It happened ... and fast ... in Miami radio.

WQAM leaps to 1st Place in audience after less than 3 months of Storz programming.

HOOPER* SAYS:
A DECISIVE FIRST, ALL DAY:

<table>
<thead>
<tr>
<th>Station</th>
<th>Audience Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>WQAM</td>
<td>28.4%</td>
</tr>
<tr>
<td>Station “A”</td>
<td>18.3%</td>
</tr>
<tr>
<td>Station “B”</td>
<td>16.2%</td>
</tr>
<tr>
<td>Station “C”</td>
<td>11.1%</td>
</tr>
<tr>
<td>Station “D”</td>
<td>6.0%</td>
</tr>
<tr>
<td>Station “E”</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

Station “F” 5.0%
Station “G” 3.4%
Station “H” 2.6%
Station “I” 1.6%
Others .... 2.4%

*Hooper, Oct.-Nov., 1956

That’s how fast listening habits have changed in Miami as a result of less than 3 months of “Storz Station” programming. And it’s a decisive first place with a pace-setting 24.3% in the morning and a convincing 31.8% in the afternoon. Already a fine buy to begin with—WQAM is now the buy in Miami. Talk to the BLAIR man—or WQAM GM JACK SANDLER.
The Wheeling Market is one of the fastest growing markets in America.

Aluminum, Chemicals, Steel, Coal—these and many other basic industries—booming, expanding, growing—in the Greater Wheeling Market, the “rich Ruhr Valley of America.” How do YOU figure in this picture of industrial expansion? Project your sales in America’s industrial heartland by using the dominant advertising medium, WTRF-TV, consistently outdistancing the competition in every accredited measurement of audience survey. The eyes of the valley are on WTRF-TV!

--

Wheeling 7, West Virginia

For availability and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. Cedar 2-7777

reaching a market that’s reaching new importance!
KGUL-TV’S NEW SUPER TOWER DELIVERS 1/4 OF TEXAS

KGUL’s area coverage (with over 600,000 families) encompasses Galveston, Houston and the entire Gulf Coast. The buying power of this area represents 25% of the total buying power of the whole state of Texas. Here is a real Texas-size buy for your advertising dollars.

**KGUL-TV is the only station delivering a primary city signal to both Galveston and Houston.**

<table>
<thead>
<tr>
<th>State of Texas</th>
<th>Gulf Coast TV Market</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families</td>
<td>2,510,500</td>
<td>611,600</td>
</tr>
<tr>
<td>Effective Buying Income</td>
<td>$12,622,592</td>
<td>$3,258,444</td>
</tr>
</tbody>
</table>

Source of Figures: Sales Management

Galveston, Texas

Represented Nationally by CBS Television Spot Sales
KRLD RADIO • CBS • DALLAS

is the only Full-Time
50,000 Watt Station
in the
Dallas-Ft. Worth area!

KRLD is the only 50,000 watt station operating in the Dallas-Fort Worth area not sharing its frequency with another station. Complete saturation, morning, afternoon and night, of this rich, rapidly expanding market, plus North Texas and Southern Oklahoma, is yours with just one order... on KRLD. Best of all... by not having to divide contracts with two stations... you earn greater frequency discounts... maximum impact for minimum investment.

KRLD is the oldest CBS affiliate in Texas. Southwestern listeners are accustomed to tuning to 1080 for their favorite radio entertainment. Popular regional and top-rated CBS programs consistently make KRLD the No. 1 station for this vast audience... one of the highest income groups in the nation. To reach this group completely, effectively and economically, your basic advertising medium choice should be... MUST be... KRLD... Dallas.
DEADLINE • Look for action before end of year in Justice Dept. investigation of NBC-Westinghouse exchange of Cleveland and Philadelphia stations. Federal grand jury in Philadelphia now is considering evidence—which has been presented in full—and is expected to decide before Dec. 31 whether or not to indict. No matter what grand jury does, Justice Dept. also has power to move in civil action, and justice, too, will make up mind by end of year.

CULTURE SPREADS • Emilio Azcarragas’s Mexican network, Telsistema Mexicana S. A., has just concluded deal whereby hour-long Spanish version of ABC-TV Telediablo Show will be presented on both television and radio network, originating in Mexico City, with winners to be sent to New York to be on U. S. show. Goodyear-Oxo (Mexican division of Good- year Tire & Rubber Co.), through Young & Rubicam, New York, will sponsor half of Spanish version. Other half is expected to be sold shortly.

UPS IN AIR • Tall tower problem ought to come to some sort of head this week. Pending broadcasters' agreement on criteria of judging exceptions, FCC has been delaying action on its proposal to force tall tower applicants to justify why they cannot locate towers in antenna “farm” areas. Broadcasters apparently are split between group which believes operators should fight whole idea and one that feels it would be better to work out criteria themselves than to hazard passage of inflexible legislation. NARTB engineering unit meets today (Monday), with working group of Joint Industry Government Tall Structure Committee scheduled to meet Wednesday.

GRATITUDE • Mysterious ways of Madison Aves. were never better exemplified than by still-to-be-announced withdrawal of major account from major agency. Seems that agency vice president, who some weeks ago had chance to get block of stock in tv applicant in good market at bargain price, cemented client relations by letting some of agency’s best accounts in on deal. Recently they sold out holdings at profit of better than 25 to 1. One client, dropping into agencymen’s office to say thank you, casually remarked on departing, “This was great, but we’ve decided to give our account to an agency that concentrates on advertising.”

YES BUT • American Broadcasting-Paramount Theatres now has it in writing from Antitrust Division of Justice Dept. that under proposed picture consent decree of late 1949, it has right to produce theatrical pictures. Within last fortnight, AB-PT received reply to its letter of Sept. 4 asking for ruling, and it confirmed oral understanding. In reply, Department added, however, that it would watch developments to ascertain that motion picture production activities do not run counter to antitrust laws.

ENDORSEMENT • Now that regional meetings to explain to affiliates are over, NBC Radio officials are confident they’ll meet Jan. 14 target date for launching most of their new programming and operation plan, including five-minute news hourly; 70-second station breaks (giving affiliates one-minute local commercial availabilities); strengthened programming, and right of affiliates to sell network-sustained locally. “Hot line” feature to supply affiliates with hot news instantly is already in effect. Network is now soliciting stations for contract changes incorporating new plan, says results are “good beyond expectations.” Officials report reaction of affiliates at regional sessions was virtually “100% favorable” except for few who were not in position to commit their station managers or were otherwise noncommittal.

