $908,-000 (from $350,000 in the 1955 fiscal pe-
riod). He placed the net income for the year at $424,000, equal to 16 cents per share on 2,613,903 shares. Mr. Hackett observed that "an earned surplus deficit of $54,000 at the close of the previous fiscal year was thus turned into a plus figure of $390,000, while net worth increased by $580,000 to $2.3 million." For the three months ended Sept. 30, 1956, Mr. Hackett added, net pre-tax earnings totaled $692,000 and net earnings $332,000, while no comparative figures are available for the previous fiscal year.

"Because of your company's continuing growth, its improving financial position and the favorable outlook ahead," Mr. Hackett advised stockholders, "we expect to declare the first cash dividend on common stock before the end of the current fiscal year, June 1, 1957."

'Eddie Arnold Time' Sales Climb;
SJS Co. Buys For 50 Markets

SALE of Eddie Arnold Time television package to SJS Co. in 50 station markets for 26 weeks starting this month has been announced by Walter Schwimmer, president of Walter Schwimmer Co., distributor of the filmed country-and-western series. Agency is Day, Harris, Harrnett & Weinstein Inc., At-
tlanta.

Local and national advertisers also have purchased the series in nine other markets and a total of 100 new sales in all have been recorded for the property during this fall, according to Arthur Pickens, Schwimmer program director. Other sales included those to Sterling Drugs and Maher Shoes, which bought into the Canadian station market.

National and local advertisers bought the Arnold series on WTVO (TV) Bangor, Me.; KOOK-TV Billings, Mont.; WOOD-TV Grand Rapids, Mich.; WISC-TV Madison, Wis.; WEEK-TV Peoria, Ill.; KVIP (TV) Redding, Calif.; KROC-TV Rochester, N. Y.; KSL-TV Salt Lake City, Utah, and WCTV (TV) Tallahassee, Fla.

Kling Promotes Finemore to V. P.

APPOINTMENT of Jack Finemore as vice president of Kling's Hollywood studios, in charge of expanded sales and production ac-
tivities on the West Coast, was announced Tuesday by Robert Einirnberg, president of Kling Film Enterprises Inc., Chicago. Mr. Finemore, who has been executive producer on Kling's Chicago staff, also will serve as liaison officer between the two studios.

Mr. Eininberg expressed hope for a "closer relationship between the two operations" which would "better serve our midwestern and far western clients who require Holly-
wood production."

FILM SALES

Interstate Television Corp., N. Y., reports sales on Public Defender to WMAR-TV Baltimore, WBNS-TV Columbus, WRCV-
TV Philadelphia, WMAL-TV Washington, KSWO-TV Lawton, Okla., and KSIX-TV Corpus Christi, Tex.; Royal Playhouse to CBHT-TV Halifax, CBOT-TV Ottawa, CBUT-TV Vancouver and CBWT-TV Win-
ipeg, all in Canada and Little Rascals to WFBK (TV) Chicago; WTOC-TV Savannah, Ga.; KSIX-TV Corpus Christi; Action Adventure series to WTRI (TV) Albany, N. Y.; WNTC (TV) Green-
villle, N. C.; WDBJ-TV Roanoke, Va., and WMFD-TV Wilmington, N. C. Hans Chris-
tian Andersen to CHCT-TV Calgary, Ont., and KONO-TV San Antonio, Tex. Little Rascals to WDOM-TV Hattiesburg, Miss., and KTXL-TV San Angelo, Tex. Public Defender to WFAA-TV Dallas and WHTN-
TV Huntington, W. Va.

Minot TV, N. Y., has sold The Tracer, half-
hour film series, to Stan. Oil Co. (Tex.), Houston, for showing on KRBC-TV Abilene; KBST-TV Big Spring, both Tex.; KSWS-
TV Roswell; KGGM-TV Albuquerque and KA VE-TV Carlsbad, all N. M. Agency: White & Shufford, El Paso.

MCA-TV, N. Y., reports sales of three syndi-
cated half-hour tv series to RKO Teleradio Pictures Inc. for its stations in four markets. MCA-TV's State Trooper bought for WOR-
TV New York, WNAC-TV Boston, and KHJ-TV Los Angeles; Crusader for these three markets plus WHBQ-TV Memphis, and Soldiers of Fortune for KHL-TV Los Angeles.

FILM DISTRIBUTION

Association Films, N. Y., offering 30-minute drama-documentary film, 'We the Mentally Ill,' on a free loan basis.

Weston Woods Studios, Westport, Conn., making available to local tv stations its Picture Cook Parade series based on well-known children's books. Series consists of ten 15-minute films which are designed primarily for holiday programming. Films produced by Morton Schindel.

MCA-TV's State Trooper, half-hour tv film series, to be released for sale on local and regional basis, starting in January 1957 and not July 1957 as published in Bt on Nov. 5.

Gommi-Tv Inc., N. Y., has completed pro-
duction on three three-minute color films for National Assn. of Margarine Mfrs., which point up value of margarine in cook-
ing.

FILM PRODUCTION

Sharpe-Levis Productions, producers of ABC-TV's Wire Service series (Thurs., 9-10 p.m. EST), have begun filming several episo-
des in Great Britain and Mexico, while continuing schedule on Hollywood-filmed installments.

Interstate Television Corp., N. Y., sched-
uled to begin production on new half-hour adventure series, Sabu, at Hollywood studios of Allied Artists.
WFBL local selling personalities hold the biggest audience; have demonstrated real sales power; and serve the fastest growing market in the East.

Look at the rating:

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<td>WFBL</td>
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<td>Mon. thru Sat. 8 a.m.-12 noon</td>
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<td>29.2</td>
<td>26.8</td>
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<td>Mon. Thru Sat. 12 noon-6 p.m.</td>
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<td>29.5</td>
<td>22.2</td>
<td>15.5</td>
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<tr>
<td>Mon. Thru Sat. 6 p.m.-10:30 p.m.</td>
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<td>29.8</td>
<td>13.7</td>
<td>19.4</td>
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Represented by George P. Hollingbery Co.

One of the Founders Corporation's Group of Stations; Associated with KPOA and the Inter-Island network, Honolulu; WTAC, Flint, Mich.; and KTVR, Channel 2, Denver.
ANTITRUST QUIZ RECORD BARES
DISPUTED PROGRAM CHANGES

- Letters protest CBS-TV, WNBQ (TV) actions
- Dropping of ‘Jo Stafford Show’ Involved
- Chicago station accused of refusing ‘Susie’

CORRESPONDENCE regarding controversial changes made by CBS-TV in its 7:30-8 p.m. Monday-Friday period and by NBC-owned WNBQ (TV) Chicago in its 9:30-10 p.m. Monday-Friday period, and in its 10 p.m. period, were entered in the hearing record of the House Antitrust Subcommittee last week.

The CBS-TV program change involved a written protest to the subcommittee, headed by Rep. Emanuel Celler (D-N.Y.), by Gold Seal Co. (Glass wax, Snowy bleach) charging that the network in 1955 terminated the Jo Stafford Show in the 7:45-8 p.m. Tuesday period, giving the sponsor no reason for the cancellation. CBS President Frank Stanton, explaining CBS-TV’s action also by letter to the subcommittee, said the network made the change to bolster its programming in the 7:30-8 p.m. Monday-Friday period and that CBS offered the sponsor, through Campbell-Mithun, its agency, a chance to participate in the replacement show or to sponsor or co-sponsor a program in some other period.

The correspondence on WNBQ was furnished by NBC after testimony before the House subcommittee last September in New York by NBC President Robert W. Sarnoff arising from charges by Television Programs of America (TPA) that the Chicago station refused to run TPA’s film Susie (reruns of Private Secretary) in its 9:30–10 p.m. period, running The Great Gildersleeve (an NBC-TV Film Div. production) instead, although the sponsor, Dreyer’s Ltd., already had signed for Susie on WNBQ and in 12 other markets.

‘Given No Reason’

Harold Schafer, president of Gold Seal Co., Bismarck, N.D., on Oct. 5 wrote the House Antitrust Subcommittee that Gold Seal began sponsoring Jo Stafford in February 1954 on CBS-TV and in mid-1955 was told the show would be taken off the air and that “we were given no reason.” Mr. Schafer said the CBS action was a “rather abrupt way for CBS to terminate our association with the company. We had been extremely loyal and spent every dollar with CBS that we’d ever spent on national radio or tv” during 1948-50 and the 1954-55 period. He said his company considered it “rather poor business for CBS to cut us off and then abruptly as a customer and we felt rather hurt about the situation.” Fortunately, he said, the company was able to purchase “good time and a good show” on NBC-TV.

After the Gold Seal letter was referred to him by Rep. Celler, Dr. Stanton replied that CBS reasons for the cancellation were “deeply rooted in broadcasting economics and considerations of good programming which underlay our decision.” Studies by CBS-TV research and other departments made it “painfully clear” in early 1955, he said, that CBS-TV’s Monday-Friday format of a quarter-hour news show (7:30-45 p.m.) and musical show (7:45-8 p.m.), used over several years, had resulted in a declining audience for the network during that period and even in periods following 8 p.m. After study by the network and affiliates, CBS decided to change and strengthen the period by the fall of 1955 by shifting the news programs to earlier periods and dropping the musical programs, programming the period with half-hour shows of “broad family appeal” instead.

Discussed With Gold Seal

In March 1955, this was discussed with Campbell-Mithun, Gold Seal agency, Dr. Stanton said, and orders from other advertisers for that period were withheld until Gold Seal and other occupants of the 15-minute Monday-Friday musical shows had been accommodated, including Liggett & Myers and General Electric.

On April 1, 1955, the agency notified CBS that the company would not renew the Jo Stafford Show beyond May 24, 1955, although the sponsor could have continued through September 1955, the CBS president said. CBS offered to Gold Seal participation in Arthur Godfrey Time and sponsorship or co-sponsorship of Gunsmoke, Cochise (now Brave Eagle), My Friend Flicka and You’ll Never Get Rich (now Phil Silvers Show). Campbell-Mithun told CBS that Gold Seal had ordered participations in the one-hour NBC-TV Perry Como Show and CBS stopped looking for a time period and show for Gold Seal when the Como order was accepted, Dr. Stanton said.

In the fall of 1955, CBS began its new family-appeal programming, placing Name That Tune in the 7:30-8 p.m. Tuesday period. Experience has confirmed the network’s judgment in the need for new programming, with comparison of the 1954-55 and 1955-56 periods showing an average viewer increase of 44% for the Monday-Friday period and 49% for Tuesday specifically, the CBS head reported.

Dr. Stanton said the issue was a “rather fundamental one” of whether “we, as broadcasters, on the one hand or advertisers on the other have the ultimate responsibility and obligation for programming. I must insist that the obligation and responsibility are ours.”

This may lead to vexation where a sponsor finds a program “satisfactory for his purposes,” Dr. Stanton said, but when the program is weak and not serving the public well...
will happen

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

Midwest Division
130 East Randolph Drive Chicago 1, Illinois

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.
and is doing "an affirmative disservice to the entire schedule and thus to other advertisers," this advertiser "cannot be permitted to be the decisive factor in programming considerations. Indeed I think this is precisely the thrust of the statutory obligation that broadcasters operate in the public interest..."

Dr. Stanton wanted it known CBS would continue to solicit Gold Seal as an advertiser and that CBS would like Gold Seal's Mr. Schafer to read the CBS president's explanation, "since I believe that, although the situation was made very clear to his advertising agency, he has misunderstood our actions."

Several documents were submitted for the Cellier subcommittee record by NBC regarding the WNBQ change in programming.

In a summary by NBC, it was reported that Charles Denny, NBC vice president in charge of station relations, met with WNBQ executives Sept. 22, 1955. All decided that the Eddie Cantor program, then being sponsored by Drewrys from 9:30-10 on WNBQ, was not getting high enough ratings and suggested that The Great Gildersleeve replace it, with Drewrys to get "first shot" at sponsoring the program. WNBQ bought Gildersleeve the next day. WNBQ, on Oct. 10, 1955, informed MacFarland-Aveyard, Drewrys agency, of this. On Nov. 21, MacFarland-Aveyard replied that Drewrys would take the 9:30-10 p.m. spot, but would use Susie instead of Gildersleeve.

WNBQ then advised MacFarland-Aveyard on Nov. 25 that WNBQ was exercising its cancellation with Drewrys effective Dec. 26, 1955. MacFarland-Aveyard, on Dec. 8, then ordered Gildersleeve.

Herbuveaux' Opinion

This file was forwarded, on Dec. 16, by Mr. Denny to Jules Herbuveaux, WNBQ general manager, asking the latter's recommendation. Mr. Herbuveaux replied Dec. 22 that "Mr. MacFarland after his fine try seems content to go along with our original proposal" and "I think this matter can be closed without any further ado."

A letter from Milton A. Gordon, TPA president, to Sylvester L. Weaver, then NBC president, dated Nov. 29, said Drewrys had bought Susie for 13 markets and that TPA's contract with Drewrys "is contingent on clearing this time in Chicago." He said the contract involved almost $200,000.

"If we lose it because of unfair tactics, it would seem we have a grievance of substantial magnitude," he said, charging that WNBQ, to cover its "actual intent," had said the station would not use reruns in Class A time. "This is a lame excuse to baffle out by the facts of the situation," Mr. Gordon stated.

Mr. Gordon said TPA could "document": (1) TPA's contract with Drewrys; (2) Drewrys order for WNBQ time; (3) affidavits from witnesses as to "coercion employed against the sponsor to buy Gildersleeve or lose the time;" and (4) instances in the past when WNBQ "has used reruns, including CBS reruns."

The TPA head said his firm had "steadily tried in the past to maintain friendly relations with NBC. Unhappily, this is so far totally one-sided." He recited instances in which he said TPA films had bolstered programming by NBC-owned tv stations, adding that "to date there is no evidence of NBC reciprocation." He concluded with an apparent thinly veiled threat:

"Our policy is to avoid becoming embroiled in intra-industry disputes, despite requests from the Justice Dept. for information on trade practices and despite a recent request that we join the pending activity before the FCC. I hope the wisdom of this policy is not challenged by any untoward outcome here."

One NBC interoffice memorandum, from Carl M. Stanton, NBC vice president of tv programs, sales and business affairs, to Robert W. Sarnoff, then executive vice president of NBC, dated Sept. 27, 1955, said: "Charles Denny and the Film Div. are doing a repeat—GILDERSLEEVE in Chicago..." Penciled across the letter was "Great R.W.'s."

Subcommittee staff members pointed out that Mr. Sarnoff testified last September that although NBC Film Div. is a division of the network, it is operated independently of and in competition with the network's programs and those of film distributors.

NBC also submitted a letter from MacFarland-Aveyard dated Sept. 21, 1956, to NBC Chicago saying Drewrys is "definitely interested" in renewing Gildersleeve after Dec. 31, 1956, and adding: "We are very pleased with the show."

Argument Held on Appeal Against 'K. C. Star' Conviction

AN APPEAL from an antitrust conviction last year against the Kansas City Star was under consideration by three judges of the U. S. Court of Appeals in St. Louis following oral arguments last week.

The Star was found guilty of monopolizing the dissemination of news and advertising in the Kansas City area in February 1955 by Emil A. Sees, advertising manager of the newspaper, who was fined $2,500. The suit was instituted by the Dept. of Justice.

The government charged that the Star refused to publish advertisements when an advertiser used other media [8TV, Feb. 28, 1955]. The Star owns WDAF-AM-TV Kansas City.

WSTV-TV Switch Opposed

WENS (TV) Pittsburgh, Pa. (ch. 16), last week filed with the FCC an objection to a proposed transmitter-site move by ch. 6 WSTV-TV Steubenville, Ohio. WENS-TV requested FCC permission to move its transmitter location to Reserve Township, Pa., a few miles north of Pittsburgh and about 30 miles from its present site. WENS said the move would violate FCC rules and asked the Commission to dismiss WSTV-TV's application. WENS argued that, if accomplished, the move would leave a large part of eastern Ohio without tv service of its own. WSTV-TV would not even provide a Grade B signal to Wheeling (W. Va.)-Steubenville, to which ch. 6 is allocated, WENS said.
Only STEEL can do so many jobs so well

Elevator On A Truck. This portable hoisting machine, used at building construction sites, can hoist a 2000-pound load at a speed of 140 feet a minute. And the machine can be quickly moved to different parts of the building as work progresses. The tower is made from USS Shelby Seamless Mechanical Tubing—a strong, lightweight tubing made to exacting standards by piercing a billet of solid steel.

Yes, She Can Move The Door. With just one finger, this tiny, 30-pound girl can swing the bank vault door—and the door weighs 30 thousand pounds! It's so delicately balanced that a three-pound push will move it. The door (and the vault itself) is made from USS hard steel plates, encased in a handsome sheath of USS Stainless Steel.

Showroom On A Bridge. A New Orleans gas company wanted a striking design for their new appliance showroom, so the architects came up with this shopper-stopper—made entirely from steel except for window area. Material was supplied by United States Steel's southern TCI Division.
UHF PERMITTEES GET ULTIMATUM TO JUSTIFY EXTENSION REQUESTS

A TOTAL of 83 non-operating uhf stations who have filed applications for extensions of construction completion dates were advised by the FCC last week that the extensions are not going to be given automatically. The Commission said that it was not satisfied with various explanations given by the stations for not having completed construction.

Accordingly, the FCC wrote, each outlet has until Feb. 15, 1957, to provide additional information in support of its extension request. A failure to comply, the Commission warned, means dismissal of the application and cancellation of the construction permit.

The FCC action was not unanimous. Comr. Robert T. Bartley said he would not extend permits to those who have not started construction. Comr. Robert E. Lee, dissenting, said he would renew all the permits pending resolution of the uhf problem.

The stations to which the FCC addressed the letters are in various stages of development. Some have not installed any equipment, some have begun construction and others have been on the air and gone off. The FCC's notice to the "idle" uhfs was interpreted in some quarters as a move to "shake loose" some of these channels which have been tied up for several years, giving "ready-willing-and-able" interests a chance to apply for a facility. Also, the thought goes, a few channels may open up and make possible channel-switches for existing stations.

Warning Last January

Last January when the FCC extended uhf permits it served notice that in July it would critically examine what permittees had done, but when July rolled around the Commission automatically issued three-month extensions.

Stations receiving the FCC letters are listed below in the category as established by the commission:

NO INSTALLATION OF EQUIPMENT:

Ch. 36 WRAK-TV Williamsport, Pa.; ch. 48 WJLN-TV Birmingham, Ala.; ch. 63 WAZL-TV Hazleton, Pa.; ch. 72 WUTH-TV Baltimore, Md.; ch. 47 WTVQ (TV) Pittsburgh, Pa.; ch. 26 WNLC-TV New London, Conn.; ch. 52 WOCN (TV) Atlantic City, N. J.; ch. 26 WHFC (TV) Chicago, Ill.; ch. 20 WOVT-H TV Ithaca, N. Y.; ch. 51 WLTY (TV) Wheeling, W. Va.; ch. 20 KBAY-TV San Francisco, Calif.; ch. 20 WIND-TV Chicago, Ill.; ch. 45 WKNET-TV Keene, N. H.; ch. 54 WQXN-TV Cincinnati, Ohio; ch. 27 WSTF (TV) Stamford, Conn.; ch. 23 WPTR-TV Albany, N. Y.; ch. 15 WCBF-TV Rochester, N. Y.; ch. 29 KXYZ-TV Houston, Tex.

Ch. 65 WERE-TV Cleveland, Ohio; ch. 59 WITI-TV New Haven, Conn.; ch. 62 WHKB-TV Breckinridge, Mass.; ch. 39 WOCY (TV) Allentown, Pa.; ch. 20 WAAB-TV Worcester, Mass.; ch. 44 WJID (TV) Boston, Mass.; ch. 32 WTLE (TV) Evanston, Ill.; ch. 52 KCOA (TV) Corona, Cal.; ch. 21 KVAN-TV Vancouver, Wash.

Ch. 62 WBID-TV Detroit, Mich.; ch. 19 WHK-TV Cleveland, Ohio; ch. 18 WLTB (TV) Baltimore, Md.; ch. 33 WMFL (TV) Miami, Fla.; ch. 17 WKDN-TV Camden, N. J.; ch. 17 KSFG (TV) Tulsa, Okla.; ch. 31 WEXN-TV Savannah, Ga.; ch. 14 KTRB-TV Modesto, Cal.; ch. 48 WTQV (TV) Gastonia, N. C.; ch. 31 WNYC-TV New York, N. Y.

Ch. 36 WTVG (TV) Mansfield, Ohio; ch. 23 WMCN (TV) Grand Rapids, Mich.; ch. 40 WWIN-TV Binghamton, N. Y.; ch. 79 WTOH-TV Toledo, Ohio; ch. 38 WKOK-TV Sunbury, Pa.; ch. 19 WTVI (TV) Fort Pierce, Fla.; ch. 31 WFOX-TV Milwaukee, Wis.; ch. 18 WEAL-TV Orlando, Fla.; ch. 23 WPFD (TV) Philadelphia, Pa.; ch. 38 WXEL (TV) Boston, Mass.; ch. 73 WXTV (TV) Youngstown, Ohio.

ON AIR AND OFF:

Ch. 58 WRTV (TV) Ashbury Park, N. J.; ch. 38 WTVF (TV) Duluth, Minn.; ch. 46 WFGP (TV) Atlantic City, N. J.; ch. 15 WFFA-TV Pensacola, Fla.; ch. 21 WKLO-TV Louisville, Ky.; ch. 22 WIFE (TV) Dayton, Ohio; ch. 31 KMBT (TV) Beaumont, Tex.; ch. 24 WBMT-TV Danville, Va.; ch. 30 WCDC-TV Meridan, Miss.

Ch. 53 WJKF-TV Pittsburgh, Pa.; ch. 39 KNUZ-TV Houston, Tex.; ch. 21 WKNY-TV Poughkeepsie, N. Y.; ch. 15 WICA-TV Ashtabula, Ohio; ch. 25 KTVQ (TV) Oklahoma City, Okla.; ch. 23 KCEB (TV) Tulsa, Okla.; ch. 49 WKNA-TV Charleston, W. Va.; ch. 56 WTAO-TV Cambridge, Mass.; ch. 17 KGTV (TV) Des Moines, Iowa; ch. 16 WNET (TV) Providence, R. I.; ch. 15 WLRB-TV Lebanon, Pa.; ch. 35 WJBP-TV Fairmont, W. Va.; ch. 36 WATL-TV Atlanta, Ga.

PARTIAL CONSTRUCTION:

Ch. 59 WPTV (TV) Ashland, Ky.; ch. 41 WQXL-TV Louisville, Ky.; ch. 14 WACA-TV Camden, S. C.; ch. 30 WQIK-TV Jackson, Tenn.; ch. 27 WLAP-TV Lexington, Ky.; ch. 14 WOOK-TV Washington, D. C.

MISCELLANEOUS:

Ch. 26 WCG (TV) New Orleans, La.; ch. 44 WOQT (TV) Chicago, Ill.; ch. 44 WTVU (TV) Scranton, Pa.; ch. 25 WCANTV Milwaukee, Wis.; ch. 52 WRAY-TV Princeton, Ind.; ch. 16 KEDD (TV) Wichita, Kan.; ch. 67 WFMZ-TV Allentown, Pa.