CIVIL SERVICE requirements call for vacancy of Conelrad supervisor, vacant by Ralph Renton (asst. to chief engineer in charge of technical research; see story page 82), to be advertised. Among those certain to be considered for post are Conelrad field supervisors: Robert O. Linn, who covers West Coast, Northeast, and E. C. Thelen, who covers Midwest, Southeast and Southwest.

SNEAK PREVIEW • Although public was not informed, west coast viewers of CBS-TV Doug Edwards News, 6:15 p.m. Friday, saw rebroadcast on Columbia Tele- vision Pacific Network via Ampex video tape recorder instead of normal film kine- scope. No change in picture condition was evident although some observers who knew it was tape felt picture was improved over film. CBS-owned KNXT (TV) Los Angeles fed tape to nine-station CFTN. Technical crews have been making dry runs on Ampex unit for more than week.

SIGNIFICANT reversal of advertising policy is reflected in Swift & Co.’s 1957 “Operation Consumer Impact” campaign plans, with purchase of three network tv spectaculars plus mentions on meat packer’s six regular network tv programs. Reversal stems from fact that, for first time in Swift history, individual product manager recommends that the June-March period should be single overall advertising goal set for “Impact.” As result, individual product groups were “assessed” certain sums to make up combined estimated $8 million pot for campaign.

ONE GOOD TURN • Van Munching & Co. (importers of Heineken’s Holland beer), N. Y., plans repeat of last year’s successful winter campaign in Greater Mi- ami market starting Dec. 17. Going after vacationing New Yorkers as well as resi- dents, Van Munching has lined up 13- week spot radio drive on WQBS and WINZ which “may possibly” be expanded to include Tampa and Jacksonville. Peck Adv., N. Y., is agency.
These inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations...and at the lowest cost per thousand! (SAMS and SR&D)

In this inland market — ringed by mountains — the Bee-line covers an area with over 2 million people, more buying power than Colorado, more farm income than Kansas. (Sales Management's 1956 Copyrighted Survey)

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative
SACKS TO HEAD NBC-TV PROGRAMS; LEWINE LEAVES ABC FOR NBC POST

EMANUEL (MANIE) SACKS has been named vice president in charge of television network programs for NBC and Robert F. Lewine will leave ABC tv programming and talent vice presidency to join NBC's tv program department in New York. NBC President Robert W. Sarnoff is announcing today (Mon.).

In his new role Mr. Sacks, who has been staff vice president of NBC and continues as staff vice president of parent RCA, will report to Thomas A. McCarty, NBC executive vice president in charge of tv network programs and sales. As NBC staff vice president he reported to President Sarnoff.

Mr. Lewine's exact assignment at NBC was not disclosed. He will be proposed for vice presidency at NBC board meeting Friday, Mr. Sarnoff said, and will report to Mr. Sacks, as will Alan W. Livingston, vice president in charge of tv network programs for Pacific Div., and Mort Werner, vice president for national programs.

ABC officials said Mr. Lewine's successor has not been chosen.

Mr. Sacks' job involves overlapping programming responsibilities which have been handled primarily by Messrs. McCarty and Werner since Richard A. R. Pinkham moved from vice president in charge of tv network programs to vice president in charge of advertising short time ago.

Mr. Sacks is veteran of more than 25 years in entertainment field, talent relations and broadcasting. He served successively with WCAU Philadelphia and its artists bureau, with MCA and Columbia Records before moving in 1950 to RCA as director of artist relations at RCA Victor. He became RCA staff vice president, worked as general manager of RCA Victor Records, and in 1953, in addition to his two other positions, was named staff vice president of NBC.

Mr. Lewine joined creative staff of Cine-Television Studios Inc. after Navy service during war, becoming vice president in charge of operations. In 1947 he left to form own tv commercials production company, later was director of radio and tv for Hirschon-Garfield agency (later merged with Fbeck Adv.) from 1950 to 1953, when he moved to ABC as eastern program director. He was named director of ABC-TV program department in 1954 and vice president in charge of programming and talent last January.

Twelve Named to Judge Voice of Democracy Contest


Iowa State College Professor Accepts Post as TASO Chief

APPOINTMENT of George R. Towe, Iowa State College electrical engineering professor and associate director of its engineering experimental station, as executive director, Television Allocations Study Organization, announced Friday. Salary: $25,000. Mr. Towe was signed for minimum of one year to oversee study fostered by FCC in order to determine future of uhf. TASO comprises five groups—NARTB, RETMA, Assn. of Maximum Service Telecasters, Committee for Competitive TV, and Joint Council on Educational TV. Others will be invited to join in program of analysis.

Mr. Towe has been a consultant to Bell Telephone Laboratories and to Rensselaer Polytechnic Institute, Troy, N. Y., in 1929, and was with Stromberg-Carlson Co., Rochester, N. Y., for 13 years, the last five as manager of engineering and research. He is member of National Society of Professional Engineers, as well as other professional societies. Successful search for paid director came after TASO unsuccessfully offered position to Arthur V. Lougheed, IRE president and former Hazeline research vice president, and Alex Jensen, Bell Labs, executive.

To Draft Engineering Exhibits

NARTB Broadcast Engineering Conference Committee, of which John G. Leitch, WCAU-AM-TV Philadelphia, is chairman, meets tomorrow (Tues.) to start planning annual spring technical meeting to be held during NARTB convention in Chicago. Other members of committee are Raymond F. Guy, NBC; R. A. Lodge, CBS; Frank Marx, ABC; Ross H. Beverly, WWDC Washington; Joseph B. Epper- son, WEWS (TV) Cleveland; John A. Shays, WTJ (TV) Miami; J. A. Shusser, KOA-AM-TV Denver; Harry Tilley, WOR-TV New York, and John T. Wilner, WBAL Baltimore.

OPENING GUN • H. J. Heinz & Co., N. Y., in unusual television spot campaign based on "Famous 57 in '57" theme on New Year's Eve and New Year's Day, using three station identifications and three 20-second announcements. Maxon Inc., N. Y. agency, looking for available spots on New Year's Eve at midnight break and for those near football telecasts on New Year's Day. Spots will be placed in about 90 markets.

GREY FOR GREYHOUND • Greyhound Bus Lines, Chicago, names Grey Adv., N. Y., to handle advertising account, effective March 1. Agreement for national, $2 million annually, has been serviced for many years by Beaumont & Holman Inc., Chicago. Greyhound uses radio and tv spot and last had network exposure two seasons ago with participations on Omnibus, then on CBS-TV.

CANDETTES CAMPAIGN • Charles Pfizer & Co. (Candettes throat lozenges), Brooklyn, N. Y., placing 10-week spot campaign on 10 tv and 12 radio stations starting Jan. 10. Dowd, Redfield & Johnstone, N. Y., is agency.


SUNOCO PUSH • Sun Oil Co. (Sunoco), Phila., for its new "five-way filling pump" (that gives gasoline purchasers choice of octanes), pressing down broadcast advertising accelerator in Florida and parts of southeastern Georgia this month. Next week, Sunoco launches 10-13 week saturation spot radio campaign on over 50 stations, following up with 52-week tv film sponsorship in two new markets. Ruthrauff & Ryan, N. Y., is agency.

Movie Companies Make Deal With Griffing Pay-Tv System

MAJOR motion picture companies were reported Friday to have entered into agreements with southwest theater owner Henry Griffing, under which they would lease their feature films to Griffing for theatre use and also permit him to show them simultaneously on 24 experi-mental basis over pay-television system in Bart-lesville, Okla., using Jerrold Corp. equipment. Spokesman for Columbia Pictures in New York confirmed that his company had made this agreement with Mr. Griffing "purely as an experiment" and he said it was his understand- ing other major studios have made similar ar- rangements. Jerrold is a major manufacturer of community antenna television equipment and has claimed in past that its "wired system" for pay tv does not require FCC approval.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

December 3, 1956 • Page 7
in Kansas City instead of claimed audience

get the documented* audience ... with KCMO-TV

*more quarter-hour firsts, according to PULSE (August), ARB (July) and NIELSEN (July) than any other station in the Greater Kansas City area.

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.

KCMO-TV ... One of Meredith's Big 4 ... All-Family Stations

KANSAS CITY SYRACUSE PHOENIX OMAHA
KCMO WHEN KPHO WO
RADIO TV RADIO TV
810 kc. Channel 5 620 kc. Channel 8
CBS CBS CBS
KCMO WHEN KPHO WO
RADIO TV RADIO TV
W450 kc. Channel 6
CBS CBS CBS

Meredith Radio and Television Stations
affiliated with Better Homes and Gardens and Successful Farming magazines
Binghamton, Ashland Sales Filed for Commission Approval

TWO APPLICATIONS were filed with FCC Friday seeking approval to sales of stations in Binghamton, N. Y., and Ashland, Ohio.

WINC-AM-TV Binghamton was sold by Southern Tier Radio Service Inc. to Binghamton Press Co. (Gannett newspaper interests) for $165,000. WINC is 680 ke, 1 kw day, 500 w night, directional antenna. WINC-AM is on ch. 46, received grant in September 1954, never has been on air. Balance sheet for station (dated Sept. 30) showed total assets of $161,- 578, of which $26,853 was current assets; current liabilities of $75,040, and deficit of $4,641.

Gannett Co. broadcast properties, all held through newspapers, are WEMY Elmira, N. Y.; WDAN-AM-TV Danville, Ill.; WHEC-AM-TV Rochester, N. Y. (85.7%), and WHDL-AM-FM Olean, N. Y. (49%).

Also sold Friday was WATG-AM-FM Ashland, Ohio, from Ashland Broadcasting Co. to Radio Ashland Inc. for $112,000. WATG is on 1340 ke, 250 w. WATG-FM is Class B outlet on 101.3 mc. Stations' balance sheet as of Aug. 31 showed total assets of $60,352 ($11,327 current assets), current liabilities of $14,173, and deficit of $12,123.

Radio Ashland is comprised of Charles D. Calhoun (55.1%), former chief engineer, WLOH Princeton, W. Va., and at one time manager of WSAQ-Bellevue, N. Y.; Charles Winick (34.9%), on faculty of Queens Col-
lege, N. Y., and Lewis Clarkin Roche (10%), electronics technician.

NARTB Mails Out Ballots For Radio Board Elections

ELECTION process to fill 17 places on NARTB Radio Board got underway Friday as Everett E. Revercomb, secretary-treasurer, mailed out forms to be used in certifying station representatives who will be eligible for nomination. Forms must be returned by Jan. 3.

Expiring terms are for nine odd-numbered districts and eight at-large directorships. Terms end April 11 at close of annual NARTB con-
vention. Board members ineligible to run for re-election are Herbert L. Krueger, WTAG Worchester, Radio Board vice chairman; George H. Clinton, WPAR Parkersburg, W. Va.; William D. Pash, WSMN Memphis; Richard M. Brown, KPOJ Portland, Ore., and F. Ernest Lackey, WHOP Hopkinsville, Ky.

Y&R International Research Meet Planned for New York Dec. 7-11

RESEARCH department of Young & Rubicam, N. Y., will hold international research conference Dec. 7-11 in New York, for Y&R's re-
search specialists in Montreal, Toronto, Lon-
don, Mexico City, Frankfurt and U. S.

According to Sigurd S. Larmor, Y&R presi-
tdent, more than 40 research executives will take part in conference held under direction of Dr. Peter Langhoff, vice president and re-
search director. Emphasis will be on use of data to marketing and advertising problems with talks by Mr. Laron, vice President Louis N. Brockway, and General Foods Vice Presi-
dent R. M. Schmitz.

SDX Plans To Stress Journalistic Opportunities

SIGMA DELTA CHI, national journalistic fra-
ternity, will stress work opportunities in all branches of journalism as its 1956-57 national theme with implementation scheduled for ac-
tion at closing session of 47th annual conven-
tion in Louisville last Saturday (see early story page 74).

Convention, having record attendance ex-
ceeding all also to vote Saturday on in-
coming slate nominated as follows: Honorary president, Barry Bingham, president and editor-in-chief, Courier Journal and Louisville Times (WHAS-AM-TV); president, Sol Taishoff, B&T Washington; vice president, professional chap-
ter affairs, Robert Cavagnaro, general execu-
tive of Associated Press in charge of western area; vice president, undergraduate chapter af-
fairs, Edward Lindsay, editor, Lindsay-Schaub newspapers, Decatur, Ill.; vice president, ex-
pansion, James A. Byron, news director, WBAP-AM-TV Fort Worth; secretary, James Pope, executive editor, Courier-Journal, Louis-
ville. Nominated as treasurer was Buren McCormick, Wall Street Journal. Nominated for executive council vacancies were V. E. (Red) Newton, managing editor, Tampa Tribune (WFLA-AM-TV), and Bill Ray, NBC news editor, Chicago.

Press freedom, both domestic and interna-
tional, highlighted four-day convention, pre-
sided over by Mason Rossiter Smith, editor and publisher, Tribune-Press, Gouveureur, N. Y., who moves to chairmanship of execu-
tive council.