KFMV-TV Appeals ABC Proposal

The U. S. Court of Appeals in Washington, Friday was asked to rule on the legality of ABC's proposal to feed its network programs to ch. 6 XETV (TV) Tijuana, Mexico. The appeal was taken by ch. 8 KFMV-TV San Diego, one of the two San Diego outlets which have fought the network's plans to affiliate with the Mexican station for the lower California market. The FCC affirmed its 1955 authorization of this affiliation last month after a hearing was held on the San Diego objections [BT, Oct 29].
"Ad Age has been a weekly ritual with me for years"

says HARVEY M. BOND
Advertising Vice-President
Benrus Watch Company, Inc.

"Week-in, week-out reading of Advertising Age has been a ritual with me for years. It is the only advertising trade paper that keeps me right on top of important developments, as they happen! I make it a habit to pass my copy on to the folks in my department, where it has stimulated many a fresh, creative approach."

Keeping on top of important developments by following Ad Age is a week-in, week-out practice with most of the advertising, marketing and merchandising executives who are important to you. Nowhere else can they get AA’s brand of up-to-the-minute news and developments on markers and media—no other advertising publication is so vital to so many top executives who not only activate, but shape the important decisions on which markets and which media are to be used.

Benrus Watch Co., for example, ranks high among important broadcast advertisers. Its $818,800 spot tv expenditure for the first six months of 1956 ranks it among the top 45 spot advertisers and of its $2,500,000 annual advertising budget is earmarked for broadcast advertising.

During the year, 52 paid-subscription copies of Ad Age reach Benrus Watch, where they get regular readership and routing among marketing-interested executives. Further, 2392 paid-subscription copies—46 every week—get a similar going-over among decision-makers at the agency handling Benrus broadcast, Lennen & Newell.

Add to this AA’s 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched 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. Rorabaugh Co. for Television Bureau of Advertising**

important to important people
KOB Agrees to Order On WABC—With an ‘If’

KOB Albuquerque, N. M., told the FCC last Monday that it would be happy to directionize its 770 kc antenna at night to protect Class I station WABC New York—but only if the Commission within 30 days issued a final decision on its 15-year-attempt to secure a permanent license as a Class I station.

The New Mexico outlet's stand was contained in a Nov. 19 letter to the FCC and to the U. S. Court of Appeals in answer to an FCC letter sent earlier this month. The FCC, under an order of the appeals court which gave a Nov. 26 deadline, told KOB it would have to directionize its 770 kc operation at night in order to protect WABC, or go off the air. It asked for acceptance of this mode of transmission within 10 days (by last Tuesday) and for KOB's estimates of how long it would take to put this into effect.

KOB said it could directionize its antenna to protect WABC in four months at a cost of between $45,000 and $60,000. Since however, KOB said, this was an interim measure, it asked that the Commission agree that within 30 days it would enter an order in the clear channel proceeding "designating a clear channel frequency for the regularly licensed operation of KOB and classifying KOB as a 1-B station."

KOB also said that the Commission must order the hearing examiner who has been sitting in its pending application for a permanent license on 770 kc to close the record and certify it to the Commission for final action.

Directionalizing its antenna, KOB estimated, will reduce its nighttime coverage by 18% (48,988 people). Of these, 23,300 have no other primary nighttime service available, KOB said. KOB service would also be lost to Santa Fe, capital of New Mexico, the Albuquerque station noted.

The KOB letter emphasized that although it had been operating since 1941 on 770 kc with special service authorizations, it had never given up any legal rights to its claimed standing as a Class 1 station.

KOB was authorized in 1940 to operate on clear channel 1180 kc. This was changed to 1030 kc in 1941 when Mexico was granted protection on 1180 kc in the North American Broadcast Agreement. After a few months operation on 1030 kc, KOB was changed to temporary operation on 770 kc. It has continued on that basis since then. KOB is an NBC affiliate, using 50 kw daytime and 25 kw nighttime. It is owned 50% by Time Inc. and 50% A. Wayne Coy, former FCC chairman.

The subject of the clear channel case, which originated in 1945, was discussed for the second time by the FCC last Monday. The Commission staff was instructed to prepare an analysis of the status of the 11-year-old proceeding and to recommend whether it should be cancelled or whether a decision was possible on the record. Some groups within the Commission feel that the data, occurred in 1946, are outdated; others feel that this data can be quickly updated and provide the Commission with a record on which to base a decision. The latter is the position of the Clear Channel Broadcasting Service, which two weeks ago formally petitioned the Commission to bring the record up to date and to render a final decision.[8BT, Nov. 19]. It was understood that the staff hopes to have its analysis ready for the Commission about the middle of December.

In another echo of the clear channel proceeding, the Commission last week denied a 1955 petition by Key Broadcasting System Inc. WKNB Minesota, N. Y., to amend rules to limit radiation of Class 1-B stations operating on 1500 kc or above to protect Class II stations on those frequencies.

The Commission said that it could not take action affecting clear channels in a piecemeal manner; it also said Key had failed to indicate the extent of the interference it sought to eliminate or the technical feasibility it recommended.

Help Fight TB
Christmas Greetings
Buy Christmas Seals

Tax ‘ Favoritism’ Criticized
In House Subcommittee Hearing

TAX “favoritism” to activities supervised by church religious orders, including Jesuit- owned Loyola U.’s WWL New Orleans, was criticized last week during a hearing of a House Ways & Means subcommittee headed by Rep. Wilbur Mills (D-Ark.).

Mr. Blanshard, special counsel for Protestants & Other Americans United for Separation of Church & State, said tax exemptions to church denominations which have religious orders discriminate against those which do not.

Turning to WVL, which has been granted a, but for which construction has been prohibited pending joint proceedings in the New Orleans market, Mr. Blanshard said: “A radio station which sells time on a commercial basis is competing with other stations in the industry even when it is owned and operated by a religious order.”

He also suggested a “thorough investigation into the commercial activities of the Mormon Church. . .” The Mormon Church and subsidiaries hold interests in KSL-AM-FM-TV Salt Lake City, KID-AM-TV Idaho Falls, Idaho; KGMB-AM-TV Honolulu; KSUB Cedar City, Utah, and KBOI Boise, Idaho.

The testimony supporting Mr. Blanshard was offered by James M. Hutchinson, representing the American Humanist Ass'n. Church & State Committee.

Milwaukee, Winston-Salem
Station Sales Authorized

THE $445,000 sale of WRIT Milwaukee, Wis., topped the list—moneyside—of sales approved by the FCC last week.

WRIT (1340 kc, 250 w) was sold by Mc- Lendon Investment Corp. to Radio Mil- waukee Inc., comprised of H. & E Balaban Corp. (theatre interests), 50%, and Harold S. and Leo M. Lederer, who control Atlantic Brewing Co., Chicago. The Lederers each own 25% of Radio Milwaukee and each has a 12 1/2% interest in contract to buy 50% of the KFBI Norfolk, Va.

H & E Balaban Corp. is 50% owner WTVO (TV) Rockford, Ill.; WICS (TV) Springfield, Ill., and WMCM (TV) Grand Rapids, Mich., and has 25% of the KFBI contract.

Also approved last week was the $150,000 sale of WAAA Winston-Salem, N. C., from Camel City Broadcasting Corp. to Laury Assoc. Inc., New York. Laury is comprised of equal partners Robert A. Monroe, former vice president for programming, Mutual- WOR New York, and Arnold Schneiderman. WAAA is daytime station on 980 kc with 1 kw.

ID Request Denied

THE FCC last week turned down a request which would have given television stations the option of using visual or aural means to identify themselves instead of the present rule (Sec. 3.652 [a]) which requires station identification at the beginning and end of day’s operation to be both visual and aural.

The petition was filed by NARTB in September 1954.
FCC Orders WGMS-AM-FM
Returned to Former Owners

WGMS-AM-FM Washington, D. C., must be returned to its original owners on or before today (Monday), the FCC ordered last Wednesday. The order came two days after the U. S. Court of Appeals in Washington directed the Commission to order the former good music outlets returned to their former owners in seven days, pending the outcome of a protest hearing.

WGMS stations are now owned and operated by RKO Teleradio Pictures Inc. RKO Teleradio bought the Washington outlets last summer for $400,000 and took over ownership shortly after the FCC approved the sale. Minority stockholder Lawrence M. C. Smith protested this action and the Commission accepted the protest and ordered the station returned to its original owners. It gave until Oct. 12, then Nov. 15 for this reassignment to take place. Mr. Smith thereupon went to court asking that the reassignment be ordered immediately. The court agreed with Mr. Smith and the Commission was told to take such action to comply with the protest provisions of the Communications Act. Early this month, the FCC reconsidered its action in the protest and decided that the grant did not have to be stayed since the sellers were unwilling to resume the previous two-hour format. This left the WGMS stations in the hands of RKO Teleradio pending the outcome of the protest hearing. Mr. Smith went back to court two weeks ago and last week's court action resulted.

Mr. Smith, 16 2/3% owner of WGMS, claims that Nathan Strauss, WMCA New York, had made a better offer than RKO Teleradio for the Washington outlets. He also objected to the management contract made between RKO Teleradio and M. Robert Rogers, former general manager of the WGMS stations. Mr. Smith owns good music station WFLN (FM) Philadelphia.

Rudolph Halley Dies at 43;
Counsel for Crime Probe on TV

RUDOLPH HALLEY, attorney, died Monday at Mount Sinai Hospital, New York, after a brief illness. He suffered from an acute inflammation of the pancreas. Funeral services were held in Riverside Chapel, New York.

His death, at 43, cut short a spectacular career in law that received its most familiar phase in television. Mr. Halley, already a successful lawyer with a remunerative practice, in 1950 was appointed by Sen. Estes Kefauver (D-Tenn.) as chief counsel for a Senate probe of interstate crime. His face and voice, and the handling of 400 underworld, political and other witnesses summoned before the group, became familiar to the tv audience and to all of the U. S. It was this hearing series that also served to boom Sen. Kefauver for two unsuccessful attempts to be nominated for President by the Democratic Party.

NO GRACE PERIODS

FOUR REQUESTS for extensions of time to file comments in deintermix tape proceeding were rejected by the FCC last week. These were (1) by ch. 4 WMBR-TV Jacksonville, Fla., for extension to Jan. 21, 1957, in the Charleston and Columbia, S. C., proceedings; (2) by ch. 3 WIBC-TV Madison, Wis., for extension to Jan. 18, 1957, in the Madison proceeding; (3) by ch. 5 WCSC-TV Charleston, S. C., for extension to Jan. 21, 1957, in Columbia, S. C., proceeding, and (4) by ch. 18 WSYE-TV Elmira, N. Y., for extension to Jan. 31, 1957, in the Elmira proceeding.

Bailey to Senate Commerce Post

JAMES E. BAILEY, former legislative assistant to retiring Sen. Eugene D. Millikin (R-Colo.), has assumed duties as assistant chief counsel of Senate Commerce Committee and as such will represent the GOP minority in the committee's investigation of tv networks and allocations troubles. Kenneth A. Cox, special radio-tee counsel, continues to head the probe representing the Democratic majority, and Nicholas Zapple continues as professional sta communications counsel. Mr. Bailey replaces Wayne Geissinger, resigned.

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

• Best local programs
• Basic NBC-TV affiliate

Paul H. Raymer Co., National Representative

Broadcasting • Telecasting
November 26, 1956 • Page 77
Court Denies Appeal That Media Influenced Trial of Dr. Sheppard

THE U. S. Supreme Court has turned down an appeal alleging that newspaper, radio, and tv treatment of the 1954 bludgeon-murder of Marilyn Sheppard "influenced" the judge and jury and prevented Dr. Samuel H. Sheppard, her husband, from receiving a fair trial on charges that he committed the crime. Justice Felix Frankfurter issued a memorandum declaring that denial of a review "in nowise implies that this court approves the decision of the lower courts."

Mrs. Sheppard was slain in the Sheppard's Bay Village, Ohio, home in July 1954. Dr. Sheppard was convicted of slaying his wife and now is serving a 10-year-to-life sentence in the Ohio Penitentiary. His conviction was upheld last May by the Ohio Supreme Court.

Dr. Sheppard's lawyers have argued that the trial should not have been held in Cleveland, that stories circulated there before and during the trial created "the atmosphere of a Roman holiday" and prevented the doctor from receiving a fair trial.

KOMA Sale Application Filed

APPLICATION was filed with the FCC last week seeking approval of the $342,500 sale of KOMA Oklahoma City by multiple station owner John T. Griffin. Purchasers are Myer Feldman, counsel to the Senate Banking & Currency Committee; Burton Levine, president-majority stockholder of WROV Roanoke, Va., and others. KOMA, a 50-kw outlet, was founded in 1927 and is affiliated with CBS. Its tv affiliate, KWTV (TV), is not involved in the sale. KOMA's balance sheet as of Sept. 30 showed total assets of $608,574, of which $288,027 were current assets; total current liabilities of $22,097, and a surplus of $31,816.

Elections Subcommittee Asks Stations For Campaign Data

THE Senate Elections Subcommittee last Friday and Saturday was to have mailed out questionnaires to all am, fm and tv broadcast stations and to the networks seeking amounts spent in behalf of political candidates from Sept. 1-Nov. 5, inclusive, John Moore, counsel, said last week.

Deadline for returns was set at Dec. 7.

Mr. Moore said questionnaires will seek amounts spent on radio and tv time in behalf of candidates for President, Vice President and the Senate. Information also is being asked on amounts spent in behalf of state and local candidates, he said. The subcommittee also is asking for the amounts of "free" time given by broadcasters to the various candidates.

The subcommittee, headed by Sen. Albert Gore (D-Tenn.), held hearings in September and October in efforts to determine the costs of political campaigns. The Senate unit reported just prior to the elections (AT DEADLINE, NOV. 7) that, based on actual information and estimates received from the tv networks and 85% of U. S. stations which answered a pre-election questionnaire, a total of $4,522,000 was being spent in television in behalf of candidates for President, Vice President and Senate.

FCC Authorizes Permits For Five New Radio Outlets

CONSTRUCTION permits for five new am stations were granted by the FCC last week. Cities and permittees:

Evergreen, Ala.—Evergreen Broadcasting Co., 1470 kc, 1 kw, daytime. Sole owner Clayton W. Mapoles also owns WEBY Milton, Fla., and WFNJ DeFuniak Springs, Fla.

Show Low, Ariz.—Peak Broadcasting Co., 1050 kc, 250 w, daytime. Searcy J. Woodworth, chief engineer, KVNC Winslow, Ariz., is 51% owner of the new facility, and Jack V. Reeder, construction interests, owns 49%.

South Daytona, Fla.—Thomas Carr, 1590 kc, 1 kw, daytime. Mr. Carr formerly owned 35% of WKKV Knoxville, Tenn., and 50% of WSTN St. Augustine, Fla.

Hancock, Mich.—Copper Country Broadcasting Co., 920 kc, 1 kw, daytime. Ben D. Miller, retail clothing interests, Clifford F. Paulson, glass interests, and Francis S. Locatelli, manager of WTTH Port Huron, Mich., are equal partners.

Saratoga Springs, N. Y.—Radio Saratoga, 1280 kc, 1 kw, daytime. Equal partners are Richard O'Connor, former 22% stockholder, WSPN Saratoga Springs, and Lou Tobier, also former WSPN Stockholder.
WISHING FOR THE MOON
WON'T DEVELOP SPACE TRAVEL

The forty-hour work week didn’t just happen because some men said, “We don’t want to work more than forty hours.”

It is the harvest of a few men’s genius who said, “Here are new tools for producing in forty hours as much as you used to produce in forty-five.”

Technical progress is one of the contributions of management to our nation’s spending power.

REPUBLIC STEEL
GENERAL OFFICES: CLEVELAND 1, OHIO
EXPANDING BY $150,000,000 TODAY BECAUSE OF FAITH IN TOMORROW
**FCC Initial Decision Upholds Phoenix Move of KVAR (TV) Studios**

AN FCC hearing examiner issued an initial decision last week upholding an April 25 grant without hearing to move the main studios of ch. 12 KVAR (TV) Mesa, Ariz., to Phoenix, Ariz. The Nov. 15 initial decision also looked toward setting aside postponement of the grant, which was ordered July 3 on protest by ch. 3 KTVK (TV) Phoenix. Hearing Examiner Herbert Sharman found invalid KTVK’s contention that moving KVAR studios would amount to reassigning ch. 12 from Mesa to Phoenix in violation of the FCC table of assignments. The outlet will continue to be licensed and identified as a Mesa station, he stated, citing that Commission rules provide for such a situation. KVAR has declared its intention of maintaining auxiliary studios in present Mesa quarters.

**Court Denies KTTV (TV) Plea To Stop KTLA (TV) Race Show**

A PETITION for an injunction to prevent KTLA (TV) Los Angeles from telecasting Sunday afternoon telecast of Gardena Stadium, filed by KTTV (TV) there, was denied last Wednesday by the superior court in Los Angeles. The suit claimed KTTV, which purchased $750 worth of tickets from Telecasting Services, Inc. for broadcast of the races, was defrauded of the money.

**Jensen Refuses TASO Post**

TELEVISION Allocations Study Organization began considering other candidates for its $25,000 executive director post last week when Axel G. Jensen, Bell Labs. director of tv research, declined the organization’s offer [B&T, Nov. 12]. Mr. Jensen was the second to refuse the TASO directorial post; Arthur V. Loughran, IRE president, and former Hazeltine research vice president, was the first. The names of new prospects were not divulged. TASO was established at the behest of the FCC to study the uhf tv problem and recommend to the FCC whether its potentialities were good enough to maintain.

**Two TV Switches Ordered**

TWO new changes in the tv table of assignments, both effective Dec. 28, were ordered by the FCC last week. These were:

(1) Hay Springs, Neb.—Ch. 8 was assigned to Hay Springs.

(2) Greenfield, Lowell, Mass.—Ch. 32 was added to Greenfield in addition to its present ch. 58; ch. 78 was assigned to Lowell in lieu of ch. 32.

In other rule-making actions, the Commission denied a petition to delete ch. 5 from Walla Walla, Wash., and to assign it to Pendleton, Ore. The FCC noted that there is now a pending application for ch. 5 Walla Walla. Also denied was a request to eliminate frequencies 88-94 mc from fm and assign them to tv as ch. 6A.

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**Crowell-Coller, Bitner Cancel $16 Million Seven-Station Deal**

**Writing Off a $16 Million Deal**

**CROWELL-COLLIER statement:**

The Crowell-Coller Publishing Co. announced today [Nov. 21] its intention to withdraw its application to the Federal Communications Commission for approval of its acquisition of the radio and television properties of Consolidated Television & Radio Broadcasters Inc. Simultaneously, Crowell-Coller and Consolidated announced cancellation of the purchase agreement on which the FCC application was based. They announced that Crowell-Coller is paying stockholder of Consolidated who had accepted its offer his pro-rata share of $160,000 liquidated damages provided for in the agreement.

In making these announcements, Paul C. Smith, president of Crowell-Coller, said that, largely because of conditions which have arisen in the money market, financing previously completed developed costs and terms which made it impractical for the company to prosecute further its application to the FCC.

“Our belief in the merit of the Consolidated properties remains unchanged,” Mr. Smith said. “Consolidated is a splendid company and we deeply regret our inability to purchase it under existing conditions. Crowell-Coller will continue to be interested in Consolidated and similar properties in the future.”

Consolidated statement:

H. M. Bitner, chairman of the board of Consolidated Television & Radio Broadcasters Inc., announced today [Nov. 21] the cancellation of agreements under which the Crowell-Coller Publishing Co. had agreed to buy more than 90% of the outstanding common and Class B common stock of Consolidated. He said that under the terms of the arrangements between Crowell-Coller and the stockholders of Consolidated, the purchase agreements could be cancelled by the buyout of 25% of Consolidated if the Federal Communications Commission had not given the necessary consent to the transaction at or before the close of business today. He said he had today received from Crowell-Coller notice that the consent of the Federal Communications Commission had been obtained, that, due in large measure to conditions which have arisen in the money market, financing contemplated by the offer had not been arranged on terms satisfactory to Crowell-Coller, and that it was not practicable for Crowell-Coller to prosecute further its application to the Federal Communications Commission. He said that this notice necessitated the cancellation of the agreements and that Crowell-Coller was arranging to pay to each stockholder of Consolidated who had accepted its offer his pro rata share of $100,000 agreed liquidated damages. Mr. Bitner emphasized that the business and financial condition of Consolidated are as good or better than at the time the Crowell-Coller offer was made last April.
still had to be worked out, he said, and it finally became apparent that the cost—not alone in interest rates but also in equity in Crowell-Collier stock—would be so high that he could not feel justified in recommending it to his board of directors.

Accordingly, he told the board last Monday that he thought the cost of the financing was too high to be practical.

“Our belief in the merit of the Consolidated properties remains unchanged,” Mr. Smith said in his announcement. “Consolidated is a splendid company and I deeply regret our inability to purchase it under existing conditions. Crowell-Collier will continue to be interested in Consolidated and similar properties in the future.”

He also told B•T that while the company was still “very much” interested in acquiring additional broadcast stations, existing conditions in the money market made it seem improbable that further acquisitions would be undertaken in the immediate future.

The application for FCC approval of the Consolidated purchase, filed in October [B•T, Oct. 15], will now be withdrawn, Mr. Smith said.

Asked whether the cancellation was insisted upon by Consolidated, Mr. Smith said the answer was “yes and no”—that “it worked out pretty mutually.” He explained that Mr. Bitner, who represents Consolidated, did not feel that he could recommend to his minority stockholders a further extension of time.

“And I certainly agreed,” Mr. Smith added.

Second Contract Terminated

Termination of the contract also terminates one which Crowell-Collier had made with Webb & Knapp as part of the financing plans. Under this contract, the publishing firm would have sold its Springfield, Ohio, printing plant to Webb & Knapp for $5 million, and then leased it back at $750,000 a year (subject to certain repurchase rights). But Crowell-Collier spokesmen pointed out that this contract was contingent on the purchase of the Consolidated properties, and that with the latter deal cancelled, the Webb & Knapp contract also would be terminated, with Crowell-Collier retaining the Springfield plant.

Crowell-Collier’s diversification program, launched early in 1956, has resulted in the acquisition of 5 kw independent KFWB Los Angeles (on 980 kc) and four record clubs now operated by C-C Clubs Inc.

The publishing company paid KFWB owner Harry Maizlish $2.5 million for the Los Angeles radio outlet.

Last September, when the extension of the agreement to buy the Consolidated properties was decided upon, Crowell-Collier regretfully reported the cancellation by mutual consent of its agreement to purchase KULA-AM-TV Honolulu for $1 million.

At the heart of the financial difficulty encountered by Crowell-Collier in the $16 million Consolidated purchase is, it was understood, the terms demanded by the Elliot Janeway group. It was this group, which included Col. Henry Crown and family (Empire State Bldg.) and Charles Wiener and...
Myron Hokin, Chicago industrialists, which was to supply $6 million. In return, the Janeway group was to receive preferred stock. The Webb & Knapp purchase of Crowell-Collier's Springfield, Ohio, printing plant was at a $5 million figure. Arrangements also had been made to borrow $1.5 million from the National Bank of Detroit. This $12.5 million was sufficient to pay for the 607,200 shares of Consolidated at $20 per share. In addition, Crowell-Collier was to assume a $3.2 million obligation.