Argentina's Dr. Alberto Gainza Paz, editor and publisher of La Prensa, whose paper had been seized by Peron and then returned to him year ago when dictator was overthrown, in banner address Thursday warned that no American republic today is free from "the real or potential threat" to freedom. Peron's seiz-
ures also had embraced both radio and tele-
vision.

Freedom of access to news at all levels re-
quires vigilant continuing effort, it was agreed by panel of experts Friday moderated by Clark R. Mollenhoff, Cowles bureau, Washington. Panelists were Edward Barrett, dean, Columbia U. School of Journalism and former assistant Secretary of State for overseas information, in-
cluding Voice of America; William Arthur, managing editor of Look, and Guy Easterly, publisher, LaFollette Press, weekly of LaFol-
lette, Tenn.

Panelists also agreed it was short step from controlled access to dictatorship. They dep-
recated government by handout and resistance of public officials to permit reporters to get be-
hind press releases. Mr. Barrett suggested that every incident of restraint, at whatever level, be resisted, and suggested that SDX as all-
inclusive journalism organization, assume lead-
ership.

Top professional chapter award went to Washburn, D. C., with these runnersup: Northern California (San Francisco), Dallas, Milwaukee and North Dakota.

PEOPLE

KENNETH H. BAKER, vice president of Mar-
et Research Corp. of America, has joined California-Oregon Television Inc., operating three Smullen TV stations in California and Oregon, as vice president in charge of research and market development. He is former NARTB research director and president of Broadcast Measurement Bureau. Stations operated by William B. Smullen are KIEM-TV Eureka, KRES-TV Medford and KOTI-TV Klamath Falls.

JOHN K. OTTLEY Jr. has been elected a partner of Miller, Neal & Battle, Atlanta and New York advertising agency.

HENRY LUFREMAN, formerly in sales posts with MCA-TV in St. Louis and Frederic W. Ziv Co., to Official Film's St. Louis office as sales representative in six-state midwestern area.

WALTER A. TIBBALS, vice president of Four Star Films Inc., has resigned effective imme-
diately to join LEE SAVIN, former produc-
tive vice president of Gross-Krasne, in inde-
tepend television company.

JOHN A. KUNEAY, vice president and mem-
ber of board of Fletcher D. Richards Inc., N. Y., as well as supervisor in charge of tire distribution account of U. S. Rubber Co., to Grey Adv., N. Y., as vice president and account supervisor.

GORDON G. VANDERWARKER, media di-
rector at Needham, Louis & Brobry Inc., N. Y., elected vice president.

Commercial TV Receives Praise For Educational Programming

SURVEY of educational tv programs on com-
mercial stations "is indicative of the felt re-
ponsibility", in carrying out a continued policy of public service to their respective com-
unities," Dr. Franklin Dunham, chief of radio-
tv, U. S. Office of Education, said Fri-
day in announcing results of survey by federal agency.

"Like previous surveys made before the present 23 noncommercial educational stations were on the air," he said, "it gives strong indi-
cation of the fine cooperative effort which exists between the educator and the broadcaster in making known the needs and the services of schools and colleges throughout America." He commended role of commercial tv stations in White House Conference on Education, held early in 1956.

Gertrude G. Broderick, radio-tv education specialist of federal agency, conducted survey. She pointed to "truly remarkable demonstra-
tions" of tv's use for educational purposes. Her study shows programs on commercial tv sta-
tions indicating "a cooperative working re-
lationship between the commercial stations and the schools within the available time limits."

WMGT (TV) Due Back on Air

IMMINENT return to air of ch. 19 WMGT (TV) Pittsfield, Mass., was indicated Friday when FCC granted station requested special temporary authority to resume commercial operation. WMGT was knocked off air by strong winds last February. In requesting special authority to go back on, station said it planned to recommence "some time during first week in December."
**the week in brief**

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Sale of ch. 9 KDWI-TV Tucson to Texas group for $533,000 is largest of station transfer applications filed with the Commission last week...80

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NBC AND CBS spend $3 with ASCAP for every $1 with BMI, according to five-year financial records of broadcaster-owned performing rights organization revealed to House Antitrust Subcommittee...82

**BITNER MULLS BIDS**

Four or five offers have been received for Consolidated radio and tv properties following collapse of $16 million sale to Crowell-Collier; no decision likely for month or more, Harry M. Bitner Sr., chairman, reports...92

**CBS-TV SPOT SALES UP 21%**

Billings of CBS Television Spot Sales have increased more than predicted, John A. Schneider, general manager, tells station managers' meeting...94

**AFM HIT BY SECOND SUIT**

Los Angeles local members add $4.5 million damage suit over trust fund receipts from sale of old movies to tv to earlier $8.5 million suit over recording fees...100

**REPORT ON BRITISH TV**

Nielsen booklet shows Great Britain's tv homes up 25% in first year of commercial tv operation, with commercial stations getting most time of viewers who can choose between them and BBC programming...106

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**SUBSCRIPTION INFORMATION**

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (54th issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING or TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 85¢ per copy; 50¢ for bulk copy.

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**the businessweekly of radio and television**

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Maury Long  
H. H. Tash  
B. T. Taishoff

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**BROADCASTING TELECASTING**

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**THE BUSINESWEEKLY OF RADIO AND TELEVISION**

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**BROADCASTING TELECASTING**

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H. H. Tash  
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**Broadcasting**

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**Telecasting**

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**Broadcasting Publications Inc.**

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**BROADCASTING TELECASTING**

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**Broadcasting Publications Inc.**

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**Broadcasting**

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**Telecasting**

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LOOKING FOR AN IDEAL CHRISTMAS GIFT?

GIVE YOUR CLIENT KENS-TV AND WATCH HIS SALES LIGHT UP!

KENS-TV EXPRESS-NEWS STATION
5
SAN ANTONIO, TEXAS

Represented Nationally by Peters, Griffin, Woodward, Inc.
May the joy and good hope
of this holiday season
be with you and yours
all the days and nights
of the coming year...
and every year

RADIO DIVISION

EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
TOP RATING IN CINCINNATI!

the ELLERY QUEEN series starring HUGH MARLOWE

The highest rated syndicated program in Cincinnati, America's great mystery adventure series outrates $64,000 Questlan, Dragnet, Jackie Gleason and other top network favorites! Get the facts for yourself.

*24.7 P/W 9/10/56

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HIGH BUTTON SHOES

IF YOU can sit with a clear conscience through a 90-minute musical show that has no particular plot, even form, then you probably enjoyed the NBC-TV Saturday Spectacular presentation of "High Button Shoes," Nov. 24. Certainly Nanette Fabray, Hal March, Don Ameche and the show staff did about all any artist could make it a diverting evening.

A high point of the lighthearted production was the Mack Sennett Ballet. Miss Fabray, mugging in the midst of the ubiquitous cops, was in her element. And so were directors and cameramen. Catching so much action on one small television screen was no mean accomplishment.

A low point to some color viewers, those who favor traditional color schemes, was the set of shocking combinations effected by a costumer mismating blues and greens, pinks and oranges. The time is past when designers have to stand on their heads to prove they are working in color. And the inevitable red vest will probably go down in history as one of color tv's oldest cliches.

Production costs: Approximately $150,000. Sponsored in color and black-and-white on NBC-TV Nov. 23, 9-10:30 p.m. EST, by Oldsmobile Div. of General Motors through D. P. Brother Co. and RCA Victor and RCA-Whirlpool through Kenyon & Eckhardt Co.


ELOISE

ONCE UPON a time, amidst the toy-strewn wreckage of a top-floor suite at the Plaza Hotel in New York, there lived a six-year-old city child named Eloise. As the heroine of a charming 65-page Simon & Schuster picture book by nightclub singer Kay Thompson and artist Hilary Knight, Eloise delighted thousands of us precocious grown-ups with her antics, which ran the gamut from pouring water down the hotel mail chute to stealing the waiter's flaming shashlik from the smart Rendezvous Room.

But Eloise lives no more. The impish hellion who always liked to say important words three times is dead dead dead, killed mercilessly by her creator whose vision may well have been impaired by the glare of sponsor coin. Eloise, we're sure, would have viewed Playhouse 90's caricature of herself as simply cheap cheap cheap. Here was the Thanksgiving turkey of all times, a tasteless dish garnished with a floor of famous performers and, when all was said and done, a carcass stripped of all charm and substance.

Taken for what it was—a 90-minute gratis commercial for Conrad Hilton's shining jewel, the Plaza—we'd venture to say that little Eloise could have written a better one herself with only a pastel crayon from the five and dime.

Production costs: $250,000.

Co-sponsored by Ronson Corp. through Norman, Craig & Kuntzel; Singer Sewing Machine Co. through Young & Rubicam; Bristol-Myers Co. through BBDO; Philip Morris Co. (Marlboro) through Leo Burnett & Co. on CBS-TV's Playhouse 90, Thurs., Nov. 22, 9:30-11 p.m. EST. Adapted by Leonard Spiegelglass and Kay Thompson from Miss Thompson's 1955 book, "Eloise" (Simon & Schuster, N. Y., 1955). Producer: Martin Manelli; director: John Frankenheimer; assi. producer: Russell Stoneham; assoc. director: Ron Winston; lyrics, score and arrangements: Lennie Hayton and Kay Thompson; art director: Al Heschong; story editor: Peter Koriner.


MAN & SUPERMAN

THE LAST time this corner bandied about the term "flawless" was back in November 1955, when it heaped praise upon Maurice Evans' production of George Bernard Shaw's The Devil's Disciple [BT, Nov. 28, 1955]. Our reason for trundling it out again at this time: Mr. Evans' production (in cooperation with Mildred Freed Alberge and George Schaefer) of Shaw's "Man and Superman."

Here was not only fine comedy presented in the grand manner of the British theatre, loaded with Shavian wit (e.g. "virtue . . . is the trade unionism of the married"), but comedy impecably produced, spoken with force, vitality and clarity rare in this electronic medium. Despite what Shaw's hero, the hapless Jack Tanner, might have felt about this cat-and-mouse game between woman and her prey, it was good, clean fun from beginning to end.

Recreating their original roles from the 1947 Broadway revival were Mr. Evans, Malcolm Keen and Chet Stratton. Though the rest of the cast performed with maturity and a zest for what they were doing, our favorite was that lovely, frog-voiced British importation, Joan Greenwood. Had it been possible, we would have tossed a bouquet of roses to her through the 21-inch tv screen.

Production costs: Approximately $130,000. Sponsored by Hallmark Cards Inc. through Foose, Cone & Belding on NBC-TV's Hallmark Hall of Fame, Sun., Nov. 25, 9-10:30 p.m. EST.

Tv version of George Bernard Shaw's original play by Maurice Evans, Mildred Freed Alberge and George Schaefer. Executive producer: Mrs. Alberge; producer-director: Mr. Schaefer; assoc. producer-director: Robert Hartung; editorial supervisor: Joseph Schrank; scenery: Robert Wrightman; costumes: Noel Taylor.

WOODLAND-TV is BIG territory!

Pills by the billion pop down the mouth of this vital market. Proof: last year it coughed up $309-million for pharmaceutical and drug sales. But are you getting your share? Here's the country's 18th television market. Western Michigan is YOURS... when you buy WOOD-TV, Grand Rapids' only television station. Ask us to tell you more.

WOOD- TV WOODLAND CENTER GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC, ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WDFD, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY
Radio Networks' Future

EDITOR:

Broadcasting's special report "Are Radio Networks Here to Stay?" [B•T, Nov. 26] was most interesting. Your objective and comprehensive appraisal of the situation today and your initiative in sending around a questionnaire to agencies, stations, and networks is characteristic of B•T's industry-wide reputation for good service, good interpretation, and interesting presentation.

While the net, net answer to your questions represents an indorsement for network radio that perhaps does not surprise broadcasters close to the network operation, I am sure that many of your readers may have been surprised into learning a good deal about the strength (as well as the problems) of network radio today.

Congratulations on a fine editorial job.

Don Durgin,
V.P. In Charge of ABC Radio
New York, N. Y.

P. S.: A slap on the wrist though, please, to your proofreader. On page 41 my answer to your last question on network affiliations should read: "Changes in network affiliations . . . in several cases resulted from an ownership change in the station." (Not as printed, an overnight change in the station.) However, in the proofreader's defense, let it be said that the quickening interest in radio properties has resulted in overnight ownership changes in some markets!

CP to Woodworth

EDITOR:

YOUR NOV. 26 ISSUE ERRONEOUSLY SHOWS MY CP GRANTED TO PARTNERSHIP INCLUDING JACK V. REEDER. PHONE CALL TODAY TO FCC SHOWS NOT GRANTED THAT WAY. SHOULD BE TO MYSELF S. J. WOODWORTH, PEAK BROADCASTING COMPANY. APPRECIATE IMMEDIATE CORRECTION IN FORTHCOMING ISSUE B•T.