Crowell-Collier publishes Collier's and Woman's Home Companion magazines, Collier's Encyclopedia, Harvard Classic and other books.

PGW Quizzes Agencies On Station Schedules

WHERE do station mailings to agencies (the program schedule in particular) wind up—in the timebuyer's file or in the wastepaper basket?

What type of program information do timebuyers seek and in what form?

These problems are considered by some to be among the imponderables in station-agency relationships.

A station representative firm, Peters, Griffen, Woodward, New York, thinks, however, that it can shed some light on them.

First step, PGW is announcing today (Monday), is completion of a mailing of more than 2,000 questionnaires that have gone out to advertising agencies throughout the country.

Emphasis of the inquiry is on station program schedule design and the purpose it should serve. PGW is asking agencies for their standard practice in handling program schedules, and what station information would be considered helpful in addition to program titles. Perhaps the agency believes a uniform size would be helpful, and if so, what is the preference? Among other questions, the station representative wants a written version of the ideal program schedule, or, if the agency has a schedule around that it particularly likes, to send it along with suggested improvements if it has any.

The representative firm has held informal discussions with various advertising executives, coming up with this information: generally, stations follow no rule in make-up, design and distribution of schedules; frequency of mailing follows no set pattern (some are sent twice a month, monthly, or semi-monthly); and the kind of information provided varies.

A difference of opinion exists, it was noted, as to whether a program schedule is a promotion piece or a sales or information aid.

Frank Woodruff, director of promotion and research for PGW, emphasized that program schedules are "basic to spot broadcasting." He said that once the opinion of advertisers, agency account executives and media people is sampled, PGW "will bring to the industry sound suggestions and recommendations," and, he added, it hopes to measure this opinion in about three weeks.

SIMMONS Assoc., New York and Chicago, has been appointed national sales representative for KFQQ St. Joseph, Mo. Glenn Griswold, vice president-general manager of KFQQ, signs the contract and standing (l to r) are David N. Simmons, president of the representation firm; Ted Branson, KFQQ general sales manager, and Gale Blocki Jr., Simmons vice president.

WEBC Continues Despite Fire; Renovation of Building Planned

UNDAUNTED by the fire which destroyed its studios and offices Nov. 2 [B+1, Nov. 13], WEBC Duluth has continued on the air with the loss of only several minutes of broadcasting time last week was completing plans to renovate the burned-out premises and return to the location in about three months.

Robert Rich. WEBC general manager, said that damage to the station's property amounted to an estimated $9,000. He paid tribute to the various station employees who, at the risk of personal injury, returned several times to the burning building to remove broadcasting equipment. Mr. Rich said the fire had reduced the building to "a shell."

The station has been operating since Nov. 6 from a temporary studio constructed at the tower atop the burned building. Mr. Rich said. Business for the station, he added, is being conducted from offices in the Alsworth Bldg. in Duluth. For several days after the fire, the station operated from its transmitter and for about an hour used facilities provided by KDAL Duluth.

WSTV-TV Invites Comparison

WSTV-TV Steubenville, Ohio, key station of The Friendly Group, currently is suggesting that sponsors place campaigns on rival stations in Ohio, Pennsylvania, and West Virginia "to see and compare." It is doing so by a "checklist" of station, advertising and merchandising facts, according to executives of the station and representatives of Avery-Knoedel, New York, who outlined the plan at a news conference in New York. After the advertiser has tried WSTV-TV and filled in the "before" and "after" spaces of an advertising effectiveness index, he is invited to place a similar campaign on another station, later comparing results.

CBS-Owned TV Outlets To Plan Summer Sales

SALES PLANS for the summer, a look at public affairs programming and sales and promotion for major feature film packages under contract to CBS-owned tv stations highlight the agenda for the third annual management meeting of the stations to be held today (Monday) and tomorrow at New York's Savoy Hotel.

In announcing the meeting, Craig Lawrence, vice president in charge of CBS-owned stations, noted that the station executives will concentrate on working out "a definitive program which will eliminate summer as the traditional 13-week hurdle for new stations." CBS-TV execs J. I. Van Volkenburg and Executive Vice President Merle S. Jones are slated to address the meeting.

Mr. Lawrence pointed to public affairs emphasis because of the increasing amount of "time, energy and money being invested [by stations] in presentation of civic, religious, educational and charitable matters."

Station executives expected to attend: H. Leslie Atlass, vice president and general manager, George J. Arkedis, sales manager, and William Ryan, program director, all of WBBM-TV Chicago; Clark George, general manager, Robert D. Wood, sales manager, and Donald M. Hine, program director, KNXT (TV) Los Angeles; Edmund C. Bunker, general manager, Theodore P. Shaker, sales manager, and Leon Drew, program director, WXIX (TV) Milwaukee; Sam Cooke Diggles, general manager, Frank Shakespeare Jr., sales manager, and Hal Hough, program director, WEBC-TV, New York; Harvey J. Struthers, general manager, Lamont Thompson, sales manager, and John O. Downey, program director, WHCT (TV) Hartford, Conn., and Gene Wilkey of St. Louis. A number of CBS-TV executives of New York also will be present.

WBZ-TV Boosts Summer Sales 56% With Sales Contests, Campaigns

INTRAMURAL sales contests and promotion campaigns played a large part in boosting summer sales of WBZ-TV Boston 56% above the comparable hot weather period in 1955, the station reported last week.

WBZ-TV, in battling the theory that summertime tv goes with apathetic viewing, scheduled more shows between June and September. The station devised "BeeZee", an animated station symbol to keep viewers informed about program activity by means of musical tv jingles created by William J. Kaland, national program manager of Westinghouse Broadcasting Co., owner-operator of WBZ. It also conducted a 13-week contest among its sales staff to spark new and added revenues.

Still other promotion devices were used, such as asking staff members to submit new program ideas and rewarding those whose suggestions for household appliances. Program personalities went out on the road on personal appearances, and WBZ-TV got a boost by the three-time origination of Home (NBC-TV) segments from the Boston area.

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WKNA-AM-FM Sold to Kanawha; WGBK Goes on Market for Sale
WKNA-AM-FM Charleston, W. Va., has been sold by Joe L. Smith Jr. to Kanawha Valley Broadcasting Co. for a figure in the neighborhood of $250,000. Announcement of the sale was made last week.

Kanawha, which is the licensee of WGBK Charleston, is owned by the principal owners of WSAZ-AM-TV Huntington, W. Va., and Lawrence H. Rogers II and Leroy E. Kilpatrick, vice president-general manager and vice president-technical director, WSAZ Inc., respectively. Messrs. Rogers and Kilpatrick each own 17.5% of Kanawha. The assets of WGBK will be sold, Mr. Rogers reported. Asking price for the local outlet (250 w on 1490 kc) is about $100,000, it was understood. WGBK is affiliated with NBC and is represented by The Katz Agency Inc.

WKNA, on 950 kc with 5 kw day, 1 kw night, directional antenna, is ABC affiliated and is represented by Weed & Co. It was built in 1946. WKNA-AM, founded in 1948, operates on 97.5 mc with 9.1 kw. Mr. Smith also holds a grant for WKNA-TV on ch. 49, which went dark earlier for a period. The tv permit is not involved in the sale to Kanawha.

WSUN-AM-TV St. Petersburg Announces Changes in Staff
STAFF CHANGES at WSUN-AM-TV St. Petersburg, Fla., were announced last week by General Manager Fred P. Shaw.

Charles D. Bishop, television program director, was appointed director of both tv and radio programs.

Dayton Saltsman was named to the newly-established post of community service manager; Chad Mason was named WSUN-TV production manager; Maurice Hayes, tv broadcast operations supervisor; Jack Hitchcock, WSUN-AM sales manager; Bill Colletti, WSUN-AM sales representative. Bob Nystedt will share advertising and promotion activities for both stations with publicist Jean Miller. Mrs. Vera New was named manager of operations and sales service—a new department—for both radio and tv, and Doris Isler and Jeanne Nesmith were appointed supervisors of the television and radio traffic departments.

20% Boost in Daytime Rates Effective on WCBS New York
BOOSTS ranging up to 20% in daytime rates on WCBS New York have been announced by General Manager Carl Ward. Announcements, which in the past cost $150, have increased to $180 under the new rate card and other rates between 6 a.m. and 6 p.m. increase in approximately the same proportion.

Rates in the 6 p.m.-12 midnight period are not affected, with Class A and Class B minutes, covering the period 6-11 p.m., remaining at $225.

Current advertisers receive the customary protection against the higher charges for six months from Nov. 15.

In announcing the daytime boosts, Mr. Ward noted that radio listening in the New York market had gone up this year, and also that radio set shipments into the New York area during the first six months of 1956 rose 28.5% over the totals for the same period of 1955.

Million Dollar Sales Week Recorded by Triangle Outlets
A $1 MILLION gross time sales week in feature films was recorded Nov. 4-10 by the four Triangle (Triangle Publications Inc.) tv stations, led by a Bristol-Myers purchase on all four.

The 52-week Bristol-Myers pact calls for sponsorship of a feature film every week on Triangle's WFIL-TV Philadelphia, WNHCTV New Haven, Conn., WNB-TV Binghamton, N. Y., and WFBG-TV Altoona, Pa. Other film sponsors signed during the "big" week were American Tobacco Co., Brylcreem, Pontiac, Raleigh cigarettes and Coca-Cola.

Triangle has the rights to MGM, RKO and 20th Century Fox film packages.

New WCCO Minneapolis Card Equalizes Day-Night Rates
READJUSTMENT of its time charges has been made by WCCO Minneapolis, which has issued Rate Card No. 24, effective Nov. 4.

The new rate card, superseding Rate Card No. 23, Feb. 1, 1954, raises daytime and evening hours and actually boosts daytime rates for time segments under one hour. The new Class A (7 a.m.-6 p.m., Mon.-Fri.; 7 a.m.-1 p.m., Saturday) one-time charges: 1 hour, $300; half-hour, $240: 15 minutes, $160; 10 minutes, $130; 5 minutes, $80. This compares to same daytime charges in 1954 rate card of $360, $216, $144, $115.20, and $72 respectively. One-minute announcement one-time charge is $85; station break, $60 and $42 (for 13 week minimum), compared to $72 and $57 for one minute and station break in the 1954 rate card. New rate card also incorporates discounts for times-per-week and for volume. The new Class B basic rate (6-10:15 p.m.) also is $300 an hour compared to $600 on the 1954 card.

WHEC-AM-TV to Move Operations
WHEC-AM-TV Rochester, N. Y., has purchased a three-story building at 191-195 East Ave. and plans to move its operations following the completion of alterations early next summer. The stations' studios presently are located in the Rochester Savings Bank Bldg. WHEC-TV shares ch. 10 with WVET-TV Rochester. In the new location, WHEC will occupy studio space formerly used by WRNY.

Z-Bar Employees Share Profits
Z-BAR-NET has instituted a profit sharing plan for its employees, according to Managing Director Ed Craney. The plan is based on the number of "units" earned by an employee and goes into effect after the employee has been with the network one year. Z-Bar Net stations are KXLF Butte, KXLJ Helena, KXLQ Bozeman, KXLK Great Falls and KXLL Missoula, all Montana.
WBRE-TV Wilkes-Barre Buys
Live, Film Color TV Systems

PURCHASE from RCA of complete live and film color tv camera systems by million-watt WBRE-TV Wilkes-Barre, Pa., was announced Tuesday by Louis G. Baltimore, president of the uhf outlet, and E. C. Tracy, manager of broadcast and tv equipment, RCA.

RCA will begin delivery of the color camera systems within the next few weeks. Included are a TK-41 studio camera chain for originating live color; a TK-26 three-videon color film camera system for color and audio; two 2P-6 film projectors, and associated studio equipment such as a multiplexer, switching system, sync generation equipment, and power supplies. The station went on the air Dec. 30, 1952, and two years later became a million-watt uhf station.

Baron Explains KDAY Change

THERE is a point of diminishing returns in programming to a segregated, foreign language market, George Baron, vice president and general manager of KDAY Santa Monica, Calif., said Monday in a talk before the Hollywood Advertising Club. He told why KDAY “de-segregated” last summer and went to popular music-news format. “We learned that in order to deliver maximum results, a product’s acceptance cannot be aimed at a limited audience, for when you do, you defeat your entire purpose,” Mr. Baron claimed. Santa Monica publisher J. D. Funk has sold KDAY for $650,000 to J. Elroy McCaw subject to FCC approval [B+T, Nov. 12, Oct. 22].

Oldfield Book Features Radio

RADIO as a wartime weapon is described in a new book by Col. Barney Oldfield, Never a Shot in Anger, published by Duell, Sloan & Pearce. Col. Oldfield, now of the U. S. Air Force, started his broadcasting career in the mid-30s over KFAB and KOIL, both Omaha, and KFOR Lincoln, all Neb., and went on to pioneer the use of radio as a multiplex weapon against American troops on maneuvers in 1941. Broadcasting names are in great frequency in the book, which gets underway when such present-day personalities as John Daly and Dave Garroway were starting in the news business.

Schepps Win Change in Venue

ARGUMENT on injunction against Rex Schepp and his wife and brother in the management and operation of ch. 7 WTVW (TV) Evansville, Ind., scheduled for last Monday, was postponed when the Schepps won a change in venue to Princeton, Ind., probate court. Minority stockholders won a temporary restraining order prohibiting the Schepps from interfering in the operation of the station and named Ferris Trades, president and Joseph E. O’Daniel vice-president-general manager [B+T, Nov. 19].

Lindsay, Quincy Publisher, Wgem Stations Director, Dies

ARTHUR O. LINDSAY, 78, publisher of The Quincy (Ill.) Herald-Whig and director of the newspaper-owned WGEM-AM-FM-TV Quincy, died Nov. 16 after a long illness.

Survivors are his brothers, Frank M., president of the Lindsay-Schaub newspapers in Illinois; William P. and James N., two sisters, Mrs. R. Herman Swartz, and Mrs. Rodney Round, and a son, Arthur Jr.

Ray Bright Dies of Heart Attack

RAY BRIGHT, assistant manager in charge of sales for KTRH Houston, Tex., died in that city Nov. 19 following a heart attack. He was 56.

A veteran of more than 21 years with KTRH, Mr. Bright began his career in the advertising department of the Houston Chronicle. In October of 1947 he left his position as commercial manager of KTRH to become general manager of KLEE Houston. He returned to KTRH in 1948.

KYW October Sales Set Record

OCTOBER was the best month, saleswise, KYW Cleveland has enjoyed in the past two years, showing a 34% increase over October 1955, according to General Manager Gordon Davis. Westinghouse Broadcasting Co. took over management of the station last January and began independent operation last summer [B+T, July 23].

WHLI to Move to $250,000 Home

MOVE to a new $250,000 radio center to be located at Hempstead, N. Y., is being readied for WHLI Hempstead, according to Paul Godofsky, president and general manager. He reported that the move will follow FCC approval of WHLI’s application for increase from 250 w to 10 kw.

Storer Broadcasting Declares Quarterly Dividend of 45 Cents

QUARTERLY dividend of 45 cents per share, plus an extra 10-cent dividend on common stock, were declared Nov. 20 by Storer Broadcasting Co., both payable Dec. 14 to stockholders of record Dec. 1. A quarterly dividend of 6 cents and extra dividend of 2 cents were declared on Class B common stock. Storer common stock is listed on the New York Stock Exchange but Class B common is not.

Storer declared 37$-cents dividends for the first and second quarters of 1956, and 45 cents in the third quarter. There are about 973,000 shares of common stock outstanding. Earnings for the first nine months of 1956 amounted to $1.58 per share, compared to $1.14 in the same 1955 period.

Avery-Kindel Appoints Ivy Manager of Dallas Office

WALLIS STERLING IVY Jr., account executive in the Dallas office of The Katz Agency since 1953, has been appointed manager of the Dallas office of Avery-Kindel Inc., A-K. President Lewis H. Avery is announcing today (Monday). He succeeds George Stevens, recently named commercial manager of KOTV (TV) Tulsa, Okla. [B+T, Nov. 19].

Before joining The Katz Agency, Mr. Ivy was an account executive with Taylor-Norsworthy Adv., Dallas, assistant advertising and public relations director for the Brooklyn, N. Y., Union Gas Co. and with J. Walter Thompson Co., New York.

WABC-TV Gross Increases 20%

AN INCREASE of more than 20% in gross billing for the fourth quarter of this year over that of the same quarter last year, was reported by Robert L. Stone, general manager of WABC-TV New York. At the same time, Mr. Stone announced the station had a $45,000 gross billing for political program and political spot sales during the election campaign. WABC-TV last April set up a political sales unit to serve political accounts exclusively.

KCBQ Tops Bartell Sales

KCBQ San Diego topped other Bartell stations in the group’s fall sales contest, it has been announced by John F. Box Jr., executive vice president of the Bartell group. Mr. Box will present a gold trophy and cash awards to Joseph Wolfman, KCBQ vice president, at a divisional meeting in Phoenix. KCBQ showed a 41% increase in October sales over September. Mr. Wolfman transferred to the San Diego station Sept. 1 from WAKE, the Bartell station in Atlanta.

Broadcasting • Telecasting
SURE RINGER
FIRST Championship Bowling, then Championship Golf. Now add Championship Horseshoes to the schedule of live sports fare at WNBPQ (TV) Chicago. The station will launch the program Wednesday, in color, at 10:30 p.m. with Matt Neisen as producer. Top pitchers will compete each week in "head to head" matches with the winner receiving $50 and a payoff of $5 for each double ringer and the same sum for every consecutive ringer after 10. Horseshoes replaces RCA Colony Theatre.

Beverly Hills Film Fee Dropped
THE CITY COUNCIL of Beverly Hills, Calif., has approved an ordinance change exempting film cameramen on news assignments from paying a daily fee of $50 to take motion pictures of persons and places in that community.

KNXT (TV) Los Angeles reported that the ordinance change was made at the request of Sam Zelman, news and special events director for KNXT and CBS-TV.

WBBR Plans December Start
WBBR Mt. Clemens, Mich., plans a December start on 1430 kc. 500 w day time. Publicity Director Wilson Elliott announced last week. Studios for the daytimer will be located in the Colonial Hotel, with RCA equipment now being installed.

REPRESENTATIVE SHORTS
Broadcast Time Sales, S. F., moves to larger quarters at Monandock Bldg., 681 Market St. Phone remains Sutter 1-8656.

Simmons Assoc. to move from present quarters at 270 Park Ave., N. Y., to 509 Madison Ave., effective Nov. 23.

John E. Pearson Co., Dallas, Tex., announces telephone number changed to Riverside 7-3723.

REPRESENTATIVE PEOPLE

Robert Readon, formerly with Harrington, Righter & Parsons, to NBC-TV Spot Sales Dept., Chicago.


STATION SHORTS
WGEM-TV Quincy, Ill., has gone to 316 kw maximum power.

WMGY Montgomery, Ala., moved to new quarters in Capitol Parkway Shopping Center.

WRAL-TV Raleigh, N. C., has held ground breaking ceremonies for new building. Station scheduled to go on air Dec. 15.

WIMA-TV Lima, Ohio, now telecasting network color programs. Station is NBC-TV affiliate.

STATION PEOPLE
Len Higgins, former general manager of KTNT (TV) Tacoma, Wash., promoted to director of industry relations, now top executive post at station. Larry Carino, former commercial manager, becomes manager and commercial manager.

C. Ross McCarthy, commercial manager, KMOR Oroville, Calif., named general manager. Other changes include: Vic Ives, program director, to news editor; G. Sevilla, women's director; Charles Pervetti, sales manager; Nancy Buberl, continuity director; Bob Fuller, chief engineer; Bill Tuhlitzer, sports director and Bill Alston, farm director.

Raymond Dorsey, station manager, KTAG-TV Lake Charles, La., named general manager.

Gar Meadowcroft, assistant managing director, WJBK Detroit, to WJIM-AM-TV Lansing, Mich., as general sales manager. He was formerly with Household Finance Corp., Chicago, as director advertising manager.

George Olenzager, KPHO-TV Phoenix, to KOOL-TV, same city, as account executive.

James P. Driscoll to KOSI Denver as account executive

John Albaugh to KEYT (TV) Santa Barbara, Calif., as account executive.

Frederick W. Smith to WMGM New York as account executive.

Thomas Montgomery, Forjoe & Co., Chicago, to sales staff of WNBPQ (TV), same city.

Frank Luther, recording star and radio-tv personality, to WNAC-AM-TV Boston, as full-time consultant on children's programs and public affairs.

“DON'T MIX YOUR SIGNALS!”
by John Pepper
and Bert Ferguson

Don’t mix your signals! Boost traffic at Points of Purchase, by the one method that has proved effective in Memphis! The personalized communications system of WDIA! Let WDIA the 50,000 watt station—give you the green light for a smooth flow of traffic to the point where your brand of merchandise is on sale!

Only Method
There is a fantastic Negro market in Memphis. Almost one-tenth of all the Negroes of America are concentrated in this area. Industry hands them a pay envelope, containing a quarter of a billion dollars. They want to spend it. But the entrance of industry into the South has been too recent... their own expansion of economy too swift... without guidance... they don’t know what to buy. Readership is yet very low—therefore, newspaper advertising is ineffective. TV ownership is too limited to give more than nominal results. The only medium, which is able to reach these 1,237,000 Negroes, is WDIA. Its listenership is tremendous. Its customized programming, featuring Negro stars, entertainers, and personalities, produces concrete sales figures as no other medium has done—or can do!

Market Control
With its 50,000 watt coverage, WDIA dominates the Negro market in Memphis and surrounding trade zone. WDIA's 50,000 watt spread—the most powerful radio station in Memphis—makes contact. Then, its Staff establishes rapport with listeners, who comprise the largest Negro market in the nation. Its entertainers captivate the minds, expand the hearts, and condition the buying habits of 1,237,668 potential consumers of your product.

Ad Placement
Place your advertising in the only medium where it can do good. Channel your sales approach through WDIA. Reach and sell 1,237,000 Negroes, who have over $250,000,000 to spend. This year. Let WDIA specialize direct traffic to converge at the points of purchase, where you want to move your product. These specialists are controlling sales action for national products, such as:

Kelloggs... Maxwell House Coffee... Camel Cigarettes... Colgate Dental Cream... Carter's Little Liver Pills.

Write a note, on your letterhead, now, inquiring how WDIA can boost traffic... boost sales... for your brand of goods. Include, also, a request for a bound copy of, "The Story of WDIA!" WDIA is represented nationally by John E. Pearson Company.

John Pepper, President
Bert Ferguson, General Manager

November 26, 1956

BROADCASTING • TELECASTING
STATIONS

Robert Olson named operations manager, WTWT (TV) Tampa-St. Petersburg and Norman Bagwell appointed business manager. Both held similar positions with WKY-TV Oklahoma City.

John P. Shipley, chief engineer, WKNB-TV New Britain, Conn., named operations manager.

Morris Wattenberg, advertising-promotion manager, WRCV-AM-TV Philadelphia, to WABC-AM-TV New York in similar capacity.


Maurice Hesslegrave to WSRS Cleveland, as public relations-merchandising manager.

Bob McCoy, staff director, WITN (TV) Washington, N. C., to production manager.

Mel Leavitt, sports-special events director, WDSU-TV New Orleans, to program director.

Charles Vaughan, producer-director, WKRC-TV Cincinnati, to WCET (TV), same city, as program director.