S. J. Woodworth
Winslow, Ariz.

[EDITOR'S NOTE: The original application included Jack Reeder as partner and FCC, from which B•T obtained this information, did not report the revised application making S. J. Woodworth sole owner.]

Expert Endorsement

EDITOR:

I want to express my appreciation of the lead editorial entitled "Promotions Are In Order" in the Nov. 19 B•T.

I think you hit upon something that needed to be said, and you said it well.

John F. Day, Dir. of News
CBS News, New York

[EDITOR'S NOTE: Mr. Day refers to B•T's editorial that broadcast news chiefs be elevated to executive level positions within their organizations.]

News Directors' Status

EDITOR:

I certainly congratulate you on your editorial and your remarks to the RTNDA as reported in your Nov. 19 issue. I hope they will do much to awaken some operators to the great potential they are missing.

If management took more interest in the news director's job it would see the opportunities, seize them and advance the art far beyond what it is now. Let's try and induce some owners or managers to drop in on someone like Sig Mickelson at CBS occasionally while they're on the way to one of the advertising agencies on the street. They'd be amazed at what that guy puts out in the way of information—and information that can usually be turned to a profit, too.

Hal Fellows [NARTB president] is one who appreciates all of this and his help will be inestimable in arousing owners to the possibilities. Let's keep hammering away at it and do count on me to help.

Howard L. Chernoff, Consultant
San Diego, Calif.

NTFC's Alfred N. Goldsmith

EDITOR:

On page 72 of the Nov. 19 issue of B•T, under the heading "Lever Project Bolists National Television Film Council", it is stated that a committee of the NTFC was appointed to collaborate with Lever Brothers "to up-grade television film commercial quality".

Members of the committee were stated to include Dr. Thomas T. Goldsmith, NTFC board chairman and television consultant to RCA and other companies.

The actual appointment was that of Dr. Alfred N. Goldsmith, NTFC board chairman and consultant to RCA, NBC, and other companies.

My friend, Dr. T. T. Goldsmith Jr., is an executive and research director at the Allen B. DuMont Laboratories—but not an official of the National Television Film Council.

Alfred N. Goldsmith
New York, N. Y.

[EDITOR'S NOTE: B•T sincerely regrets the error, has taken steps to insure against any future repetition.]

WISE Was There

EDITOR:

You can chalk up another one for the on-the-spot effectiveness of radio. We can't swear to it, but we believe that WISE Radio has given the quickest news coverage of local news in the history of radio.

Last night (Nov. 20) WISE broadcast on-the-spot coverage of a severe automobile accident as the accident occurred. At 11:02 p.m. WISE was broadcasting from our "Star Castle" overlooking Wink's Drive-In Restaurant on the Tunnel Road in Asheville and our announcer on duty was in such a position that he was able to broadcast the happenings of the wreck blow-by-blow.

We wonder if there has ever been faster coverage of any newsworthy occurrence by any medium? . . .

Which just goes to prove that radio is usually fustest with the mostest.

Douglas China
WISE Asheville, N. C.
EXPERIENCE

Behind the brow of the pilot, knowledge won through years of experience...skill born of doing.

In our business, too, 11 years experience have given us a background that makes the time buyer's job easier...lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

AVERY-KNODEL
INCORPORATED
NOBODY’S LISTENING BUT PEOPLE WHO HARDLY SIT STILL A MINUTE!
Weekdays, a housewife is mostly on her feet and on the go. There's just one advertising medium that can reach her continuously...just one she can pay attention to continuously. Radio.

And in all radio, the CBS Radio Network is the consistent daytime favorite...with a line-up of dramatic serials that attract an average of 4,115,000 people a minute, every Monday through Friday!

What a time and place to sell all the products for which women are your best customers.

this is the right time to buy...

**CBS RADIO NETWORK**

From left to right:
- 12:00 M. WENDY WARREN & THE NEWS
- 12:15 PM BACKSTAGE WIFE
- 12:30 PM ROMANCE OF HELEN TRENT
- 12:45 PM OUR GAL SUNDAY
- 1:00 PM THIS IS MORA DRAKE
- 1:15 PM MA PERKINS
- 1:30 PM YOUNG DR. MALONE
- 1:45 PM ROAD OF LIFE
- 2:05 PM RIGHT TO HAPPINESS
- 2:15 PM SECOND MRS. BURTON
our respects
LOYD CLAUNTS SIGMON

TEAMWORK is the management ingredient constantly used by Loyd Sigmon to help smooth out the lumps in the day-by-day business and program growth of KMPF and KMFD. He is director of KMFD and assistant general manager of KMPC and a radio veteran since 1929. At the present, he also spends part of his time in San Francisco helping in the development of KSFO, newly acquired by Golden West.

“‘There is no unimportant job in our organization,” Mr. Sigmon says. “Even the porter’s work is necessary to the comfort and morale of the staff and hence is important. This is true of every phase of our operation, and we try to make everyone understand why his job is important. This is teamwork, which is so essential to success.”

Mr. Sigmon, as chairman of the board of the Southern California Broadcasters Assn., has instilled this spirit of unselfish cooperation in the regional broadcast promotion group to help make it one of the most aggressive and progressive such organizations within the business fraternity. An engineer before he became administrator, Mr. Sigmon developed the SCBA public alerting system known as “Sigalert” which is in use by Southern California radio stations in conjunction with the Los Angeles Police Dept. and civil defense authorities.

Mr. Sigmon is the new vice president for radio of the California State Radio and Television Broadcasters Assn. and is a member of the board of the Southern California Armed Forces Electronics and Communications Assn.

“We must always be interested in public service and willing to serve where we can,” Mr. Sigmon believes. “A radio station can’t hope to succeed in the long run if it fails to take an active interest in the welfare of the community of which it is a member. We don’t exist separate and apart.”

Loyd Claunts Sigmon was born May 6, 1905, at Sigler, Okla. He went to public elementary school there and then attended Wentworth Military Academy, Lexington, Mo. It was here that he built his first amateur station licensed by the Commerce Dept. and using old tubes given him on his first visit to a radio station, WDAF Kansas City.

After Wentworth, young Sigmon studied for his electrical engineering degree at the Milwaukee School of Engineering but didn’t finish because of the depression. Instead, in 1929, he went to work as an engineer at WEEI Boston and continued his studies at Massachusetts Institute of Technology.

In 1936, he was named chief engineer of KCMO Kansas City and in 1941, was appointed director of engineering at KMPC. His combined engineering and administrative talents were to be found during war service from 1943-46 in the U. S. Army Signal Corps.

He was assigned the task of establishing Armed Forces Radio Network in England, after which he was placed in charge of all radio for ETO (except tactical and air force), supervising 3,000 men. He directed building of the 60 kw mobile transmitter-receiving station dubbed “Sigmon’s Circus” or “Sigcirkus” which comprised a caravan 1 1/2 miles long when moving. This communication center served U. S. broadcasters and networks, too.

After V-E Day, he was placed in charge of radio for the Military Government of Germany under General Eisenhower. Winner of several high military honors, including the U. S. Legion of Merit and the Royal Order of the British Empire, Mr. Sigmon cherishes his honorary membership in the French Signal Corps, which he helped rebuild. He left the service as a lieutenant colonel in 1946 and returned to KMPC.

Both his administrative and engineering talents were given new recognition in 1950. KMPC promoted Mr. Sigmon to vice president and assistant general manager and his alma mater, Milwaukee School of Engineering, presented him an honorary degree for his contributions to the field of electronics.

Mr. Sigmon married Ruth Pettit of Springfield, Mo., in 1933 and they now make their home in Studio City, Calif. They have two boys, James, 19, a student at Oklahoma A & M, and David, 13. Mr. Sigmon has built a virtual communication center at home for his amateur station W6LQ (Lovely Queen) which he proudly shows to visitors.

Active in the American Legion, Mr. Sigmon also belongs to the Los Angeles Chamber of Commerce and the Los Angeles and Hollywood Advertising Clubs.
When Your Product Appears Here

WKY-TV
OKLAHOMA CITY

It Disappears Here

More people make up their minds to buy while watching WKY-TV than any other station in the area!*

* Ask your KATZ man for the conclusive evidence!

WKY-TV
YOUR BEST POINT-OF-SALE IN OKLAHOMA

Owned and Operated by
THE WKY TELEVISION SYSTEM, INC.
WKY-TV and WKY Radio, Okla. City
WSFA-TV, Montgomery, Ala.
WTYT, Tampa, Fla.

Represented by THE KATZ AGENCY, INC.
1,045,580 TV HOMES*

in our coverage area ... THE STEUBENVILLE-WHEELING AND PITTSBURGH MARKETS — richest steel and coal area in the world — 4,531,600 population, ranking with the nation's 4th largest market — $7 1/3 billion income — $4 1/2 billion retail sales.

FREE BONUS OF PITTSBURGH

Our rate is based on our Steubenville-Wheeling coverage, so you get our coverage among 399,810* Allegheny County (Pittsburgh) TV homes absolutely free.

WSTV-TV
STEUBENVILLE, OHIO
Represented by AVERY-KNODEL
CBS-ABC-CHANNEL 9 230,500 WATTS

Gen'l Mgr: John J. Laux, WSTV-TV, Steubenville, Ohio, Atlantic 2-6265 • Nat'l Sls. Mgr: Rod Gibson, 720 Fifth Ave., N. Y. 17, N. Y. Judson 6-5536
ADVERTISING VALUE YOU GET ON
V-TV
COVERAGE SURVEY #2

LOWEST COST PER THOUSAND

<table>
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<tr>
<th>COMPARE</th>
<th>TV. HOMES IN AREA*</th>
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<th>COST OF 1 MIN. AA TIME</th>
<th>WEEKLY COVERAGE</th>
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<td>WSTV-TV</td>
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<td>$100</td>
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<td>Sta. C, Pittsburgh</td>
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<td>500</td>
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PLUS

- Your own “Index of Advertising Effectiveness” — prepared by Richard Manville Research
- Complete directory of stores, buyers, wholesalers in WSTV-TV coverage area
- Comprehensive merchandising service — tailored to your needs

PHONE, WIRE OR MAIL COUPON FOR DETAILS TODAY

MR. JOHN J. LAUX, GEN'L MGR. WSTV-TV, STEUBENVILLE, OHIO

☐ Please have your representative call.
☐ I'd like to see your new color film, "How to Make Money in the Steel Market."
☐ Send me a free copy of your "Index of Advertising Effectiveness."
☐ How can I get your DIRECTORY OF STORES, BUYERS, WHOLESALERS, ETC.?
☐ Send me your list of merchandising services.

NAME
COMPANY
ADDRESS
CITY ZONE STATE
Two Mobile Ratings Say: Take 5... and get more!

Two brand-new television audience measurements give WKRG-TV, Channel 5, an overwhelming advantage over Station "B" in the important Mobile market.

Pulse Says 5 Reaches More People

The Mobile Telepulse for October '56 shows WKRG-TV leading in 275 quarter hours to 171 for Station "B". The night time lead is most one-sided, 117 to 48.

Nielsen Says 5 Reaches More Homes

The 1956 Nielsen Coverage Service shows WKRG-TV leading in every department... covering 33 counties to 26 for Station "B", with 45,000 extra homes in Channel '5's NCS area.

So, to sell Mobile, 'Take 5' and Sell More!

WKRG-TV

Representatives: Avery-Knodel
Want to cover a great big 80% of Michigan's 9½ billion dollar market? Want to save a great big 15% in the process? You can... and most effectively with Knorr Broadcasting Corporations 4 powerful community stations. Here, in a 15 county area, News-Music-Sports loving listeners keep their radios tuned to the stations that offer the most of what they want most! And, Knorr stations are, by actual survey, the best dollar buys in each of their 4 rich markets.

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

Represented by Headley-Reed
Most of Arkansas Watches

KTHV

Channel 11
LITTLE ROCK

(and we have the MAIL to prove it!)

KTHV gets viewing response from most of Arkansas — 47 counties to be exact! Take a good look at the mail map above. Notice that KTHV penetrates to all six surrounding states — and actually pulls mail from viewers in Mississippi, Missouri, Oklahoma and Texas.

With 316,000 watts on Channel 11 and with tallest antenna in the Central South (1756' above average terrain) KTHV sells most of Arkansas.

Your Branham man has all the big KTHV facts. Ask him!