Howard Bruns, Radio Cincinnati Inc., succeeds Mr. Vaughan.

Harvey A. Tepfer, promotion department, KRON-TV San Francisco, to promotion manager, KBET-TV Sacramento, Calif.

Allia G. Robinson, producer-director, WRCA New York to WCCO Minneapolis as production manager.

Chuck Bernard, KPOJ Portland, Ore., named production manager.

Ken Lomax, KRKN Roseburg, Ore., to KPOJ announcing staff.

Charles Wallace, production manager, KVAR (TV) Mesa, Ariz., to director of special events.

Woody Hertzog, studio manager, succeeds him. Henry Weisheim replaces Mr. Hertzog and Hal Ackerman, copy chief, Jennings & Thompson Co., same city, to KVAR as continuity director.

Patty Reynolds, traffic manager, KLOR Portland, to KGW-TV, same city, in similar capacity.

Harry Harvey, newspaperman and publicist, to KWIZ Santa Ana, Calif., as public relations director.

Maurice Kipen, musical director of Journal stations (WTMJ-AM-TV Milwaukee), joins WTMJ sales staff.

Ivan Smith, news director KFTV (TV) Portland, to KGW-TV, same city, as assistant news director.

Edmund C. Bunker, general manager, WXIX (TV) Milwaukee, was appointed general chairman of Milwaukee Area fund drive for Mentally Retarded Children, which ran Nov. 11-12.

Arthur M. Swift, sales manager, WOOD-AM-TV Grand Rapids, Mich., recuperating following recent operation.

David Hayes, president, Regional Broadcasting Co. (WACE Chicopee, Mass.), died Nov. 14.

PLAYBACK

Quotes worth repeating

DIAGNOSIS ON TV

Dr. Ralph Cancher, Oakland, Calif., addressing fellow physicians in the Alameda-Contra Costa County (Calif.) Medical Society Bulletin:

WHEN I sit watching the tv screen at night, it is not as a slothful lump, with eyelids drooping. I am not draped in an easy chair, with beer, pretzels, popcorn, salami, assorted sandwiches, apples and nuts, all neatly arranged before me. No. I sit bolt upright, eyes wide, muscles tensed, and every cerebral cell ready and waiting—for my nightly lesson in medicine.

TV really teaches, you know. There will be something to learn about hematology, about analgesics drugs, gastro-intestinal soothers, and even an occasional glimpse into gleaming laboratories for the latest in diagnostic medicine. Anatomy, for example.

Take the stomach and its valves. I never realized before how neatly the pyloric valve works, how it keeps kicking back aspirin while slyly letting Bufferin slip through (does it turn the pills over until it can read the impression? In the dark?). It's so comforting, too to see those long lines of Bufferin pills slide into the blood stream evenly and steadily, and yet, somehow, not causing Bufferin emboli in all the major organs. It almost makes me feel sorry for those lonesome aspirin tablets, pounding and pounding upon the pyloric valve and getting kicked back over and again, while those smug Bufferins flip through every time . . .

Next is our daily lesson in hematology. There is red blood, pale blood, bad blood, anotic blood—and then there is "tired" blood. Medicine has suddenly been expanded and a new category created. No, not one, but three. Because not only is there tired blood, hereafter known as hypo-Geritolema, but obviously there will have to follow logically hyper-Geritolema, eu-Geritolema and dys-Geritolema (jittery blood, quivery blood, jerked-up blood, rock-'n-roll blood, etc.). Too much Geritol and the blood deepens in color, thickens, and races about, faster, and faster, bringing new oxygen to tissues that have barely used up the old, turning pale cheeks to red, then crimson, then to deep, deep vermilion. The only kind of heart that could handle that would be the old rare syn-drome we once read of known as "heart success," where the valves actually reach up into the atris above and pull the blood down into the ventricles, before it is ready, where the patient has to race up and down stairs just to keep breathing, let alone become short of breath, and where the bases of the lungs are not only dry, but become so dry that you have to pour water down the bronchi at intervals just to keep them moist.

Of course, there is still Medic, to catch up on anesthesia, aero-medicine, deafness, menopause, status thymicymphaticus, etc. We will sit with bated breath each week, to see what is new in gonorrhea, and proctitis. Will they back up and go around, or will they plunge bravely forward?

I wonder . . . when the tv and the radio are all used up, will they discuss trichinosis on the "ham" stations?

NEWSMAN'S CREED

Harold E. Fellows, NARTB president, in an address to the Radio-Tv News Directors Assn. in Milwaukee Nov. 17:

MY JOB is news, reporting it and interpreting it.

To this assignment today, I pray that I may bring honesty, integrity, and a respect for the public that I serve.

The truth to me shall be precious, and thus treated; and because it is precious, I will share it with others, for truth is the wealth of freedom.

I will strive to set aside prejudice during the hours that I give to this hopeful task, for prejudice is a whip that scars the mind.

My loyalty shall be to the fact, and my purpose to make it known.

But to that rigid loyalty, I pray that I may bring a compassionate understanding of the importance of the fact to the peaceful and faithful pursuits of the people who dwell in this place.

Whatever talent I have, I will give to relating faithfully this day's events.

And this evening, when it is done, I will seek tomorrow and hope to find in it the reward of yesterday.

CANNED LAUGHS

COMEDIAN Red Skelton, writing in the December 1956 issue of Pageant magazine (Hillman Periodicals Inc., N. Y.) on "There's Too Much Laughter in the Can."

NOW they've got whole laugh-track libraries—canned, dehydrated, hermetically-sealed human laughter, artificially preserved . . . the laughter of corpses—that's what you get on television! Now it's spreading to radio. Theitter-grinder . . . is one of the most shameful frauds ever perpetrated. We are being hoodwinked into laughter, at the cost of our sense of humor. The man in the [sound] booth is now the nation's sole judge of what is funny. If he says a gag is no good—out it goes! If he likes it, it stays in. You know you've got a real bozo when the man leans on the button two or three extra seconds. He never laughs himself. He has the machine do it for him. You people are only laughing by proxy. Whenever you get tired of it and revolt, you'll find the comedians are all on your side. We hate it too.
SRTS Reports New Subscribers; To Release Programming Survey

SEVERAL stations have become new subscribers to the "shorty tunes" service offered by Standard Radio Transcription Services Inc. over the past month, SRTS reported last week. The firm noted "remarkable and unprecedented growth" of the library. Plans are underway for early release of results of a survey conducted among member stations to ascertain type of "shorty tunes" material found to be most useful in programming, it also was announced by Olga Blohm, manager of SRTS in Chicago. Following stations have subscribed to the service: WFCR Fairfax, Va.; WIRE Indianapolis; KOGL Golden, Colo.; KOFl Kalispell, Mont.; WCCN Lawrence, Mass.; KLCH Libby, Mont.; WGAR Portland, Me.; WMPE Punxsutawney, Pa.; WDUX Wau- pac; Wis.; KBOE Oklahoma City, Okla.; WSPX Portland, Me.; WSPO Panama City, Fla.; KLAQ Ridgway; Colo.; WSMX West Palm Beach, Fla.; WGGG Atlanta, Ga.; WMAL Washington, D.C.; WSMF Shreveport, La.; WCCN Columbus, Ohio; WDBB Bellevue, Neb.; WICR Iowa City, Iowa; WOBZ Boston; Mass.; WGTI Falmouth, Mass.; WAZI Austin, Tex.; WULK Alton, Ill.; WJZQ Brooklyn, N.Y.; WJAC Johnstown, Pa.; WERT Evansville, Ind.; WQSW West Palm Beach, Fla.; WCCN Elkhart, Ind.; WOC, the Hub of a Major Market

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LIBRARY

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send for prepaid audition discs

BETTER BALANCED MUSIC

PROGRAMMING

C. R. Mailliet, Prog. Dir. of

WRNL Richmond, Virginia

writes:

"Musical programs are care-

fully selected and presented, and offer a tremendous freedom of choice. Quality is the key-

note."

"For our listeners who want to

appreciate classical music, our regular Saturday night good music feature "Sound of Music" is enjoyed by many lovers of better music as is our Sunday "Greatest Hits". Religious music is not overlooked and has a place in our schedule. Popular music lovers are presented with approximately ten hours of daily well chosen selections by three outstanding disc jockeys; Fred Heseltine, Ray Schreiner and Bob Joyce. It really can be seen why WRNL not only maintains, but steadily builds its musical audience.

"We find the SESAC Library very helpful to us from a variety and quality standpoint in carrying out our musical programs."

Standard Radio Producing Libraries for Seeburg Co.

STANDARD Radio Transcription Services currently is working on production of two new background music libraries for J. P. Seeburg Co. The company has turned out four such libraries, comprising over 2,500 selections, in the past two years under supervision of Milton M. Blink, SRTS president.

Meanwhile, production of SKTS' new Lawrence Welk Library Package has been completed (B&T, Oct. 22), with following stations as subscribers: WTSV Claremont, N. H.; WBRE Wilkes-Barre, Pa.; KSD St. Louis; OESP Leamington, Ont.; WLRP New Albany, Ind.; KAVL Lancaster, Pa.; WCOL Columbiana, Ohio; WXYZ Detroit; KAWT Douglas, Ariz.; KLVY Huron, S. D.; KEVE Minneapolis, Minn.; WSFT Yakima, Wash.; WMAL Washington, D.C.; and KORT Las Cruces, N. M.

Mr. Blink also is negotiating in Hollywood for sale of the Welk library to a national account.

Christmas Package Offered

A LISTING of 27 features in its 1956 Christmas package for subscriber stations has been announced by RCA Thesaurus, New York, radio transcription library service. Both recordings and scripts are being offered stations including all types of programming—for special holiday shows to "sell effects" for the season. In addition to programs, jingles, New Year's Eve and Day shows and a 60-minute dramatization of Christmas Carol are being offered.

PROGRAM SERVICE PEOPLE

Roger L. Thaxter, sales manager of Maclay-Tronics Inc. (musical transcription library), N. Y., named vice president in charge of marketing and sales.

John P. List, with Trendex Inc., N. Y., appointed vice president and treasurer.
DAVID PARTRIDGE NAMED TO HEAD BROADCASTERS PROMOTION ASSN.

ORGANIZATION of the new Broadcasters Promotion Assn. was completed during the closing business sessions of the group's first annual seminar [B&T, Nov. 19], highlighted by selection of David Partridge, Westinghouse Broadcasting Co., as president.

Other officers named were Charles Wilson, WGN-AM-TV Chicago, as first vice president, and Montez Tjaden, KWTV (TV) Oklahoma City, Okla., second vice president, along with 12 directors for varying terms.

Several seminar delegates expressed interest in joining BPA, which will maintain three membership groups: (1) active, comprising executives with national or regional networks, stations and multi-ownership organizations ($30 annual dues); (2) affiliated, with additional members from same entities ($15), and (3) associate, comprising people who perform promotion functions for broad-

casting from such fields as station representatives, trade publications, film and package firms, public relations and research ($60). Agencies which have networks or stations as clients also will be eligible for membership. Membership services are yet to be determined.

Terms of officers and directors become effective Jan. 1, 1957. Directors named and length of their terms follow:

(Three years)—Bruce Wallace, WTMJ-AM-TV Milwaukee; Haywood Meeks, WMAL-AM-FM-TV Washington; Samuel Elber, WERE Cleveland, Ohio; David Partridge, Westinghouse Broadcasting Co., president; Montez Tjaden, KWTV (TV) Oklahoma City, second vice president; Charles Wilson, WGN-AM-TV Chicago, first vice president; Bruce Wellocq, WTMJ-AM-FM-TV Milwaukee; and standing: Roy Pedersen, WDAY-AM-FM Fargo, N. D.; Marion Annenberg, WDSU-AM-AM New Orleans; Joe Hudgens, KRNT-AM-TV Des Moines; Foster Brown, KMOX St. Louis; Paul Woodland, WGAL-AM-FM-TV Lancaster, Pa. Not present were board members Gene Godt, WCPO-AM-TV Cincinnati; Joe Zimmerman, WFL-AM-FM Philadelphia; John Keyes, WMAQ-AM-FM, WNSB (TV) Chicago, and Howard Meagle, WWVA-AM-FM Wheeling, W. Va.

What one radio-station representative executive described as the "present instability of radio ratings" commanded more than passing interest during the seminar, held at Chicago's Sheraton Hotel.

Whether there was much prospect of any changes in present methods of rating block programs, particularly by quarter-hour segments, was posed in a question posed at an audience measurement session featuring Dr. Sydney Roslow, director of The Pulse Inc.; William Wyatt, vice president, A. C. Nielsen Co.; Frank Stisser, vice president, C. E. Hooper Inc., and James W. Seiler, director, American Research Bureau.

Mr. Stisser commented that "the further histories dealt with radio's "reach" in homes on spot or strip buys.

Radio's "instability" in ratings was cited by Wells Barnett, assistant to the president of Blair-TV and John Blair & Co. He urged stations to "insist" on certain changes in reporting audience which would enlarge the base of small sample size measurements used in rating services and covering participation programs. He described results in those instances as "valueless."

In a merchandising pros-and-cons session during the seminar, Max Buck, manager of WRCA-TV New York, discussed how far stations can go in providing such services to advertisers involving merchants and retailers. He declared, "We don't sell to retailers ever sold a slice of Kraft cheese" and that selling calls for combined cooperation of advertisers, agencies and media.

"Moonclipping is a one-sided proposition—it takes two to merchandise," Mr. Buck observed in a talk filled with humorous comments. He said that the big job of broadcast executives manufacturing and others in 1957 will be to transform commercials into customers and added:

"We have learned that we are not in business to sell time but in business to sell goods," Mr. Buck said, referring to NBC "Chain Lightning" and other merchandising advertising involving merchants and retailers.

In reply to a floor question, R. S. MacDonald, advertising director of Quaker Oats Co., said he didn't believe stations felt merchandising was a form of "rate-cutting" when asked to furnish certain types of services to advertisers.

Committee Adopts Code Symbols

TWO identification symbols for use by stations and networks adhering to the NARTB Radio Standards of Practice were adopted Nov. 16 at a Washington meeting of a special standards subcommittee headed by Worth Kramer, WJR Detroit. An audio symbol of station-break length, with musical background, and visual seal of good practice will be submitted to NARTB Radio Board for approval at February meeting. The visual seal will be used on letterheads, promotion material and other station papers.

Attending the meeting besides Chairman Kramer were Carleton Browne, WTVL Waterville, Me.; Cliff Gill, KBIG Avalon, Calif.; and Walter Wagstaff, Pioneer Broadcasting Co., Portland, Ore.

Kendall Heads ABA Committee

JOHN W. KENDALL, Portland, Ore., attorney (Black, Kendall & Tremaine), has been named chairman of the Committee on Communications, American Bar Assn. Mr. Kendall, son of the late John C. Kendall, at one time worked for the Washington law firm of Fisher & Wayland (now Fisher, Wayland, Duval & Southmayd). Among the members of Mr. Kendall's committee is William A. Porter, Bingham, Collins, Porter & Kistler, Washington radio-TV law firm, who served as chairman of the group for the last two years. Other members are Kenneth F. Burgess, Chicago, Harry L. Dunn, Los Angeles; L. W. Davis, Birmingham; Charles E. Kenworthey, Pittsfield, Pa.; and Arthur L. B. Richardson, New York.

OFFICERS and directors of the newly-formed Broadcasters Promotion Assn. include (1 to r): seated, Haywood Meeks, WMAL-AM-FM-TV Washington; Samuel Elber, WERE Cleveland, Ohio; David Partridge, Westinghouse Broadcasting Co., president; Montez Tjaden, KWTV (TV) Oklahoma City, Okla., second vice president; Charles Wilson, WGN-AM-TV Chicago, first vice president; Bruce Wellocq, WTMJ-AM-FM-TV Milwaukee; and standing: Roy Pedersen, WDAY-AM-FM Fargo, N. D.; Marion Annenberg, WDSU-AM-AM New Orleans; Joe Hudgens, KRNT-AM-TV Des Moines; Foster Brown, KMOX St. Louis; Paul Woodland, WGAL-AM-FM-TV Lancaster, Pa. Not present were board members Gene Godt, WCPO-AM-TV Cincinnati; Joe Zimmerman, WFL-AM-FM Philadelphia; John Keyes, WMAQ-AM-FM, WNSB (TV) Chicago, and Howard Meagle, WWVA-AM-FM Wheeling, W. Va. 

we get away from one-quarter hour ratings, the better off we will be, because it has become a sort of political football." He felt it would be better for buyers. Mr. Roslow noted advantages and disadvantages of rating quarter-hours within three- or four-hour program blocks and said that "if industry wants it (average overall ratings), we can do it and have done it."

A. C. Nielsen last week distributed a new Nielsen Station Index brochure to agency clients and station representatives stressing dimensional value of cumulative audience ratings for multi-weeks over those for per-broadcast audiences in radio-TV.

Mr. Wyatt cited the new Nielsen NSI brochure, which contains case histories weighing cumulative audiences (different homes reached) against those measured per-broadcast, for single time periods. Other case

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RAB Reports Status Of Automobile Radio

10 YEARS THE COUNT OF auto radios in the U. S.—now placed at 35 million—has increased 366%, according to a new report on the status of automobile radio, called "Listeners on Wheels, 1956," prepared by Radio Advertising Bureau and mailed last week to member stations.

Weekly winter daytime auto radio audience was set at 22.9 million families who listen 213.6 million hours each week.

Sherrill Taylor, RAB vice president and promotion director, called the report "the most thorough ... ever published on a medium which has become highly important, if not absolutely necessary, for those advertisers whose products demand 'point of decision' advertising to the automobile driver, and to every advertiser who wants to reach large numbers of customers on their way to buy."

Asserted Mr. Taylor: "This brochure points out the fact that the total size of the automobile radio audience alone challenges that of many major competing media."

The report presents data on penetration, sales of new radio-equipped automobiles, listenership by day-parts both weekdays and weekends, audience composition by day-parts, cumulative daily and weekly audiences, and amount of time spent with the medium both daily and weekly.

Network Officials to Take Part In SDX Louisville Convention

SIG MICKELSON, CBS Inc. vice president in charge of news and public affairs, and Davidson Taylor, NBC vice president for public affairs, hand a total of six network executives slated to take part in the 47th annual convention of Sigma Delta Chi in Louisville starting this Wednesday and concluding Saturday.

Some 400 members of the national journalistic society are expected to attend the convention which will feature talks by Dr. Alberto Gainza Paz, publisher of La Prensa at Buenos Aires, and Abbott Washburn, deputy director, U. S. Information Agency.

Mr. Mickelson and Mr. Taylor, along with Turner Catledge, managing editor, New York Times; Julius Frandsen, news editor, United Press, Washington, and William Beale, bureau chief, Associated Press, Washington, will take part in a forum on the 1956 elections and campaigns. Abbott Washburn, deputy director of the U. S. Information Agency, will be one of those participating in a forum on freedom of the press.

Fellows Sees Spectrum Shortage As Jeopardizing Freedom of TV

TELEVISION'S status as a free medium is jeopardized by the shortage of spectrum space as well as by the proposed pay-tv system, NARTB President Harold E. Fellows said Tuesday in an address at a Rotary-Kiwanis conference in Baltimore.

Radio provides full and selective service in about every home in the nation, he said, whereas television cannot provide complete service because of technical limitations. "Freedom under license stands in peril until the day when tv is available to all the people," he added.

In an address Saturday to the National Assn. of TV & Radio Farm Directors, Mr. Fellows said the basic appeal of farm programming is of interest to any consumer because "progress has brought him closer to the problem of the farmer." He told the convention, meeting in Chicago, that "the real challenge in the field of farm programming lies in the fact that everything new has not been tried." He urged "solid, creative thinking to bring excitement to the idea of farm broadcasting" and "creative management" to make a farm broadcaster's job more effective. He proposed that station managers having a fulltime executive in the area of programming should accompany farm broadcasters on occasional tours of the listening area.

CBC Business Increase of 25% Reported at N. Y. Pioneers Meet

COMMERCIAL business of the Canadian Broadcasting Corp. is "better than ever" and currently running 25% above last year's rate, Ernest L. Bushnell, CBC assistant general manager, told a luncheon meeting of the New York chapter of Radio Pioneers last week.

The 25% boost would push CBC's 1956 volume to about $16 million.

Mr. Bushnell, whose career also has encompassed concert singing, station management (CFRB Toronto), establishment of what is said to be the first "radio" advertising agency in Canada, and the post of director general of CBC programs, spoke Tuesday at the first of three round-table luncheons scheduled by the New York Pioneers chapter this season.

Sketching the background and current status of broadcast operations in Canada, Mr. Bushnell made plain that in his view "advertising dollars alone in Canada will not today—and I predict for a long time to come—will not support the full cost of a Canadian nationally operated tv or radio system.

"We are in the commercial network business and in tv we accept national, regional and local accounts [In radio, he said at another point, "we have left the 'local' business mostly to privately owned stations," but "we will gladly accept the challenge" if the current Royal Commission on broadcasting should recommend that CBC become "truly" competitive]. We are also charged under the act by which we were created to provide a national and regional non-commercial service.

"Our tv network is composed of our own eight stations (six English and two French) and 29 privately owned tv stations all of which are affiliated with our national network. A national advertiser must buy all of them ... The deal we have with our privately owned affiliates, we think, is a better one for them than they [affiliates] get here [U. S.]"

His reference to the requirement that national advertisers buy "all" CBC affiliates aroused particular interest in view of strong attacks recently in proceedings before both
Senator and House investigating committees on U. S. networks' policies requiring the purchase of a minimum number of basic or "must-buy" affiliates.

Frank Pellegrin of H-R Representatives, president of the New York Pioneers chapter, presided over the meeting.

Television Bureau of Advertising Names Accas to Vice Presidency

GENE ACCAS, Television Bureau of Advertising director of operations, has been elected vice president of the sales and promotion organization, Norman E. (Pete) Cash, TVB president, announced last week.

Mr. Accas takes over the post held by Mr. Cash before the latter was elected president recently.

Mr. Accas was director of research and sales development at ABC before he joined TVB last February. Prior to his association with ABC, where he held various executive posts in sales, promotion, advertising and publicity, Mr. Accas was with NBC as a sales presentation writer, and before that with Foote, Cone & Belding in a research capacity. Mr. Accas coordinated the research and sales promotion divisions at TVB.

Dougherty Heads Missourians

EARL DOUGHERTY, KXEO Mexico, Mo., has been elected president of the Missouri Broadcasters Assn. He succeeds C. L. Thomas, KXOK St. Louis. Other officers elected at the recent fall meeting were Bruce Barrington, WEW St. Louis, vice president, and E. A. Richter, KWOS Jefferson City, secretary-treasurer. Directors elected were C. H. Harrison, KDOA Kennett; William H. Clark, KFSB Joplin; George W. Armstrong, WHB Kansas City, and Ed Hundle, KTTN Trenton.

BAC to Spotlight Network Spot

EFFECTIVE WAYS of buying network and spot radio and tv will be discussed by an agency-station representative panel at a luncheon meeting of the Broadcast Adv. Club of Chicago in that city today (Monday).


Fund for Republic Elects Roper

PUBLIC opinion analyst Elmo Roper has been elected chairman of the board of the Fund for the Republic, New York, succeed-

ing Paul G. Hoffman, who continues as the fund's director, it was announced last week.

PERSONNEL RELATIONS

MUSICIANS FILE SUIT AGAINST AFM ON RECORDING WORKERS' BEHALF

- Action brought in Los Angeles by 91 members of Local 47
- $8,587,900 in damages asked for 6,000 union members
- Redirection of trust fund payments sought through injunction

REPRESENTING the first of several major legal actions which in effect challenge James C. Petrillo's hold on the American Federation of Musicians, a suit was filed in Los Angeles Superior Court Wednesday against AFM for breach of 6,000 musician members employed in the phonograph recording industry.

The suit asks total damages of $8,587,900 from the AFM and seeks an injunction to restrain the various phonograph recording and manufacturing companies from making any further "royalty" or "wage increase payments" to anyone other than the musicians themselves—meaning not to the AFM trust fund.

The suit stems from the revolt against Mr. Petrillo and his policies which has been building up steam within AFM Local 47 in Hollywood and in which rebel leader Cecil F. Read was "expelled" by the last AFM national convention in Atlantic City for opposing the AFM leadership. Mr. Read is one of 91 plaintiffs in the suit, all of whom are recording artists and members of Local 47. The voluminous document was filed by Los Angeles attorneys Harold A. Fender and Daniel A. Weber.

This action will be followed by the end of the year with another big musicians' suit against AFM involving the "diversion" to the trust fund of monies earned from the re- scoring of old movie films for use on tv and after the first of the year by still a third suit challenging the trust fund royalty principles involved in the making of new entertainment films expressly for tv, it was learned by B&T.

Foreign Competition's Effect

Spokesmen for the plaintiffs said that the latter tv film policy has forced producers to use imported foreign sound tracks for their films in nine out of ten cases, depressing the opportunity for "live" musicians in the U. S. to that extent.

In addition to Mr. Read, other musicians among the 91 party to the suit filed in Los Angeles last week include Buddy Cole, Pete Candoli, Knobby Lee, Barney Kessel, Matty Matlock, Murray McEachran, Teddy Nash, Dave Pell and Alvin Stoller.

The 91 filed what is called a "class suit" or "representative suit," which if won would mean that the damages collected would be dispersed among all 6,000 recording musicians in the U. S. in portions comparable to their respective work contributions as determined by a court-appointed referee. Of the 6,000 recording musicians, about 2,000 live in the Los Angeles area, 3,000 in New York and the remainder scattered about the U. S., B&T was told.

AFM headquarters in New York late Wednesday declined to comment on the suit pending service of papers.

In the phonograph industry suit, the plaintiff musicians allege that a collective bargaining agreement was negotiated for them by AFM in January 1954 which specifically provided for wage increase payments of 10% commencing Jan. 1, 1954, and of 21% commencing Jan. 1, 1956, but that in "breach of its fiduciary obligations" the federation arranged for all of the wage increase payments to be paid directly to Samuel R. Rosenbaum of New York, as trustee of a music performance trust fund. This trust fund was to be used for the purpose of arranging concerts throughout the U. S. and Canada "at such times and places as in the judgment of the trustee would contribute to the public knowledge and appreciation of music."

The plaintiffs and other instrumental musicians whose wages are provided to this fund are alleged to have received no substantial benefit therefrom and allege that Mr. Petrillo, president of the federation, at all times acted in hostility to them and their best interests. The plaintiffs further allege that they have been given no actual wage increases since 1946, although general wage increases have been granted in other industries.

Recording Firms 'Neutral'

The plaintiffs contend that the various phonograph recording companies, such as Columbia, Mercury, RCA Victor, Capitol, Decca, King, and the other 78 recording companies named in the complaint, intended and desired to have such wage increase payments paid directly to the musicians, but were compelled to sign the 1954 phonograph record labor and trust agreements which required them to make such payments to the trust fund. They assert that in fact each and all of the phonograph record manufacturing companies are "neutral" in respect to the controversy.

The complaint alleges that in addition to $1,737,900 in wage increase payments diverted to the trust fund, that the federation required the recording companies to make royalty payments amounting to at least one cent per record upon all records sold or manufactured during the term of the collective bargaining agreement, and that such royalty payments since Jan. 1, 1954, have aggregated $6,750,000, and before the termination of the agreement on Dec. 31, 1958, will aggregate a total of $12,500,000.

These royalty payments are alleged to constitute money which belongs to the plaintiffs because it arises from their services. They charge that if the federation had exercised loyalty and good faith in its collective bargaining agreements, the recording companies would have agreed to pay amounts...
equivalent to such royalty payments to the plaintiffs as increased wages.

The complaint also charges that the members of the International Executive Board of the federation "abdicated to Petrillo their collective bargaining responsibilities on behalf of the federation to the grievous detriment of the plaintiffs," and that they were "actuated by the selfish aim and purpose of perpetuating themselves in office and of maintaining their hold and control over the affairs of the federation" by using "the medium of such trust fund payments to win the support of officials of the federation's locals and member musicians throughout the United States and Canada, who vastly outnumber the plaintiffs and who were and are not employed by the phonograph recording companies, and who actually make no contribution whatever" to the trust fund, but "whose continued support was and is courted and coveted by Petrillo and the International Executive Board, at plaintiffs' expense."

The complaint asks for judgment specifically declaring the provisions of the 1954 agreements to be invalid insofar as they require wage increase payments and royalty payments to be diverted from the plaintiffs and paid into the trust fund. The complaint further asks that all monies presently in the hands of Samuel R. Rosenbaum as trustee of the trust fund be declared to be held in trust by him for the 6,000 musicians who have actually rendered services in producing the phonograph records in question, and requests an injunction restraining the recording companies from making any further wage increase or royalty payments to the trust fund.

Finally, the complaint asks for damages solely against AFM for $1,737,900 wage increase payments diverted from the plaintiffs to the trust fund since Jan. 1, 1954, and for additional damages in the sum of $6,750,000 for so-called royalty payments made by the recording companies to the trust fund since Jan. 1, 1954, which the plaintiffs allege comprised the wage increases which should have been negotiated by the federation for their benefit and which the recording companies would otherwise have paid to the plaintiffs.

A spokesman for the Read group said that the AFM is the only bargaining agent in the country which does not submit its contract proposal to the union membership for approval, either in principle or content. He estimated that the 6,000 recording musicians constitute less than 3% of the total AFM membership.

It was estimated that more than $1 million has been diverted to the trust fund since June 1955 from "wages" due musicians in "re-scoring" of old movies released to television. Another $4 to $5 million will be so diverted in the next couple of years from this transfer of old movies to tv, it was estimated, not to mention the "millions" which are going into the trust fund from the AFM royalty of 5% on the sale of the films.

Two agreements are involved in this movies-to-tv field. One is dated June 1, 1952, and the superseding one Feb. 1, 1954. They provide that each musician who worked on the original movie is to be paid amounts ranging from $25 to $75 when the film is sold to tv. B+T was told no work is done by the musician in the "re-scoring." In addition, 5% of the sale price must go to the trust fund.

However, in June 1955, in a notice printed in the AFM magazine, the membership was informed that the International Executive Board had decided it was too difficult to locate individual musicians or their beneficiaries to continue to make the payments, so instead the money would go to the trust fund, a spokesman explained.

Recourse to Foreign Music

In the tv film field, AFM negotiated a contract in 1951 which called for 5% of the production cost to be paid directly into the trust fund as a royalty, B+T was told. The Los Angeles musicians group contends that this policy has forced tv film producers to turn to foreign recordings for their music since the 5% royalty could run as high as five to 10 times what they would actually pay live musicians if they hired them to do the same job. It was pointed out that there has not been a significant "contribution" to the trust fund from this source. Hence the suit expected to be filed early next year will challenge the principle involved.

Mr. Petrillo and AFM have had a stormy life in the music business.

In 1943, after a strike of over a year, the AFM succeeded in establishing a record trust fund under the control of the union. Payments into this fund were to be made by record manufacturers on the basis of the number of records sold. Money from this fund was allocated by the federation to all locals of the union for the giving of free public performances. This was not a trust fund providing benefits (hospitalization, unemployment benefits, or pension funds) for the musicians who worked for the record companies contributing, but provided benefits for those who had never worked for these companies, the Read group declared.

This type of fund was made unlawful with the passage of the Taft-Hartley Act in 1947 and subsequently Mr. Petrillo and the federation ordered another strike, although it was characterized as a statement by the federation announcing that with the end of...
1947 record contract the federation would not permit union musicians to make any more records ever.

Then, after one year (1948), an agreement was reached which apparently complied with the provisions of the Taft-Hartley Act. As a condition to the signing of the labor agreements with the union (1948 phonograph record labor agreement), the recording companies were required to sign the 1948 phonograph trust agreement.

This trust agreement appointed Samuel R. Rosenbaum as trustee and called the former royalty payments "voluntary contributions." As an additional inducement to the record companies to sign this trust agreement there was to be a five-year contract at no increase in wage scales over the 1946 wage rate, it was recalled.

In 1954, during negotiations for a new five-year contract with the record companies, it was reported that the recording industries raised its scales to be increased 10% for the first two years and 21% for the last three years of the proposed contract. The "royalties" to the trust fund also were being increased (71/4% of the former rate).

When the contract was made public, it was learned that the wage raises had been diverted to the trust fund, a statement by the Read group said.

Appeal to International

Protests were made by musicians and Local 47 to no avail and in January of 1956 this division of a wage raise to the trust fund was appealed, along with other trust fund policies of the federation, to the International Executive Board by Mr. Read in person. This "appeal" on behalf of all recording musicians was authorized by the unanimous action of the September 1955 general meeting of Local 47. The appeal was denied. The diversion of wage raises in the recording industries was further appealed, by means of resolutions to the 1956 convention of the AFM, which were denied.

Several months after Mr. Read obtained a temporary court order suspending his expulsion and a hearing on the matter, pending formal court action. The suit has not yet been filed. Meanwhile, back at Local 47, all is not well. Two principal slates of candidates are whipping up political fury to gain control of the 15,000-member local. One is the Read group and the other is the original pro-Petrillo faction, headed by John te Groen. Local election date: December 17.

SAG Gets Agreement From Reed To Pay TV Film Residual Fees

JOHN L. DALES, national executive secretary of the Screen Actors Guild, announced last week that negotiations with tv producers Roland Reed have been completed and arrangements made for Mr. Reed to pay residual payments due actors in four television series.

Pending action by the guild board of directors approving the settlement, Roland Reed Tv Inc. has been removed from the guild's unfair list. Roland Reed Tv Inc. makes tv commercials and industrial films.

Other Reed tv firms are inactive at present. Mr. Dales said that no details of the settlement with Reed will be announced until approval by the guild board. The series involved were My Little Margie, The Stu Erwin Show, also known as Trouble With Father, Space Ranger and Waterfront.

$20 Million Planned For ASCAP Members

AMERICAN Society of Composers, Authors & Publishers reported last week that approximately $20 million will be distributed to members in 1956, described as "the highest figure in ASCAP history."

ASCAP's treasurer's report to the membership showed that the $20 million figure, including payments to U. S. songwriters and publishers from European earnings. The report indicated that administrative expenses of ASCAP have risen to about 17/4% of total revenue from 16% of the past several years. This increase was said to stem largely from the widening of ASCAP's radio and television station logging coverage, with additional personnel and business machines used from this activity.

NLRB Names WDSM-TV Bargainers

QUALIFICATIONS of a number of employees of WDSM-TV Duluth-Superior to participate in a bargaining ballot requested by IATSE were decided by National Labor Relations Board in ordering an election. Excluded from the unit were the chief photographer, tv directors, news director-editor and an artist. Included were all felloow or floor photographers, film cutters and splicers, station wagon driver, continuity director, continuity writer, merchandise girl and traffic manager. All other employees, guards and supervisors were excluded.

Writers Guild Adds Analysts

AFFILIATION of the Story Analysts Guild of New York as a chapter of Writers Guild of America East was announced last week by WGA-E, which said that collective bargaining negotiations in behalf of analysts will be undertaken shortly. Story analysts in New York, who evaluate material considered for dramatic production in tv and motion pictures, number about 40 and are employed at television networks and at film studios.

AFTRA Members Ratify Pact

A NEW two-year contract negotiated by radio and television networks and transcription companies and the American Federation of Television & Radio Artists [B+B, Nov. 19] was ratified at AFTRA membership meetings last week in New York, Los Angeles and Chicago. Formal signing of the contract is expected to take place this week. Provisions of the pact will be retroactive to Nov. 15, when the old contract expired.

College of Pacific Students Use KOVR (TV) as Laboratory

AT THE invitation of General Manager Terry Lee, tv students of College of the Pacific, Stockton, Calif., are "invading" KOVR (TV) that city's station for six-weeks filming for experimental production projects.

Students have full use of microphones, cameras, lights and props in their KOVR laboratory. The sessions are coordinated by Bel Lange of KVOR and John C. Crabbe, COP radio-tv director. No student-produced programs are carried by KOVR at the present time, but on-the-air workshops are in the planning stage.

Typing Taught Best By T.

Michigan State Study Shows

TELEVISION is a more effective method of teaching students how to type than are classroom instructors; television students make fewer errors and have a higher rate of speed. These conclusions are based on findings of a study conducted at Michigan State U.'s Bureau of Business Research by a former MSU instructor, William R. Pasewar.

Dr. David Luck, BBR head, asserted the distinct success of the experiment, involving two groups of 22 students each over a 48-day span, should stimulate increased re-search into further educational uses of television.

Mr. Pasewar, now at Texas Technologi-cal College, Lubbock, said that the absence of an instructor and novelty of tv may have contributed to superiority of tele-students.

Two groups of students were matched almost identically for intelligence and given the same course, by the same instructor, in 30-minute periods five days a week for 48 days. One group took the course in classroom and the other by open-circuit tv from WKAR-TV East Lansing, MSU outlet. The results showed tele-students typed faster on all nine separate tests.

In the final test, tele-students averaged 35.4 words a minute and 4.5 errors per individual compared to 29.3 and 5.9 for the conventional group.

RCA Scholarships Given 29

TWENTY-NINE university students from 23 states were named recipients of RCA scholarship grants totalling more than $23,000. Dr. C. B. Jolliffe, RCA vice president and technical director, announced last week. Under a new proviso of the RCA scholarship plan, Dr. Jolliffe said, the corporation is also making an unrestricted contribution of $500 to independent colleges or universities maintaining RCA scholarships.

EDUCATION SHORTS

Michigan State U., East Lansing, arranged five-day study of tv and advertising agencies operations in N. Y. for 28 of its tv students. They toured NBC-TV, ABC-TV, Benton & Bowles and BBDO.

KMOX St. Louis is carrying Critical Issues in the Public Schools in cooperation with Southern Illinois U. as credited college course.

Page 92. • November 26, 1956
NBC 4-Day Convention To Mark 30th Birthday

ADVANCE plans for its special four-day convention starting Dec. 12 at the Americana Hotel, Bal Harbour (Miami Beach), Fla., to observe the network’s 30th anniversary were announced last week by NBC.

In attendance will be owners and executives of NBC affiliates (tv and radio), network stars and NBC and RCA executives. Robert W. Sarnoff, NBC's president, will deliver the principal address at the anniversary dinner Dec. 12 with Gov. Leroy Collins of Florida making the welcoming speech. Also to speak at the dinner that night: Niles Trammell, former NBC president and board chairman and currently president of WCKT (TV) Miami, who will be introduced by toastmaster Harry Bannister, vice president in charge of station relations for NBC.

A luncheon Dec. 13 will be given by affiliates for Brig. Gen. David Sarnoff, RCA chairman and a director of NBC, marking his contributions to broadcasting via his 30 years of network service and 50 years service to the electronics industry.

Festivities and program origination will highlight the convention. Programs to be telecast: "Perry Como Show" (Dec. 15, 8-9 p.m. EST); "Today" (Dec. 13 and Dec. 14, 7-10 a.m. EST); "Tonight" (Dec. 14, 11:30 p.m.-1:30 a.m. EST).

Golf tournament for executives of NBC, RCA and the affiliated stations will be held on Dec. 13 at the La Gorce Country Club, Miami, and a dinner and dance on Dec. 15.

CBS-TV Slates Annual Sales, Promotion Meetings for N. Y.

THIRD annual general managers meeting of CBS-TV spot sales is scheduled for Thursday and Friday at the Savoy Plaza Hotel in New York with emphasis on new summertime selling patterns, sales and promotion plans particularly on major film packages now owned by the majority of the stations.

This portion of the agenda resembles that to be considered by CBS-TV station management in another meeting being held in New York this week (see story, page 82). Many of the executives will attend both meetings.

Also to be explored at the spot sales sessions are station progress reports, outlook on sales, programming and various other items.

Scheduled to address the session are Merle S. Jones, CBS-TV executive vice president; A. W. Barber, general advertising manager and sales promotion manager of Dan River Mills Inc. and Richard Salant, CBS Inc. vice president.

10 New Stations Join Keystone

TEN stations have signed as affiliates of Keystone Broadcasting System since Sept. 30, it has been announced by Blanche Stein, station relations director. KBS now claims 913 affiliates, most recent of which are KDQN DeQueen, Ark.; KICO En Centro, Calif.; WHBN Harrodsburg and WNKY Neon, Ky.; WMBC Macon, Miss.; KDBM Dillon, Mont.; KQIK Lakeview, Ore.; WEMB Erwin, Tenn.; KTUT Tooele City, Utah and WMNA Gretna, Va.

NEMS-CLARKE MODEL TR-1

TV Rebroadcast Receiver

NOW IN USE FROM COAST TO COAST

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of television signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality, fully equal to, or better than, that provided by the usual intercity network facility.

When you are in Hollywood stop by 6253 Hollywood Blvd. for your current issue of B&T or call Hollywood 3-8181

November 26, 1956 • Page 93
NBC Radio Promotes Three in Programming

THREE executive appointments at NBC Radio were announced last week by Norman S. Livingston, director of NBC Radio programs.

Allen Ludden, former radio personality in educational-entertainment and since August coordinator of NBC Radio program sales, becomes manager of program planning and development; Robert Wogan, eastern program manager, was elevated to manager of program operations, and Van Woodward, script supervisor, becomes manager of the script department.

Mr. Wogan joined NBC in 1943 as a page, rising to supervisor of program operations in 1952 and eastern program manager this year. Mr. Woodward came to NBC in 1948 from WINS New York, becoming script supervisor in 1950.

NBC-TV Signs Martin, Lewis; York Pictures Withdraws Suit

A NEW contract has been signed by Dean Martin and Jerry Lewis with NBC-TV calling for individual variety shows, reportedly earning the performers about $5 million during the next four years (remainder of this season and the next four years).

The contract, announced last week by Thomas A. McAvity, NBC executive vice president of network programs and sales, was consummated with York Pictures Corp. Hollywood, contractors for the former comedy team.

At the same time, Mr. McAvity disclosed that York Pictures has withdrawn its $6 million breach-of-contract suit that it had filed against the network last August [B•T, Aug. 20].

Although Mr. Lewis and Mr. Martin will appear in an equal number of individual shows, the contract permits an appearance together should they so choose. The team split up last June to work separately in motion pictures.

The new contract, which was effective Nov. 15, runs through Aug. 31, 1961, providing for two one-hour programs from January to June in 1957 and eight one-hour shows a year for the next four seasons.

New Buys on NBC Radio Total $100,000 for Christmas Shows

SIGNING within the last two-weeks of Allis-Chalmers Mfg. Co. and General Electric Co. in several special Christmas programs on NBC Radio, as well as buys by Good Housekeeping magazine and the Seven-Up Co., among other clients, accounted for about $100,000 in new gross billing for the NBC Radio network, it was announced last week by the network’s Sales Vice President William K. McDaniel.

Allis-Chalmers, through Bert S. Gittins Adv., will sponsor the special Christmas Eve “Fred Waring Christmas Show” from 9:30-10:30 p.m. EST. GE, through N. W. Ayer & Son for Techronom clocks, will sponsor the network’s New Year’s Eve coverage for the third consecutive year, while the Hearst Corp. (Grey Adv.) and Seven-up (J. Walter Thompson Co.) purchases were for Bandstand and Mary Margaret McBride, as well as the “Fred Waring Songfest.” The Whitehouse Co., through Victor & Richards Inc., ordered nine special programs for its Christmas Chimes records.

ABC Elects James Beach V.P.

JAMES W. BEACH, director of ABC-TV’s Central Div., Chicago, has been elected a vice president, Leonard H. Goldenson, president.

Mr. Beach joined WBKB (TV) Chicago in 1949 and was sales manager there until appointed director of the Central Div. in 1955. He was with several Chicago radio stations in an executive capacity from 1940 to 1945, leaving the broadcast business for four years as a partner and officer in the building material and manufacturing business. Before 1940, Mr. Beach was associated with Hearst newspapers in Chicago, serving in both a sales and executive capacity in the advertising department.

NBC Promotes Brennan, Gordon

JOHN J. BRENNAN, assistant business manager of NBC o&o stations since January, last week was named business manager of the stations, coincident with the appointment of Nicholas Gordon, o&o division rate and pricing analyst, to manager of rates and program evaluation, both reporting to Thomas S. O’Brien, director of business affairs for the o&o stations.

Mr. Brennan joined NBC in 1953 as an accountant, becoming business manager of WRCA-AM-TV New York the following year. Previously, he had been with the tax department of RCA and with the public accounting firm of Price, Waterhouse & Co.

Hall Returning To CBS Radio

EDWARD E. HALL, former CBS Radio sales service manager and since last year executive vice president and general manager of Vitapix Corp., returns to the network Dec. 3 as business manager of CBS Radio network sales, it was announced last week by Sales Vice President John Karol.

In his new post, Mr. Hall will be in charge of all sales service and sales personnel, providing liaison between sales and business affairs departments.

Roberts CBS-TV Story Editor

APPOINTMENT of Ed Roberts as eastern story editor of the CBS-TV Network Programs Dept. was announced last week by Harry Ommerle, CBS-TV vice president in charge of network programs. Mr. Roberts has been a newspaperman, screen writer and an advertising executive, and served most recently with BBDO as script editor of the Armstrong Circle Theatre tv series and in a variety of assignments dealing with creative personnel.

NETWORK PEOPLE


Robert W. Sarnoff, president of NBC, father of girl, Serena Warburg, Nov. 7.

A TOUR of Studebaker-Packard plant and network-client meetings took place recently in connection with the firm's announcement of sponsorship of the Chet Huntley-David Brinkley NBC News program on 84 stations each Monday. Touring the plant are (1 to r) Mr. Huntley; Carl K. Revelle, general sales manager of Studebaker-Packard; Edward J. Lievens, plant manager of stamping division; Jack Carson, NBC New York tv network sales, and Robert McKe, NBC Central Div. tv network sales.
Tv Set Shipments Down For Sept., 9 Months

TV SET shipments to dealers in September totaled 829,126 units compared to 535,936 in August and 1,019,191 in September 1955, according to Radio-Electronics-TV Mfrs. Assn. September was a five-week statutory month. Nine-month shipments in 1956 totaled 4,590,242 TV sets compared to 5,174,732 in same 1955 period.

Following are cumulative TV set shipments to dealers by states for the first nine months of 1956:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
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<tr>
<td>Alabama</td>
<td>73,024</td>
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<td>No. Dakota</td>
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<td>Nevada</td>
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<td>GRAND TOTAL</td>
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Nine-Month Profit $3,890,765,
Says Zenith Radio Corp. Report

ZENITH Radio Corp. had a net consolidated profit for itself and subsidiaries of $3,890,765 for the nine-month period ended Sept. 30, as compared to $5,004,069 for the same period last year.

A financial report issued last week reported earnings of $7.90 a share for the period this year, as compared to $10.16 in 1955. Third quarter profit totals were $1,359,941 as against $1,878,008 last year.

Zenith consolidated sales for the nine months this year were $100,568,265 compared to $108,468,108 last year.

Zenith reported TV receiver sales were down for both the nine-month and the recent quarter, but that while industry's average unit TV set prices declined in the latter period from the first six months, Zenith's own increased. Comdr. E. F. McDonal, Zenith president, attributed this rise to greater demand for the company's Space-Command remote control TV receivers. He said they accounted for more than 40% of Zenith's TV dollar volume during the quarter ended Sept. 30.

Comdr. McDonald alluded to "the unwarranted publicity and pressure by one large manufacturer" [obviously RCA] for color TV as "a major disturbing element" affecting the TV receiver industry. He said Zenith has developed a 21-inch color receiver "using the latest type rectangular tube," noting present sets incorporate the round color tube.

Television Included in Plans
For AT&T '57 Expansion

THAT $2.5 billion which AT&T plans to spend next year on construction of new Bell facilities includes some elements for television. That was made clear in AT&T President Frederick R. Kappel's speech before the Chicago Economic Club two weeks ago. Mr. Kappel was recently elevated to the presidency of the parent Bell System company, from the presidency of Western Electric Co., an AT&T subsidiary.

In a discussion of future development, Mr. Kappel foresaw increased use of wave guides in place of wire connections. Not only would such a system be able to send as many as 400,000 telephone conversations, Mr. Kappel noted, it could carry as many as 400 TV pictures simultaneously.

The newest coaxial cable systems containing eight conductors will transmit 5,400 telephone conversations or a dozen television programs, Mr. Kappel declared. And, in addition, he said, new radio relay systems are being developed, designed not only to carry more telephone messages but also TV programs.

Space TV Relays Visualized

JUST as the moon peers into a home anywhere on the earth's surface, so can man-made satellites bring television from all over the world into every home. That's the prediction of R. P. Haviland, General Electric rocket expert, who made the forecast last week.

Mr. Haviland estimated that a world-wide TV system could be established with four satellites travelling 4,000 miles high over the Equator. The satellites would be equally spaced about the earth and be visible at any instant from any point on the earth's equatorial region. A TV signal could then be beamed to the nearest satellite and relayed from satellite to satellite until it was desired to retransmit the signal to earth for retransmission locally.

ORRadio Sales at Record High

ORRADIO INDUSTRIES Inc., Opelika, Ala., reports its October sales were at a record-breaking high, exceeding the same month of 1955 by 74%. Irish brand recording tape sales for this year to date are 55% ahead of the corresponding period of last year, according to Nat Welch, ORRadio vice president for sales.

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MANUFACTURING

To withstand any specified load

To serve TV, AM or FM

For any height

Guyed or Self Supporting

*Standard heights to 1000 feet, with special designs available for higher structures

Your best solution to any tower problem is

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Pick the worst weather conditions on the map and you'll find Blaw-Knox towers up and operating successfully. For meeting any tower need you can combine design experience that goes back to radio's beginning with a supply service that started in 1869. Just order a Blaw-Knox tower via Graybar. Ready to give you skilled help on this, and every other phase of station construction is a Graybar Broadcast Equipment Representative. A phone call from you will make your problems his. (446-18)

Graybar Electric Company, 420 Lexington Avenue New York 17, N. Y.
OFFICES AND WAREHOUSES IN OVER 130 PRINCIPAL CITIES.

November 26, 1956 • Page 95
Realignment in Top Personnel Announced by Motorola Inc.

PAUL V. GALVIN has been elevated to board chairman and Robert W. Galvin, executive vice president, to president of Motorola Inc., Chicago.

Three vice presidents promoted to executive vice presidents are Edward R. Taylor for consumer products, Daniel E. Noble for industrial, semi-conductor and military electronics division and Elmer H. Waver for automotive products. S. R. Herkes, vice president for sales, was named vice president for consumer products marketing, reporting to Mr. Taylor.

In other changes, Virden Scratton, former vice president of Motorola Ltd., Canada, was named general merchandising manager; Hal McCormick, director of advertising and sales promotion, placed in charge of consumer advertising; Jack Davis to engineering vice president, and Arthur L. Reese, former general manager of communications-electronics, was elected vice president and general manager for communications and industrial electronics under Mr. Noble.

Philo Puts Out Tape Recorders

PHILCO CORP. has entered the tape recorder field with the introduction of two tape recorders to distributors.

Model TR-200, with stereophonic sound playback, carries a suggested list price of $219.95, and Model TR-100, not equipped for stereophonic playback, carries a suggested list price of $199.95. Among features of both models are monitor switch, precision tape index timer, safety switch, push button controls, dual speaker system, tape speed control, pause control, and input receptacle.

RCA Reports on Shipments

RCA has reported shipment of a three-vidicon color film camera to WAVY-TV Portsmouth, Va. (ch. 10); six-section superturnstile antennas to KTCA (TV) St. Paul (ch. 2 educational) and KNAC-TV Fort Smith, Ark. (ch. 5); 18-section superturnstile antenna to WTVW (TV) Evansville, Ind. (ch. 7) and a 50-kw transmitter to KONO-TV San Antonio (ch. 12).

MANUFACTURING PEOPLE

William B. McLaird, sales manager, government-export division of Canada Dry Bottling Co., to Gemex Corp., Union, N. J., as vice president in charge of marketing.

Lester Krugman, vice president in charge of marketing and member of executive committee, Emerson Radio & Phonograph Co., N. Y., has resigned effective immediately.

Robert S. Kadets, formerly Boston general manager for CBS-Columbia, named general manager, Boston branch of Sylvania Sales Corp. (wholly-owned Sylvania Electric Products subsidiary), succeeding Harley T. Litteral who has become radio sales manager, Sylvania's radio-tv division, Buffalo.


Joseph J. Kearney, equipment & parts promotion manager, RCA Tube Div., Harrison, N. J., to manager of distributor and industrial sales, RCA Components Div.

Paul M. Murphy, manager of television development of radio-tv, Sylvania Electronic Products Inc., Buffalo, named administrative engineer for division.

Harry G. McKenzie, sales staff, Gray Mfg. Co., Hartford, Conn., to general sales manager, Gray Research & Development Co. (high-fidelity sound equipment subsidiary), Manchester, Conn.

Charles T. Rosen, Family Products Div., International Latex Corp., to brand manager of Isodine Pharmacal Corp., pharmaceutical division of Latex, Dover, Del.


Charles W. Morrison, field sales representative, parts division sales office, Sylvania Electric Products Inc., Warren, Pa., transferred to Detroit office in similar capacity.


George Beever, radio-tv service manager with a Pittsburgh appliance dealer, to Magnavox Co., Chicago, as regional field service engineer.

Dwain A. Keller, formerly technical representative for Philco Corp. and Raytheon Mfg. Co., to Kay Labs, San Diego, sales staff.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipments of 50 kw amplifier to KLOR (TV) Portland, Ore., and 50 kw transmitter to WAVY (TV) Norfolk, Va.

Browning Labs Inc., Winchester, Mass., announces new monitor and relay crystal controlled receiver for fm broadcast band. Features standard rack panel mounting, simplex-multiplex switch, signal strength meter, 600/150 ohms output.

Hoffman Labs Inc., L. A., announces plans to build new electronic research and development building designed to handle expanded activity of its engineering department. Building plans are part of program aimed at doubling Hoffman's engineering force within next two years.

Kay Electric Co., Pine Brook, N. J., announces Kay filter which is reported to be first completely transistorized broadband video amplifier.

RCA, Camden, N. J., launches production on new portable tv receiver, said to be first to be nationally advertised under $100. New model, priced at $99.95, weighs only 20 pounds and has eight-inch picture tube overall diagonal, providing 36 square inches of viewable picture.

Firm also reports new hi-fi tape recorder incorporating transistors, printed circuitry and electrodynamic operation which eliminates parts formerly required to change speed and direction.

Fairchild Recording Equipment Co., L. I., N. Y., announces expansion of its recording-broadcasting studios and has rented top floor of Industrial Bldg., 10-40 45th Ave., Long Island.

Amplifier Corp. of America, N. Y., offering, without cost, illustrated four-page folder describing features of company's 15 magnetic, battery and portable Magnemite series tape recorders.

R. C. CRISLER & COMPANY, INC.
R. C. CRISLER — PAUL E. WAGNER
BUSINESS BROKERS SPECIALIZING IN RADIO AND TELEVISION STATIONS

Fifth-Third Bank Bldg.,
Cincinnati 2, Ohio
Dunbar 1-7775

41 E. 42nd St.,
New York, N. Y.
Mun. Hill 7-8437

Page 96 • November 26, 1956
Spot Rates on German TV Being Offered Advertisers

FIRST commercial spots in German television are being offered to advertisers this month by the Bavarian State Network. According to the German Tourist Information Office, New York, weekly rates are $12-$17 per second for spots ranging from 15 seconds to two minutes. Saturday rates are pegged 25% higher.

Tv is state-operated in Germany. But the Bavarian network's move to sell time to advertisers "is likely to be followed in other regions," the tourist office stated, noting that in some areas such a move has been under study. Also reported by the German tourist outlet: advertisers in Germany have formed an organization to explore the means of setting up a privately-operated network. Status of German tv: 500,000 sets now operating with next year's production of new sets estimated at 750,000.

Accusations of Soviet Press Branded False by RFE's Grew

RADIO FREE EUROPE has been "falsely accused" by the Soviet press of "inciting the rebellion" in Hungary, according to Joseph C. Grew, chairman of the board of Free Europe Committee Inc., New York, which operates both Radio Free Europe and Free Europe Press.

Mr. Grew noted that these "fears" have been expressed in some free world newspapers and radio comment as well (also see RFE denial, BT, Nov. 19). RFE, Mr. Grew observed, "has repeatedly broadcast messages of hope and encouragement for peaceful liberation... performed the functions of a free press for the people behind the iron curtain" and it "has never been the policy or practice" of RFE to "incite rebellion."

Ad Council Stays Behind RFE

IN a special statement released in New York Nov. 16, the board of directors of The Advertising Council backed up Radio Free Europe's role in broadcasting to Iron Curtain countries [BT, Nov. 19] and gave assurance it would continue to aid the Crusade for Freedom in its fund-raising efforts for RFE. The board stated that it believes RFE policies are consistent with U. S. aims of never advocating "violent revolt" of Soviet satellite countries and that specifically, RFE did not incite the Hungarian people. The Council, for the past five years, has conducted campaigns for Crusade for Freedom.

Study Canadian Rating Methods

A STUDY OF Canadian broadcast rating research methods has been started by the Canadian Advertising Research Foundation under chairmanship of Adrian Gamble, manager of marketing research, Procter & Gamble of Canada Ltd., Toronto. The study is being made to find out what is needed for Canadian radio and television audience measurement and will take several months. This will delay the start of rating services in Canada by A. C. Nielsen Co. and British Television Audience Measurement Co. A committee has been established to make the study, with Robin Merry, director of marketing research of Lever Bros. Ltd., as chairman. Independent radio stations will be represented on the committee by Lloyd Moore, manager of CFRB Toronto, and Canadian Broadcasting Corp. by N. M. Morrison, CBC director of audience research.

Air Force Plans Two German Tvs

THE U. S. Air Force last week announced plans to have two television stations operating in West Germany by early 1957. A spokesman said the stations will be located in Landstuhl and Bitburg and that the projects have the approval of the U. S. and West German governments.

USIA Hiring Overseas Personnel

OPENINGS have been announced by the U. S. Information Agency for men with radio-television, advertising or motion picture experience for information and cultural officer posts in foreign service. The government specifically is looking for men 31-55, married or single, to fill positions that pay from $5,715 to $8,270 and higher, plus housing, cost-of-living and other overseas allowances. Applicants are asked to write to Mr. Robert H. Melvin, U. S. I. A., 652 Walker-Johnson Bldg., Washington 25.

King Joins Radio Liberation

APPOINTMENT of Gene King, program director of Voice of America, to direct the programming services of Radio Liberation in the U. S. has been announced by Howard H. Sargeant, president of the American Committee for Liberation. The committee supports RL's broadcasting to the Soviet Union from transmitters in Germany and the Far East.

INTERNATIONAL PEOPLE


INTERNATIONAL SHORT

Canadian Broadcasting Corp., has ordered four video-tape recording and playback units for CBWT-TV Winnipeg, Man., from Ampex American Corp. Equipment to be used at Winnipeg to record national tv network programs which now reach Winnipeg live from eastern Canada via microwave.

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PROGRAMS & PROMOTIONS

Slenderella Salons, 'Collier's' Cross Plug in Radio Campaigns


Slenderella, through its agency, Management Assoc. of Connecticut, will key more than 2,000 spot announcements (on 202 CBS Radio stations carrying the three Slenderella network programs, plus 163 stations in 33 markets assigned Slenderella's spot schedule) to the Collier's piece. Spokesmen for the figure proportioning salon chain said that the magazine will get "an estimated $100,000 worth of radio time" out of the campaign. Officials at Crowell-Collier said that while they are not going to increase their usual spot radio schedules for their Dec. 21 issue (through Grey Adv., New York), the copy will highlight the Slenderella piece as well as other articles.

KVOA-TV Tucson, Ariz., Marks Color Debut With Big Promotion

KVOA-TV Tucson, Ariz., enlisted the cooperation of the Tucson Junior Chamber of Commerce and other local civic and patriotic organizations in conjunction with the station's color debut last Saturday (Nov. 24).

The city's mayor proclaimed Nov. 24 and 25 as "Tucson's Four-Color Days," which not only salute the debut of NBC color tv in the community but recalled the fact that Tucson served under four flags in little more than a century.

A Color Parade Saturday dramatized the early history of the West, after which a motorcade proceeded to the Tucson Sports Center, where more than 30 color tv sets were set up for the showing of the NBC-TV spectacular "High Button Shoes." A "Four-Color" ball was held in the evening. On Sunday, an historical pageant was presented in nearby Old Tucson by the Jaycees and Jaycuttes.

Many of the city's festivities were to be recorded on color film, rushed to Los Angeles for developing and relayed back to Tucson via closed circuit for viewing in color. Directing the entire promotion for KVOA-TV was Jim Cox, former BMI station relations representative in New York and Hollywood.

WBAL-TV Baltimore Sets Up Committee to Clear Continuity

WBAL-TV Baltimore has set up a new continuity acceptance committee to supplement previous control procedures. The committee will clear all material to be used on the air to see that it conforms with standards of good taste as laid down by the NARTB Code and station management, according to the announcement.

The committee, composed of Assistant Station Manager Willis K. (Bud) Freiert, Program Director Sydney King and Continuity Director Charlotte Rice, announced that effective Dec. 1, all "pitch-type" shows and extended commercial announcements would be abolished on the station.


Miss Larrick stated that tv can provide "a motivating force to bring children and books together," and that "almost any tv program can be a springboard to children's reading if we are imaginative enough to find books that will tie in with the program." Many parents and teachers fail to connect tv programs with books, she said, explaining that programs stimulate a child's curiosity. She said the same fear about effects on reading prevailed with the introduction of the automobile, and before that, the popularity of bicycles.

STEREOPHONIC SOUND BY SIMULCAST

STEREOPHONIC sound—common in the lexicon of high fidelity fans—is moving into radio-tv in a unique broadcast-telescast sponsored by Prudential Insurance Co. of America. In a highly-budgeted, local show on KRCA (TV) Los Angeles, Prudential will sponsor on Dec. 2 the Burbank (Calif.) Symphony, from 5 to 3:30 p.m. It will be simulcast, being heard on KFI Los Angeles. On opening of the program, viewers will be asked to place their portable radio about six feet from their tv set and with simultaneous viewing and listening, says KRCA, effect will be similar to the impact of stereophonic sound used in deluxe motion picture theatres. Andy Potter, tv-radio director, Callins & Holden agency, is credited with conceiving the idea for the telecast.

COMPLETING final arrangements for the "stereophonic" simulcast are (left to right): standing, Thomas C. McCray, KRCA (TV) general manager; Rouen Westcott, NBC Sales; Andy Potter, radio-tv director of Callins & Holden agency; Al Price, KFI Sales; Harry Gilliland, Prudential advertising manager; Charles Hamilton, KFI general manager; seated, Harry J. Volk, vice president in charge of western operations for the sponsoring insurance company.

Also send for details on the new Lawrence Welk Library Package

Page 98 • November 26, 1956
Personalized Promotion Planned
BILL McGRATH, general manager of WHDH Boston, said last week that he's felt the information about his station before available to timebuyers has been sketchy, at best. So he's going to do something about it.

For one week starting today (Monday), WHDH will rent suite 850 (corresponding with WHDH's dial number) at New York's Waldorf-Astoria Hotel, install a direct hook-up to Boston, allowing timebuyers to get a "personal feel" of the station by hearing its programs and talking to its personnel. On hand to receive the visitors will be Mr. McGrath, Commercial Manager Al Tanger, and members of John Blair & Co., WHDH's station representative.

KOWH Holds Open House Party
KOWH Omaha held an open house party this month for its newly decorated offices and studios. To help celebrate the occasion, KOWH disc jockeys decided to let their beards grow for a month. Todd Storrz offered a $200 prize to the one with the longest and best groomed beard. Mitch Miller flew in for the occasion to judge the contest. Over 500 agency people and clients were taken on a tour of the offices and then viewed the judging of the beard contest. Mr. Miller decided that Grahame Richards and Harry Holland were both winners. He then shaved the beards off both men in full view of the audience.

Bans Christmas Music Until Dec. 1
WEJL Scranton has reaffirmed its annual policy this year and will not play any Christmas music until after Dec. 1. The station has done this in order to "retain the true spirit of Christmas and not to destroy it with over-commercialized use of Christmas music far in advance of the holiday." It also will bar rock 'n' roll, novelty and gimmick music for the holiday season because it is "not in keeping with the Christmas meaning."

Columnist Sent on Wild Chase
STAN ANDERSON, a Cleveland Press radio-tv columnist, was sent on a wild chase in the rain by WEWS (TV), same city, in connection with the I Spy program carried by that station. A personal ad in the Press instructing him to go to an appointed meeting place started him off on the chase. When he arrived at his destination, he found instructions to go somewhere else. The quest finally ended at the Harbor Inn where he found a woman dressed in black sitting at a candlelit table who told him, "I am the reincarnation of Maria Sorrel, the famous World War I espionage agent. My story will be told on Raymond Massey's I Spy series. Dorothy Hart, once of Cleveland will be Maria." Mr. Anderson then returned to his office to write an account of the day's events for his readers.

'Pepe' Teaches Children Spanish
KMJ-TV Fresno is featuring a series of Spanish lessons designed for in-school viewing. The series, Here's Pepe, is broadcast live on Tuesday and Thursday mornings in cooperation with Fresno State College and is aimed at children of elementary school age. Kinescopes of the lessons are repeated on Saturdays for the benefit of children attending schools that do not have tv sets. A little-boy puppet, Pepe, speaks nothing but Spanish and teaches the language with the help of Mary Lou Garman, an elementary school teacher. Toni Revilla, Fresno State College Spanish instructor, provides Pepe's voice.

KBKW Celebrates Birthday
In order to celebrate its seventh birthday, KBKW Aberdeen, Wash., held a "Back-to-School" dance for local teenagers. The admission was free and merchants donated contest prizes such as sweaters, portable radios, a man's suit, shoes and an automobile valued at $600. A 21-piece orchestra was furnished by courtesy of James Petrollo, AFM president. The station rented the local armory and 1600 teenagers showed up for the dance. The station credits the dance with increased sales and has decided to make the "Back-to-School Birthday Party" an annual affair.

Local Students Operate KGHF
AS its contribution to American Education Week, KGHF Pueblo, Colo., gave local high school students a chance to operate the station for a day. The students handled the sales, copy, bookkeeping, announcing, news, engineering and management of the station. Over 130 students participated in the event and KGHF has decided to make this an annual affair.
HOMESPUN ID

A NEW station identification technique is being utilized by WBKB (TV) Chicago to emphasize its multi-colored sound and visually-photographed on slides with an overlay of ABC logo and phrase, “The Jones family is staying tuned for The Danny Thomas Show following over WBKB.” The idea was devised and is being executed by promotion, press information and advertising department of the ABC-owned and operated outlet.

Sponsor 'Miss Amana' Contest

IN cooperation with one of its advertisers, Amana food freezers, WTRF-TV Wheeling, W. Va., is conducting an area-wide search for a woman to do the Amana commercials over its station. The “Miss Amana” contest is being advertised by on-the-air announcements and by Amana through its salesmen. The winner will receive a $600 freezer, an all-expense-paid trip to visit the freezer plant in Amana, Iowa, and employment with WTRF-TV.

Cisco Kid Club Numbers 631,000

MEMBERSHIP of 631,000 youngsters in The Cisco Kid Ranchers Club five months after the club promotion was launched was reported last week by Ziv Television which syndicates Cisco Kid, a TV film series. Members joined the club at the sponsor's point of sale in 187 markets.

WPIX (TV) Issues Brochure

WPIX (TV) New York, has issued a 75-page, multi-colored brochure listing its 1956-57 programs including a synopsis and a scene from each show carried by the station. The booklet also lists the advertisers and agencies which sponsor programs.

Plan Fund for Hi-Fi Promotion

A FUND designed to "promote, publicize and advertise" high fidelity on a non-profit industry basis will be established partly through a grant from the International Sight & Sound Exposition Inc. made possible by proceeds from its 1956 Chicago Hi-Fi show.

In announcing the fund, S. I. Neiman, show president, said manufacturers and trade associations will be invited to participate and cooperate in "missionary work" capitalizing on the impact of hi-fi show promotion. A continuing national promotional program is planned the year around, according to Mr. Neiman. Leading advertising and sales promotional executives of the electronics industry will be asked to prepare promotion material for future high fidelity shows, he added.

Children's Disc Jockey Show

GLENN GREGORY, a WMIE Miami disc jockey, has inaugurated what is claimed to be "the first children's disc jockey show." The program, Glenn & Mickey's Music Box features Mr. Gregory and Mickey O'Day, a wooden dummy, playing recorded children's music. The show is broadcast remote from the 27th Avenue Farmer's Market where the children can visit with Glenn & Mickey on-the-air in addition to receiving gifts and prizes.

An Apple for the Teacher'

TAKING advantage of American Education Week this month, KOLR Sterling, Colo., and two of its sponsors presented 350 Red Delicious apples to all the schools in their area. Attached to the apples was a card saying, "It's American Education Week . . . so . . . from Watkins Fashions and Fabrics, Brown Shoe Co., and KOLR Radio, 'An Apple for the Teacher.'" They were placed in the center of each teacher's desk in the morning as a salute to the "unsung heroes and heroines of the classroom."

WAAM (TV) Travelogues State

A MARYLAND county will be featured each week on The Maryland Scene, which has made its debut on WAAM (TV) Baltimore. Bill Watson is guide on the show, featuring farm news, hunting and fishing, and films of historical places of interest.

KDKA Helps Capture Stolen Car

KDKA Pittsburgh was credited by local police for playing a key role in the capture of two teen-agers who allegedly stole an automobile containing more than $61,000 in money orders. On one of its news programs, KDKA broadcast a description and the license number of the stolen car. A listener heard the information over his car radio and realized the car in front of his had the stolen car's license number. He immediately phoned the police. They set up a road block and apprehended the two boys within an hour after the station broadcast the news. KDKA's remote news wagon recorded the youths' testimony as they were brought into the police station.

'Marvin Hunter Show' Saluted

THE Marvin Hunter Show on WOWO Fort Wayne, was featured as part of the pre-game entertainment on Band Day at Ball State College, Muncie. The school band made formations for 1190, the station's dial position, 9:00 p.m., the time of the program and climaxd it with the formation of WOWO. The band also played musical selections associated with the show.

UPCOMING

NOVEMBER
Nov. 28-30: Sigma Delta Chi national convention, Louisville.
Nov. 29-Dec. 1: Florida Assn. of Broadcasters, Langford Hotel, Winter Park.

JANUARY
Jan. 19-21: Atlantic Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.
Station Authorizations, Applications, etc. (As Compiled by B\*T)

November 15 through November 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundups.

CP—construction permit. DA—directional antenna. FCC—Federal Communications Commission. GHz—very high frequency. uhf—ultra high frequency. ant.—antenna. aural.—audible. vis.—visible. kw—kilowatts. w—watt. me—megacycles. D-Day—Day D.

Abbreviations:

- L. —local sunset. mod. —modulation.
- trans.—transmitter. unit.—unlimited hours. kc.—kilocycles. SCA—subsidized communications authorities. SBA—special service authorization. STA—special temporary authorization.

Ty Summary through Nov. 20

Total Operating Stations in U. S.:_____________________

<table>
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<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<td>Commercial</td>
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<td>Noncommercial</td>
<td>938</td>
<td>327</td>
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Grants since July 11, 1952:

- (When FCC began processing applications after tv freeze)
  - VHF: 1,107
  - UHF: 347
  - Total: 1,454

- (When FCC began processing applications after tv freeze)
  - VHF: 941
  - UHF: 297
  - Total: 1,238

Applications filed since April 14, 1952:

- (When FCC began processing applications after tv freeze)
  - New Amend. VHF: 10
  - UHF: 5
  - Total: 15

New Tv Stations

**APPLICATIONS BY FCC**

Paducah, Ky.—Paducah Newspapers Inc. granted vhf ch. 6 (382-386 mc); ERP 229 kw. vis. 12.27 kw. ant. height above average terrain 252 ft. At: 705 W. Industrial Park, Paducah. Name: Paducah Newspapers Inc. WYKY-FM. Same co-owned with WYKY-AM. Geo. coordinates: 38° 09’ 30” N., 89° 02’ 00” W.

Albany, N.Y.—Free Bessig, Corp. granted uhf ch. 34 (879-883 mc); ERP 22.9 kw vis. 111 kw. ant. height above average terrain 128 ft. At: 290 Bryant Ave., Albany. Name: WNYT-B. Same co-owned with WNYT-AM. Geo. coordinates: 42° 23’ 00” N., 73° 48’ 30” W.

**APPLICATIONS AMENDED**

Birmingham, Ala.—Application of Birmingham Television Corp. seeking new tv station to be affiliated with new financial and corporate data. Announced Nov. 13.

Helena, Mont.—Application of The Peoples Forum of the Air seeking ch. 10 to be affiliated with new financial and corporate data. Announced Nov. 18.

Wilmingon, N.C.—Application of Carolina Broadcasting System Inc. seeking new tv station to be affiliated with new financial and corporate data. Announced Nov. 18.

Translators

Weed Heights, Nev.—The Anaconda Co. granted

**APPLICATIONS**

New Bedford, Mass.—E. Anthony & Sons Inc., vhf ch. 6 (652-656 mc); ERP 109 kw vis. 50 kw. ant. height above average terrain 27 ft. At: 1270 Park St., New Bedford. Geo. coordinates: 41° 25’ 00” N., 71° 20’ 30” W.

Apex, N.C.—Application of North Carolina Educational Foundation Inc. seeking new tv station to be affiliated with new financial and corporate data. Announced Nov. 15.
New Am Stations... 

APPLICATIONS


Braddock Heights, Md.—Musical Heights Inc., 1320 kw, 1st floor, P. O. address, John S. Stahl, 530 Brunswick St., Brunswick, Md. Estimated construction cost $10,000, first year operating cost $5,000, revenue $10,000. Principals include Seany J. Woodworth (51%), chief engineer at KYW in Dallas, and Jack V. Reeder, engineer. Granted.

Nauagatuck, Conn.—Application of Nauagatuck Valley Service Inc. seeking cp for new station on 690 kw, 2nd floor, P. O. address. Granted.

Belleville, Ill.—Thoms Carr granted 1560 kw, 1st floor, P. O. address 335 Ponte Vedra Blvd., Belleville, III. Estimated construction cost $10,000, first year operating cost $5,000, revenue $10,000. Mr. Carr formerly owned 35% of WKXV Knoxville, Tenn., and was 56% partner in WTVN in Fla. Estimated.

St. Louis, Mo.—Application of William H. Loudermilk seeking new station on 500 kw, 2nd floor, P. O. address. Granted.

Tifton, Ga.—C. N. Todd granted 1340 kw, 1st floor, P. O. address 498 Rentz St., Tifton, Ga. Estimated construction cost $10,000, first year operating cost $5,000, revenue $10,000. Mr. Todd is retail apparel dealer. Granted.

Hancock, Mich.—Copper Country granted 920 kw, 1st floor, P. O. address 147, Hancock, Mich. Estimated construction cost $250,000, first year operating cost $42,500, revenue $48,000. Principals are Mr. B. Sivill, owner, D. L. Sivill, partner, and D. L. Johnson, partner. Granted.

Howell, Mich.—Livingston Best, Co., granted 1350 kw, 1st floor, P. O. address 800 S. St. Joseph, St. Louis, Mo. Estimated construction cost $100,000, first year operating cost $40,000. Sole owner is M. H. Wright, general manager and W. H. Wright, partner of WALM Albion, Mich. Granted.

Saratoga Springs, N. Y.—Radio Saratoga granted 1540 kw, 1st floor, P. O. address 95 South St., Saratoga Springs, N. Y. Estimated construction cost $15,000, first year operating cost $4,000, revenue $5,000. Sole owner is J. H. Wirth, general manager. Granted.

Brookings, S. Dak.—Jerry A. Ripper, Sr., 250 kw, 1st floor, Box 464, Brookings, S. Dak. Estimated construction cost $21,000, first year operating cost $3,000, revenue $10,000. Principals are Mr. Ripper and his father. Granted.

Sheboygan, Wis.—C. E. Strohbehn, 1100 kw, 2nd floor, P. O. address 727, Sheboygan, Wis. Estimated construction cost $1,000,000, first year operating cost $200,000, revenue $250,000. Given to the Sheboygan School District and is non-commercial. Granted.

Brookings, S. Dak.—Joseph S. McCarroll, 250 kw, 1st floor, Box 48, Brookings, S. Dak. Estimated construction cost $20,000, first year operating cost $4,000, revenue $10,000. John M. McCarroll, partner. Granted.

New Fm Stations... 

APPLICATIONS

Los Angeles, Calif.—Echo Park Evangelistic Assn. granted 103.5 mc, ch. 278, ERP 13 kw, P. O. address 1100 Glendale Blvd, Los Angeles 62. Estimated construction cost $1,000, first year operating cost $500, revenue $1,000. Applicant owns WVIE and 917 KSER in Los Angeles. Granted.

Salt Lake City, Utah—Robert R. Laird, d/b a Mountain Rose, granted 91.5 mc, 150 kw P. O. address 131, Salt Lake City 10. Estimated construction cost $150,000, first year operating cost $35,000. Mr. Laird is 50% partner. Castle Creek Co., applicant for ch. 3.
JANSKY & BAILEY INC.
Executive Office: 35 De Sales St., N. W., Washington, D. C. 20001
JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 7-1205
Member APCCE*

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Blvd., Atlantic City, N. J.
Washington 4, D. C.
Member APCCE*

RUSSELL P. MAY
711 14th St., N. W.
Washington 5, D. C.
Member APCCE*

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television Communications-Electronics
1618 Eye St., N.W., Washington, D. C.
Member APCCE*

WELDON & CARR
Consulting Radio & Television Engineers
Washington 4, D. C.
Member APCCE*

WALTER F. KEAN
Consulting Radio Engineers
Washington 4, D. C.
Member APCCE*

VIR N. JAMES
Consulting Radio Engineers
Washington 4, D. C.
Member APCCE*

SPOT YOUR FIRM'S NAME HERE.
To Be Seen by 77,440* Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for new, FM, TV and facsimile facilities. *1956 ARB Continuing Readership Study

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL-TIME SERVICE FOR AM-FM-TV
P. O. Box 79537
Kansas City, Mo.
Phone Jackson 3-5322

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curriculum
2234 16th St., N.W., Wash., D. C.
Practical Broadcast, TV Electronics engineering home study & resident courses. Write for Free Catalog, specify course.

A. E. TOWNE ASSOC'S., INC.
TELEVISION AND RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
Member APCCE *

PROFESSIONAL CARDS
<table>
<thead>
<tr>
<th>CLASSIFIED ADVERTISEMENTS</th>
</tr>
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<tbody>
<tr>
<td>Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.</td>
</tr>
<tr>
<td>Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$5.00 minimum. All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch. No charge for blind box number. Send box number replies to BROADCASTING &amp; TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.</td>
</tr>
</tbody>
</table>

### Sales Engineers

Broadcast equipment manufacturer has openings for sales engineers to travel and work on radio stations in the following territories.

#### Southern California

Technical radio background is essential, possibly as chief engineer of AM station. These are permanent positions with a future in a growing company. Please send complete details to Box 492C, B-T.

#### Texas

#### Midwest

### RADIO

#### Help Wanted

**New group ownership has just taken over tkw full-time station in Gulf Coast area operating in two prosperous towns of 25,000 and 20,000 in Gulf Coast Texas area. We are reprogramming and staffing and need chief engineer.**

**EXPERIENCE NEEDED **

Experienced engineer. 

ASTRONOMER-ENGINEER. **$1,500 plus**

**Station**

**WJUX**

**Location**

**Southern California**

**City**

**Los Angeles**

**Box**

**492C, B-T**

#### Announcers

**Announcer-salesman. Have you ever wanted to be your own boss? We have a unique opportunity for you. Our station would like to offer you the opportunity to become your own boss. We have been growing and expanding and are looking for someone to help us continue this growth. If you have experience as an announcer and are interested in becoming your own boss, please contact us.**

**Station**

**WJUX**

**Location**

**Southern California**

**Box**

**492C, B-T**
RADIO
Help Wanted—(Cont'd)

Technical

Experienced chief engineer for 1600 watt directional station in Louisiana. Box 559C, B-T.

First ticket, good maintenance engineer, with fair voice, for big market am-fm. Opportunity to become chief. Full details first letter. Box 583C, B-T.

Chief engineer for fulltime 1kw in prosperous Gulf Coast Texas city of 25,000 people. Ideal living conditions for man with family. $50 weekly plus Christmas bonus. Blue Cross, other benefits. Write giving full background. Box 524C, B-T.

Immediate opening for a qualified chief engineer familiar with broadcast equipment. Must have fulltime directional operation. 1000 watt RCA equipment. Please send resume, present station. Box 519C, B-T. Attractive opening to be ready to talk terms. Interview, write giving full information, experience, personal data. Recent photograph, references and salary expected. Box 590C, B-T.

Engineer-announcer, KBMB Radio, Bozeman, Montana. Engineer must be proficient and have good voice. Salary competitive. Send complete qualifications. Apply Clinton Formby, Manager, KPAN, Hereford, Texas.

Wanted: 1st phone, top pay, daytime station. Send picture and tape to WHKY, West Bend, Wisconsin.


First class engineer... combo man preferred but not necessary. New and five thousand watt operation in New York State's beautiful north country. Send resume, references. WEAV, Plattsburg, New York. Car Necessary.

Need immediately two engineers, first phone, transmitter, and program librarian. Contact WHLM, Bloomington, Pennsylvania.

Transmitter engineer with first class ticket—WJTM, Jamestown, New York.

Daytime kilowatt has opening for first class engineer. Must be able to announce here and not essential. Paid vacation, hospitalization plan. Air conditioned. Send details, expected salary. Chief Engineer, WLFO, LaSalle, Illinois.

WTGC, 5 kw directional. Savannah, Georgia, needs first class man for night work. Send complete qualifications, references and photograph to Chief Engineer, WOGG, Liberty, N. Y. Call collect.

Wanted: Chief engineer, WOGS, Liberty, N. Y. Call collect.

Transmitter engineers for either radio or tv operation with large directional chain. Contact T. Crow, Rollins Broadcasting & Telecasting, 414 French Street, Wilmington, Delaware.

Wanted: College-trained engineering assistant with broadcast experience. Must be competent in mathematics and drafting. J. G. Roundtree, Consulting Engineer, 5625 Dyer Street, Dallas 8, Texas.

First class engineer-announcer, to fill chief's job. Train on job necessary. Send tape, resume to Box 620, Lewistown, Montana.

Programming-Production, Others


News director—challenging local news job open in extensive market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive mature新动能. Box 570C, B-T.

Program director—outstanding kilowatt Indy with top staff. Excellent background. Wants man with PD experience. Administrative and creative ability paramount. Box 511C, B-T.

Ready to move up? You've got ideas? You're a good news man who can be convinced that he is the program director if given a chance? You may have what we need. We've got a job for a man 30 to 45 in a pleasant, rapidly growing area market. Immediate opening. Box 516C, B-T.

We can make this job for you. We are a consolidating station with 100% ownership. Good market, experienced staff. Send resume of experience and qualifications. Box 531C, B-T.

RADIO
Help Wanted—(Cont'd)

Immediate opening for experience newsmen qualified in reporting, writing, and editing. No air-work. Prefer man with midwest or western experience. Also positions in sales and production. Details to Personnel Director, KOA-Radio, Denver.

Commercial writer-producer for Sales Service Department at WHLM in Wilmington. Work with sales and clients to write and produce commercials that sell. $25,000 start. Must be unmarried. Present personnel not affected. Blog, samples and references to Gene Brook, WBEN, Buffalo 2, N. Y. Confidential.

Top Hooper rated negro station—WOKJ—Jackson, Miss.—has immediate opening for white program director. Assistant-manager to supervise personnel-production-traffic-copy. Salary commensurate with ability and experience. Excellent chance for advancement with progressive organization. Send resume—photograph to John McLendon, Box 2967, Jackson, Miss.

Situations Wanted—Managerial

Successful 30-year old radio station operator desires new location in New York. Civic-minded, management, sales, announce, work and make money. All offers confidential. Box 442C, B-T.

New managing successful operation. Twelve years experience all phases... seven years managing key stations in highly competitive market. High caliber. Box 541C, B-T.

Station manager or sales manager. 15 years experience in all phases, radio and tv and network and merchandising. Presents employed small market am-fm. Box 542C, B-T.

Nursed small station from nothing to a fantastic sale price. Looking for another challenge. Investment. Box 550C, B-T.

Manager or sales manager available. Truly outstanding sales and management record. Seeking greater challenge. Finest references. Box 568C, B-T.

General manager and/or sales manager. Current billing runs into six figures. Seeking location and position that offers greater challenge. Have fine management and sales record. References. Box 569C, B-T.

Money-making manager—young. Successful background medium-major market management. Personal attention to sales. Proven programming resulting in profits. Experience includes excellent agency association, public relations writing. Family in pleasant community environment. Box 574C, B-T.

RADIO
Situations Wanted—(Cont'd)

Salesmen

Salesman—6 years experience; family; available after first of year. Box 585C, B-T.

Bargain hunters, please note—here's a two for the price of one deal that you can't afford to miss. Salesman-announcer with 10 years sales experience. Some announcing experience. Presently employed—will work on sales commission. New York, New Jersey, Conn., Pennsylvania. Box 590C, B-T.

Announcers

Announcer, pop deejay, four years experience, at present employed, thorough knowledge of music, food, commercials, pop sports. Desires position New York, New Jersey, Pennsylvania or Massachusetts. Box 592C, B-T.

Experienced announcer, DJ, first phone. 4 years radio-tv, capable PD. Release from Army January, 24, married. Texas. Box 515C, B-T.

DJ waxie... every sport... news plus all special events. Either radio or tv. Box 517C, B-T.


Easy relaxed DJ show. Can sell for you. Middle size market, married, veteran, experienced. Box 526C, B-T.

Need a family man with one year experience, first phone? Box 540C, B-T.

Announcer, 25, writing all continuity for fulltime am-fm, desires move to station with greater potential. Box 541B, B-T.

Announcer, 21, relaxed DJ approach, pop, classics, news, sports. With present station 11 yrs, desires bigger future. References. tape. Box 542C, B-T.

Personality DJ—3 years experience. Presently employed. Wish to relocate. Box 547C, B-T.

Combo—Spanish—1st class license-English-Spanish—1st class license. Operate own station. Box 553C, B-T.

Radio manager! Are you loaded with details? Want someone to handle your mail without dictation; national spot accounts, network, and pitch hit when necessary in traffic and copy? Then I'm your gal. Box 555C, B-T.

Sports director, medium market desires more extensive year-round sports program in midwest northeast. Available for basketball. College graduate, 23, v/g, married, experienced all sports. Now doing sports-sales. Box 561C, B-T.

ANNOUNCERS

Radio stations throughout the country are rapidly converting to "engineer operation." Keep pace with this trend by acquiring security—get your first class FCC license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class FCC license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare you, too, for a first class FCC license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

Our Guarantee
If you should fail the FCC license examination on our course, we guarantee to refund you additional charges at training at NO ADDITION-AL COST.

FCC-Type Exams
FCC-type tests are used throughout the country. Well done on them is the course. Constant practice with our FCC-type tests helps you prepare for the actual FCC examination.

K. M. L. 
WACO, TEXAS

BROADCASTING • TELECASTING

November 26, 1956 • Page 105
RADIO

Situations Wanted—(Cont’d)

Announcers
DJ-anouncer, 3rd class. Graduate. Strong on commercials. Mature enough for responsibilities; young enough to keep up after hours. Tony to learn more. Tape and resume on request. Box 56C, B-T.

Personality—DJ—strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 512C, B-T.

Recommendation: Staff reorganization resulted in one job. Apply immediately to you... versatile, college graduate specializing in sports play-by-play and pop music DJ. Write or call J. D. Hill, General Manager, KWHK, Hutchinson, Kansas.

Florida only. Announcer available immediately. Doo jockey, staff—married—one year experience. Write or call Robert Weiss, 3324 West 12th Street, Erie, Pa. Phone 58683.

First class announcer with first class ticket. Over 3 years experience. Listenable delivery that sells! Well-versed in production, promotion, copywriting and traffic. Some sales experience. No maintenance. College education, preferred. Locate in or close to city. Box 345C, B-T.


TELEVISION

Help Wanted—(Cont’d)

Announcers

Need qualified staff announcer. Prefer southern experience. Would consider experienced radio announcer seeking opportunity with network or as excellent living conditions. Complete details should include picture, tape, minimum salary. Ali, KWSV, Radio and TV, Roswell, New Mexico.

Technical

Transmitter supervisor; must be experienced in hi-power television transmitter operation and willing to relocate to southeast. References required. Box 521C, B-T.

First class engineer for tv transmitter and control room work. Experienced prefer. WAIM-TV, 16000, Chatham, Ontario, Canada. Box 525C, B-T.

Studio technician—must be resident college graduate of recognized technical school. Prefer men with previous broadcast experience. FCC first class radio-telephone licensed required. Camera pushers and producers need not apply. Send resume with recent photo to Chief Engineer, WTVN-TV, 752 Harmon Ave., Columbus, Ohio.

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXXV-TV, Petersburg, Virginia.

Programming-Production, Others


Situation Wanted

Managerial

Business executive for network, film distributor, producer, station. 8 years N. Y. C. experience, including and coordinating national sales and marketing, customer relations, legal, traffic. Excellent contact writer. Prefer men with previous broadcast experience. WCTL, 35, B.S., languages, relocate, travel. Box 522C, B-T.

Sales manager/salesman: 14 years radio experience. Young, aggressive, married. Excellent industry and client references. Prefer commission arrangement. Box 578C, B-T.

Announcer

Can a man with radio background crash the antenna barrier? Would like to make the jump. Box 528C, B-T.

Technical

Twenty years experience am-fm-fm, including color: FCC all classes, Chief, supervisory experience, $9,000 year minimum. Reliable, permanent. Thirty days notice. Box 531C, B-T.

Programming-Production, Others

Continuity and traffic jobs open at California network, tv station. Location is open in California vhf network located in medium market on California coast. Great opportunity to the right girl, experienced in tv traffic (cardex system). Also, experienced, detail minded continuity writer (man or woman). Send full details, all references, photo and samples first letter. Box 531C, B-T.

Producer, 13 years experience educational and documentary films and radio, national awards. Capable in scheduling, budgeting, supervising creative and technical personnel. Seeking growth opportunity with network or major station. Now located in Chicago, available January. Box 550C, B-T.

Tv traffic girl—4 years experience; plus air work and feature writing. Box 540C, B-T.

Director, 2 years, film editor 2. Ready for responsible position. Has experience with news, vet, journalism graduate. Small market midwest preferred. Box 547C, B-T.

Program, production director's position sought by young producer-director-now in nation's 11th market. Two years college, four years tv, four years radio. Married, family. Box 567C, B-T.


Need tv-radio-director with five years tv-radio-agency experience. Welcome challenge, handling night's 24, single. References and samples on request. Box 546C, B-T.

Producer-director-switcher. Experienced all phases of tv. Wishes to relocate west of southwest. Excellent opportunity. Complete resume sent on request. Box 551C, B-T.

TELEVISION

Situations Wanted—(Cont’d)

Announcers

Midwestern television newscaster-announcer of proven ability, 3½ years tv, 6 years radio. Excellent knowledge and technical personnel. Seeking area's top-rated station. Seek opportunities for advancement in field. Box 556C, B-T.

FOR SALE

Stations

Northeast single station market, $23,000—half cash. Must sell quick. Box 553C, B-T.

Midwest fulltime non-directional local am-fm, city, has stations in midwest. Box 519C, B-T.


Haskell Bloomberg, Broker, Lowell, Massachusetts has stations in the cities of Great Bend, Kansas; Gary, Indiana; and Grand Rapids, Michigan. North Carolina, Ohio, Pennsylvania, Rhode Island, Virginia, West Virginia, under 10,000 population. Write.

The Norman Company, 510 Security Bldg, Davenport, Iowa. Sales, purchases, appraisals, 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. R. L. Stoeber & Associates, 4858 Miro Ave., Los Angeles 28, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled. Excellent condition. Includes Gates remote control and set FCC. Write or call, Box 564A, B-T.

Monochromatic image transmission camera chain with all accessories including sync generator for studio or portable use, brand new and uncataloged; big bargain! Box 562C, B-T.

Complete RCA field camera chains including cable and switchers. We purchased for closed circuit program and program backup which we lost. Practically brand new. Will sell for 75% of cost. Contact Bill Antony, KWHK, West Supervision, Los Angeles.

Microwave relay, Raytheon KTR-100, including control unit and counter, receiver and control unit, two 4 dishes, 15 mile attenuator, tripod and friction head, 10-hat. Also RCA TFM-6-11 monitor with filter and 10-hat. Excellent working condition. Write to: E. W. Berger, KXXA, P. O. Box 12, Fairmont, Minn.


Fm mobile units—Motorola 125 mc, 0 volt xmtrs and receivers—68 each. A-1 condition. BC-604 complete unit. Both converted easily for remote pickup. Allen, 6000 Sunset Blvd., Hollywood, California.

For sale—Hallcrafters S-47m good condition, $1500. Ferrolde Elde, 1215 9th St., Moline City, Iowa.

Broadcasting—Telecasting

Page 106 • November 26, 1956
WANTED TO BUY

tions New station to be erected. Wanted engineer with capital to become partial owner. West Virginia market. Box 382C, B.T.

Desire to purchase small single station in southeas or far west. Station owner. Box 466C, B.T.

Financially qualified owner desires station. Will manage personally. Frequency and market chief consideration. Need not be profitable currently. Regionals preferred. All replies confidential. Box 880C, B.T.

Equipment

Wanted to buy: One used 1kw AM transmitter for stand-by for cash. Send details and price. Box 907A, B.T.

320 foot tower in good condition. Prefer gyped but will consider self-supporting. State price, whether crested, condition. Box 281C, B.T.

Wanted: 5 kw transmitter and auxiliary equipment. Also 300 foot tower. Box 287C, B.T.

Ampex 456 tape play-back unit or other make 8 hour play-back machines. Box 460C, B.T.

Wanted immediately-used disc recorder. State price and make. Tony Marturano, Box 850, Rome, New York.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D.C. For free booklet write Granite School of Electronics, Desk B-B, 1505 N. Western Avenue, Hollywood 27, California.


RADIO

Help Wanted

Managerial

STATION MANAGER

KCJ

Shreveport, Louisiana

Has immediate opening for a proven salesman or a sales manager ready and able to move up to a position of greater responsibility. We need a selling manager now. Good salary and percentage arrangement with prospects of advancement with growing broadcasting organization. Wire Mort Silverman, KCJ, 203 Milam Street—or call 4-6681.

RADIO

Help Wanted—(Cont’d)

Announcers

Disc Jockey

Top disc jockey with first class ticket needed at once. If you have good voice, good selling ability on the air, if you can get along with people we need you immediately, nofloaters wanted. If you are a drinker, do not bother to answer this ad. $100 per week or better to the right party. Telephone J. C. Jeffery, Daytime Gladstone 7-1194, Evenings Gladstone 9-5322, Kokomo, Indiana.

Technical

CHIEF ENGINEER

Wanted — Permanent — Experienced
—for California FM Station, Good pay
—Good future. Send recent photo and details to:
Box 555C, B.T

SALES PROMOTION

MANAGER

BROADCAST EQUIPMENT

Newly created position with leading broadcast equipment manufacturer offers an unusual opportunity for a creative individual. Should be familiar with all phases of sales promotion, including sales aids, direct mail, product story development, convention displays, etc. Familiarity with broadcast equipment seems essential. Good salary and ideal living conditions in Midwest community. All replies will be handled confidentially. Please send complete details to:
Box 491C, B.T

SALES PROMOTION

MANAGER

BROADCAST EQUIPMENT

Situations Wanted

Managerial

GENERAL MANAGER

Thirty years in the radio business—fifteen years in my present location. This station has been sold and I desire to make a change. References will prove my record is one of the finest. My experience covers every department of station operation. Known by agencies and leaders in this industry. Will give personal interview at time convenient to both of us. Interested in position of general manager only and with authority to operate your property. Might consider group of stations. My present earnings approximately $15,000 per year. Married with family of two children. I will make but one move as I have never been a "floater".

Box 460C, B.T

FOR SALE

Equipment

GO TO HIGH POWER AT LESS THAN 40 PERCENT OF ORIGINAL COST

General Electric TP-4-A 20 KW
High Channel VHF amplifier
Available for immediate shipment.
Box 552C, B.T

New Sound Sensation

STEREOFONIC HI-FI

Instrument and Orchestra Amplifier
25 watts—two 12 inch speakers, two separate channels—will drive 8 instruments, 2 radios, 2 tape machines including guitar, violin, horn, sax, piano, vocalist, drum, base-measureurs 17x15x23 inches—$145 In two units.

Westron Electronic Products
Madison, Wisconsin

REPRESENTATIVES

AM-TV STATION MANAGERS

ATTENTION

Personalized Sales Service. Use our Madison Avenue address and phone number as your New York office. Our company is here to act as your sales manager and will work with your representatives or independently. We get your sales story before New York and Chicago agencies, insuring more business for your station. We operate on a retainer and commission basis and have had 20 years experience in this field.

For further information write Box 573C, B.T. We have an interesting story for you.
WANTED TO BUY

Radio-Television executive desires to purchase all or substantial interest in Florida radio station, with object of joining station in any capacity for which qualified. Over three years' experience in radio sales and station management, several years in TV. Direct or through your broker. Replies confidential.

Box 580C, B-T

FOR THE RECORD

Continues from page 102

Great Falls, Mont. Announced Nov. 20.

Ownership Changes...

**ACTIONS BY FCC**


**KODN** Salinas, Calif.—Granted assignment of license from Herschel F. Ellis, co-owner, 56% by Clark B. and Irene H. Fein (jewelry interests), 36% or purchased 50% of Martin's interest in property to S. A. Deutscher for $6,000. Announcement Nov. 16. **KSPA** Santa Paula, Calif.—Granted assignment of license from Juan G. Sales to Frank James and Christine Palmer James, joint tenants, for $4,000. Announcement Nov. 20.

**WTAM** Tampa, Fla.—Granted transfer of control from Harold Raye to Emil J. Arnold, Robert Waddon and Jack Siegel for $10,000. Mr. Arnold, present 46% owner, will own 50% and Mr. Waddon and Mr. Siegel each 2% each. Mr. Arnold owns Commoworth Adv. Agency, Boise, Idaho; 51% of King Broadcasting, Inc., KADD, KBOI and KCTR, Anchorage, Alaska; 61% of WFTS, Dayton Beach, Fla.; Mr. Siegel and Mr. Waddon each owns 56%. These interests are available for new owner, thus ending 20 years of present ownership. Announcement Nov. 15.

**KRFV** Bismarck, N. D.—Granted transfer of control from Kiel E. Hofstad and estate of C. J. Abbott, co-owners, 40% of KRFV to Albert J. Aldrich for $20,000. Mr. Aldrich, present 57% owner, will own 100% of the stock. Announcement Nov. 15. **KGGG** Carroll, Iowa—Granted assignment of license from Fred F. Knuth to Charles G. and Elmer H. Best, owners, for $15,000. Announcement Nov. 15. **KGMF** Grand Haven, Mich.—Granted acquisition of positive control of Herbert W. Hult for purchase of 13% stock from Joseph F. Desh. Mr. Wulf, present 49% owner, will own 55% Announcement Nov. 20.

**KRMG** Benson, Minn.—Granted assignment of license, with 50% transfer of control from Albert G. Anderson to Airline Hospitals, Inc. for $2,250, said to represent all but 86% of the total value of the station. Announcement Nov. 20.

**KWMR** Kirksville, Mo.—Granted assignment of license from General Distributing Co. and Telesound, Inc. of Kansas City, Mo., to W. A. Sweeney, M. J. Passino and W. E. Stock, co-owners of WGBP, WBB and WOR New York, and Arnold Schneiderman, 50% owner, for $10,000. Announcement Nov. 20.

**WCFP** Parkersburg, W. Va.—Granted assignment of license from E. Frank and Lawrence B. Best, owners, to Frank J. Best, owner, for $24,000. Mr. Tison is former owner of WALT Tampa and former 20% owner, WTGY (TV) Tampa. Announcement Nov. 20.

**KYME** Boise, Idaho.—Seeks acquisition of positive control of KIOM, owner, $35,000. Announcement Nov. 20.


**WABC** New York.—Mr. Simon, 30% owner, will own 66% debt owned him by licensee corporation. Announcement Nov. 20.

**WBLW** Annapolis, Md.—Seeks assignment of license from Chesapeake Radio Corp. to Norwalk Broadcasting Co., Inc., for $60,000. Announcement Nov. 20.

**KODK** Altoona, Pa.—Announced transfer of control from Emelene R. Kohlillard and William C. Fornetti, co-owners, to W&L Public Relations Corp. for $60,000. Formerly owned by JD&K Communications, Inc., $1,000,000. Announcement Nov. 20.

**KOKO-AM-TV** Billings, Mont.—Seeks transfer of license from lugable to Joseph S. Sample for $35,550. Mr. Sample, pres.-10.7% owner, 12.5% holder. Announcement Nov. 16.

**KCHM** Henderson, KSHO-TV Las Vegas, both co-owners, to Frank R. Leppert, president, Zawooff to Television Co. of America, Inc. for cash and liquid assets at closing. Equal partners in Television Co. of America, Frank Oaxart, pres.-25.5%, KKKD-AM-FM Los Angeles and KKKD-AM-FM Las Vegas. Announcement Nov. 16.

**WNCW** (FM) Oakland, Md.—Granted assignment of license to D. W. Whitford, heir of P. J. Barber (killed in WFOX-Maiden, Md.) for $5 for license and $10,000 for property. Announcement Nov. 16.

**GOH** Grand Haven, Mich.—Grants acquisition of positive control of Herbert W. Hult for purchase of 13% stock from Joseph F. Desh. Mr. Wulf, present 49% owner, will own 55% Announcement Nov. 20.

**KOLO** Salem, Ore.—Seeks assignment of license from Frank H. Stoecker, owner, 40% of ownership in Salem Best, Salem Best, 20% owner and independent in 10% owner. Announcement Nov. 11.

**WRR** Rockford, Ill.—Seeks agreement for sale of a significant portion of the present equal partners, Herbert A. Field, sister and brother. Announcement Nov. 12.

WALT MILWAUKEE, Wis.—Granted assignment of license, with 50% transfer of control from Investment Co. to Radio Milwaukee Inc. for $55,000. H & E Balaban Corp. (interests) is present 100% owner. Announcement Nov. 20. **WATQ** Watertown, N. Y.—Granted license to Gran- Theadora and Associates, Inc., 50% owner, for $10,000. Announcement Nov. 20.


**KGBZ** Bismarck, N. D.—Licensed to A. E. Korp Goff and Donald W. Jones, stockholders, for $20,000. Announcement Nov. 20.

**WRAK** Knoxville, Ten.—Announced proceeding with application for transfer of license from evening to morning for radio stations WAAA, WMC, WMOR and WTMK to WABA, 94.5% owner, for $5,000. Announcement Nov. 20.

**WLLK** L:@lackwood, N. J.—Announced transfer of control from Herbert R. Henry, Jr., to John H. Fieldman, co-owner, 50% owner, for $10,000. Announcement Nov. 20.

**WKRN** Nashville, Tenn.—Announced transfer of control from Mrs. E. A. Walden, Inc. to Robert L. Donald, 50% owner, for $10,000. Announcement Nov. 20.

**WTAM** Cleveland, Ohio—Announced transfer of control from Michael A. and Russell L. Montazeri to the Estate of Frank D. King, 50% owner, for $10,000. Announcement Nov. 20.

**WNYR** Rochester, N. Y.—Announced transfer of control from W. C. Madsen, co-owner, 50% owner, to R. A. Fieldman, 50% owner, for $10,000. Announcement Nov. 20.

**KGIN** Gillette, Wyo.—Announced transfer of control from W. E. Pendergrass to the Estate of W. E. Pendergrass for $10,000. Announcement Nov. 20.

**WKGY** Grand Haven, Mich.—Announced transfer of control to Herbert W. Wulf for purchase of 13% stock from Joseph F. Desh. Mr. Wulf, present 49% owner, will own 55% Announcement Nov. 20.

**KWMR** Kirksville, Mo.—Granted assignment of license from General Distributing Co. and Telesound, Inc. of Kansas City, Mo., to W. A. Sweeney, M. J. Passino and W. E. Stock, co-owners of WGBP, WBB and WOR New York, and Arnold Schneiderman, 50% owner, for $10,000. Announcement Nov. 20.

**KWOZ** Oshkosh, Wis.—Announced transfer of license from Douglass E. Bixby, owner, to Robert E. Bixby, 50% owner, for $10,000. Announcement Nov. 20.

**WATQ** Watertown, N. Y.—Announced transfer of license from evening to morning for radio stations WAAA, WMC, WMOR and WTMK to WABA, 94.5% owner, for $5,000. Announcement Nov. 20.


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Routine Roundup . . . November 15 Decisions

**BROADCAST ACTIONS**

**Actions of November 14**

Lewiston, Idaho—Orchards Community Television Association applied that applications for two new TV translator stations indicate necessity of growth of service.

KMLA Los Angeles, Calif.—Issued SCA to render Second Channel service possible in pending installation of multiplex equipment; condition that SCA be presented to Hearing Examiner prior to change.

WWGI Tifton, Ga.—Granted change from 1320 kHz to 1350 kHz, 5 kW D; to be operated by remote control.

WEMY Indianapolis-Muncie, Ind.—Granted, of cp to change location to Tiffinville, Ohio; conditioned that permittee accept any interference that may be caused in event of grant of application of WBGO Tampa to increase power to 1 kW on 1650 kHz.

WBDI Essex-Baltimore, Md.—Granted mod. of cp to change station to 1630 kHz; condition that station cease operations at 12:01 A.M. Dec. 15.

Following stations were granted renewal of license:

KIVD Klamath Falls, Ore.; KTVN Redmond, Or.; KVHP Helena, Mont.; KFBK Sacramento, Calif.; KCNR San Simeon, Calif.; KSAR Chico, Calif.; KFAP Palm Springs, Calif.; KPMK Bakersfield, Calif.; KPOL Los Angeles, Calif.; KZSF Fresno, Calif.; KDIO Ontario, KORG Long Beach, Calif.; KUSC Los Angeles, Calif.; KDOP Los Angeles, Calif.; KMER San Diego, Calif.; and KPFX-TV San Francisco, Calif.

**November 20 Decisions**

**BROADCAST ACTIONS**

Class I-B—FCC by memorandum opinion and order denied July 26, 1958, petition by Key Broadcasting System Inc. to amend rules to limit radiation of Class I-3 (clear channel) stations which operate on 1900 kc to 1955 kc; to protect Class I-2 (secondary clear channel) stations. Action Nov. 20.

TV ID—FCC by memorandum opinion and order denied petition by the National Assn. of Radio and Television Broadcasters for rule-making to amend Sec. 1-3(a)(4) to delete requirement that TV station identification announcement (call letters and location) be made by both visual and aural means at beginning and ending of each period of operation and, in lieu thereof, permit such identification announcement to be made by either aural or visual means.

Granted renewal of licenses of following:

KBLF Red Bluff, Calif.; KCHJ Delano, Calif.; KHSU Eureka, Calif.; KIYV Glendale, Calif.; KLOK San Jose, Calif.; KCLX Oakland, Calif.; KMYB Monterey, Calif.; KMID Modesto, Calif.; KVMG Visalia, Calif.; KJAV-Palm Springs, Calif.; KPMK Bakersfield, Calif.; KPOL Los Angeles, Calif.; KGIZ-FM Fresno, Calif.; KEDO Ontario, KBBG Long Beach, Calif.; KUSC Los Angeles, Calif.; KQED Los Angeles, Calif.; KSBW San Jose, Calif.; and KPFX-TV San Francisco, Calif.

**BROADCAST ACTIONS**

**Actions of November 16**

WIVV Viques, P. R.—Granted cp to replace expired cp as to portion of New York City and Yonkers.

KWHO Coquille, Ore.—Granted cp to replace expired cp covering change in facility, change antenna-trans. location; operate trans. by remote control; order to become effective at beginning of next system (increase height) and install new trans.

WKEN Dover, Del.—Granted mod. of cp to change station location and operate trans. by remote control.

WBUX-Berkeley, Calif.—Granted permission to reduce hours of operation from 1400-2200 to 1400-2100 w; to be effective in 30 days; made effective by order of Nov. 12.

**BROADCAST ACTIONS**

**Actions of November 15**

WRAL-TV Raleigh, N. C.—Granted STA to operate commercially on ch. 5 for period ending April 1957.

KATI Casper, Wyo.—Granted license for am station.

**Modifications of cp**

KBWH-TV Salinas, Calif.—Seeks mod. of cp (which substituted low cp) to extend completion date to 6-13-57.

WQED-TV Pittsburgh, Pa.—Seeks mod. of cp (non-commercial education tv) to extend completion date to 6-2-57.

Following were granted authority to operate trans. by remote control:

WNVU Richmond, Va.; KVNA Flagstaff, Ariz., while using non-D.A. equipment.

WKTF Warrenton, Va.—Granted extension of completion date to 2-16-57.

**Actions of November 13**

WSYR Franklin, Va.—Granted license for am station.

WTU Wetumpka, Ala.—Granted license covering change in facilities and install new trans.

BROADCAST ACTIONS

559 New Orleans, La.—Granted mod. of cp to change ERP to 3.4 kw, ant. height to 990 ft.

**Applications**

By Chief Hearing Examiner

JAMES D. CUNNINGHAM

Beaumont, Tex.—Oral request of W. P. Hobby, who has petitioned for intervention in ch. 8 proceeding, to have notice published in Beaumont Broadcasting Corp., ordered that oral argument on said petition will be held comment- ing at 1:30 p.m., Nov. 20. Action Nov. 16.

By Hearing Examiner Basil P. Cooper

KUOA Inc., Silicon Springs, Ark.—Granted motion for continuance of evidentiary hearing scheduled for Nov. 19, until 30 days after action on pending petition to enlarge issues filed by Lakes Area Broadcasting Co., Ft. Sike, Okla. Action Nov. 16.

By Hearing Examiner H. Gifford Irons

Victoria, Tex.—Applications for renewal of licenses of stations withannon, which conference scheduled for Nov. 2, thereafter continued without date, ordered that further hearing will be held Nov. 27, re application of WGG1.

Little Rock, Pine Bluff, Ark.—Ordered that pre-hearing conference scheduled for Nov. 7, and thereafter continued without date, in proceeding on applications of Sepia Broadcasting Co., Little Rock and Radio Pine Bluff, Pine Bluff, will be held Nov. 29. Action Nov. 15.

**November 20 Applications**

**RADIO TELECAST**

License to Cover cp

WORZ Orlando, Fla.—Seeks license to cover cp which authorized new am to extend completion date.

**RENEWAL OF LICENSE**

KLAM Cordova, Atakaa; KFIF North Bend, Ore.; KZUN Opportunity, Wash.

KRWM The Dales, Ore. (not dated); KTIL Ore. (not in licensee name); KAPA Raymond, Wash.

**BROADCASTING TELECASTING**

**THE BUSINESSWEEKLY OF RADIO AND TELEVISION**

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Radio Networks: Here To Stay

The word from Melbourne, Australia, last week was that sea gulls had been seen in Olympic Park—a frightful turn of events, because sea gulls Down Under are synonymous with foul weather when they venture inland.

But the only thing the gulls fooled up. The Olympic Games may be having bad weather, but at least they’re having weather of a sort. They’re having no television news coverage at all, to speak of.

Let us be clear at the outset that all gulls do not belong to the wing-flapping genus. Webster has a word for another sort: when used as a verb, it means “to cheat” or “dupe.” And if ever we saw a gull job done, it was in the Australian Olympic organizing committee’s handling of news film arrangements for coverage of the games. This outfit was absolutely superlative, cheating self and public around the world in one fell—if the analogy may be carried one step farther—swoop.

Last winter the Olympic people were holding out for money for television and newsreel coverage rights—lots of money, a commodity which they consider sinful only when it falls into the hands of the runners, jumpers and other strong young men and women who do the work. More recently, we must confess, we haven’t the foggiest notion what got into their heads, although it still smells like money.

All that the tv and theatrical newsreel people of the U. S., Britain, Canada and western Europe wanted was the right to film the Olympic Games—at their own expense—and to show not more than three minutes in any one newscaest or newsreel, and not more than nine minutes in any one day. The Olympic people could have a copy of the entire footage and would be free to sell or otherwise distribute it to sports organizations and the like. Fair enough? Not for the Olympic people. They offered three minutes a day for free, but pointed out that the footage would be limited and the choice therefore restricted.

The tv-newsreel people rightly would have no part of this restrictive arrangement. Rather than accept such arrogant censorship—which not only excluded them from events to which other news media are freely admitted, but also limited their choice of “handouts”—they’re handling their Olympic coverage by still pictures and spoken reports.

The fact that six half-hour film shows of the Olympic Games are being made available for sale to tv stations does not weaken the basic premise that television newsmen and the newsreel people are the victims of discrimination, pure and simple.

It was only a few months ago that television audiences were

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Enter BPA

A NEW organization with a big potential has come into being. Broadcasters Promotion Assn. was organized 10 days ago in Chicago by promotion executives of radio and television stations. Where BPA goes depends upon the wisdom and initiative of its charter officers and board members and the degree of enthusiasm inculcated in its membership. It was well-born, and its first slate, headed by Dave Partridge, advertising and sales promotion manager of Westinghouse Broadcasting Co., as president, is experienced and energetic.

Promotion people are essentially a young group coming up in the business. Among them are the owners and managers of tomorrow. In BPA they have a forum for the interchange of ideas and for upgrading of both the business and the art of broadcasting.

The business aspects are numerous and well-charted. They cover such thoroughly worked-over but persistently baffling problems as audience ratings, uniform rate-making, standard audience and coverage contour measurements. Intervened in this complex of methods of doing business are research, merchandising and selling at the local and national levels.

It is in the more ephemeral area of the “art of broadcasting” that BPA can perform a hitherto sadly neglected service. It is in the area of public relations, of getting broadcasting on the offensive at the consumer level, of selling the public on the blessings of radio and television. Conversely, it’s the job of resisting the reformers, the politicians and the competitive forces that are always on the prowl against broadcast advertising. They must be beaten to the punch.

The NARTB has embarked upon an enlarged public relations program. The plan was outlined by NARTB President Harold Fellows at the area meetings concluded last month.

What better opportunity exists than that of coordinating the NARTB effort with that of BPA members at the local level, where the individuals know the people and the media?

We wish BPA well as it takes its first firm steps. BPA deserves the opportunity to undertake a job for which there is no real precedent. It deserves the support of ownership and management.
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KWK-TV serves one of America's richest areas with annual retail sales of more than $2,653,404,000! Grade B population alone includes more than 2,252,000 potential customers for your products or services. Your KATZ man can keep you covered with the complete story about the great St. Louis market and the LEADER in St. Louis Television—KWK-TV!

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OPERATION ID offers outstanding daytime availabilities on the LEADER in St. Louis Television—KWK-TV. Fifteen ID's per week between 9:00 a.m. and 4:00 p.m. for $412.50! Five across the board at 10:00 a.m. pull a CPM homes of FORTY CENTS. Anytime is a good-time on daytime KWK Television. Pick your times now. Check KATZ for availabilities in the new KWK OPERATION ID.

By the way, the KWK-TV 5 & 10 PLAN offers 20 to 40% discount on daytime buys. Check Katz for details!

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