316,000 Watts ........ Channel 11

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT
## THE TOP 40 AGENCIES IN 1956 RADIO-TV

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<tr>
<td>1</td>
<td>YOUNG &amp; RUBICAM</td>
<td>$82</td>
<td>$8</td>
<td>$74</td>
<td>40%</td>
<td>+$10</td>
<td>23</td>
<td>TATHAM-LAIRD</td>
<td>$13.8</td>
<td>$.6</td>
<td>$13.2</td>
<td>60%</td>
<td>+ $1.6</td>
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<td>2</td>
<td>BBDO</td>
<td>80</td>
<td>10</td>
<td>70</td>
<td>40%</td>
<td>+ 20</td>
<td>24</td>
<td>KUDNER AGENCY</td>
<td>13</td>
<td>4</td>
<td>9</td>
<td>35%</td>
<td>- 1</td>
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<td>3</td>
<td>MCCANN-ERICKSON</td>
<td>76.4</td>
<td>9.9</td>
<td>66.5</td>
<td>35%</td>
<td>+ 16.4</td>
<td>25</td>
<td>NEEDHAM, LOUIS</td>
<td>12</td>
<td>2.5</td>
<td>9.5</td>
<td>37%</td>
<td>same</td>
</tr>
<tr>
<td>4</td>
<td>J. WALTER THOMPSON</td>
<td>70</td>
<td>10</td>
<td>60</td>
<td>33½%</td>
<td>+ 12</td>
<td>26</td>
<td>GEOFFREY WADE ADV. &amp; BRORBY</td>
<td>11</td>
<td>2</td>
<td>9</td>
<td>85%</td>
<td>same</td>
</tr>
<tr>
<td>5</td>
<td>TED BATES</td>
<td>55</td>
<td>6</td>
<td>49</td>
<td>65%</td>
<td>+ 18</td>
<td>27</td>
<td>GREY ADV.</td>
<td>11</td>
<td>2.2</td>
<td>8.8</td>
<td>30%</td>
<td>+ 3</td>
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<tr>
<td>6</td>
<td>BENTON &amp; BOWLES</td>
<td>53.8</td>
<td>3.1</td>
<td>50.7</td>
<td>60%</td>
<td>+ 14.8</td>
<td>28</td>
<td>BRYAN HOUSTON</td>
<td>10.8</td>
<td>1.3</td>
<td>9.5</td>
<td>50%</td>
<td>+ 1</td>
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<td>7</td>
<td>LEO BURNETT</td>
<td>43</td>
<td>5</td>
<td>38</td>
<td>60%</td>
<td>+ 0.9</td>
<td>29</td>
<td>NORMAN, CRAIG &amp; KUMMEL</td>
<td>9.6</td>
<td>2.6</td>
<td>7</td>
<td>30%</td>
<td>+ 3.6</td>
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<td>8</td>
<td>WILLIAM ESTY</td>
<td>40</td>
<td>6</td>
<td>34</td>
<td>50%</td>
<td>+ 1</td>
<td>30</td>
<td>NORTH ADV.</td>
<td>9</td>
<td>1</td>
<td>8</td>
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<td>*</td>
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<td>DANCER-FITZGERALD-SAMPLE</td>
<td>37.5</td>
<td>6.5</td>
<td>31</td>
<td>52%</td>
<td>+ 7.5</td>
<td>31</td>
<td>GEYER</td>
<td>8</td>
<td>2</td>
<td>6</td>
<td>30%</td>
<td>+ 1</td>
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<td>10</td>
<td>KENYON &amp; ECKHARDT</td>
<td>35.6</td>
<td>4.5</td>
<td>31.1</td>
<td>55%</td>
<td>+ 1.1</td>
<td>32</td>
<td>ERWIN, WASEY</td>
<td>8</td>
<td>2</td>
<td>6</td>
<td>25%</td>
<td>same</td>
</tr>
<tr>
<td>11</td>
<td>FOOTE, CONE</td>
<td>32.5</td>
<td>7</td>
<td>25.5</td>
<td>35%</td>
<td>+ 12</td>
<td>33</td>
<td>EMIL MOGUL</td>
<td>7.5</td>
<td>2.5</td>
<td>5</td>
<td>45%</td>
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<tr>
<td></td>
<td>&amp; BELDING</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>34</td>
<td>MACMANUS, JOHN &amp; ADAMS</td>
<td>7</td>
<td>1.5</td>
<td>5.5</td>
<td>22%</td>
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<td>12</td>
<td>COMPTON ADV.</td>
<td>31.9</td>
<td>2.3</td>
<td>29.6</td>
<td>50%</td>
<td>+ 6.4</td>
<td>35</td>
<td>RUSSEL M. SEEDS</td>
<td>7</td>
<td>1.5</td>
<td>5.5</td>
<td>40%</td>
<td>*</td>
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<tr>
<td>13</td>
<td>N. W. AYER &amp; SON</td>
<td>28</td>
<td>10</td>
<td>18</td>
<td>25%</td>
<td>+ 7</td>
<td>36</td>
<td>EARLE LUDGIN</td>
<td>7</td>
<td>.8</td>
<td>6.2</td>
<td>55%</td>
<td>+ 0.7</td>
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<td>14</td>
<td>SULLIVAN, STAUFFER, COLWELL &amp; BAYLES</td>
<td>24.5</td>
<td>4.4</td>
<td>20.1</td>
<td>60%</td>
<td>+ 6.7</td>
<td>37</td>
<td>DOHERTY, CLIFFORD, STEERS &amp; SHENFIELD</td>
<td>6.7</td>
<td>1.2</td>
<td>5.5</td>
<td>50%</td>
<td>+ 0.7</td>
</tr>
<tr>
<td>15</td>
<td>CAMPBELL-EWALD</td>
<td>21</td>
<td>4</td>
<td>17</td>
<td>25%</td>
<td>+ 7</td>
<td>38</td>
<td>WARWICK &amp; LEOGER</td>
<td>6.2</td>
<td>1.3</td>
<td>4.9</td>
<td>40%</td>
<td>+ 0.5</td>
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<td>4.3</td>
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*All dollar figures in millions*

- Young & Rubicam, with $82 million, ranks first for third year
- Together, top 40 placed $964 million of U.S. broadcast total

**This is the fifth of B&T's annual surveys to determine how much the nation's leading agencies billed in broadcast media during the year. The estimates were prepared by a staff under the direction of agency editor Florence Small.**

For the third year in succession Young & Rubicam in 1956 led the nation's advertising agencies in combined radio and television billing with an expenditure of $82 million, a $10 million increase over its 1955 total, according to B&T's fifth annual analysis of the broadcast billings of the major agencies.

BBDO, tied with McCann-Erickson for second place in 1955, achieved undisputed runner-up status this year with radio-tv billing amounting to $80 million, an advance of $20 million over its 1955 estimate.

McCann-Erickson swelled its am-tv total by $16.4 million over its 1955 aggregate to register a billing figure this year of $76.4 million.

J. Walter Thompson Co. held its fourth-ranking position in 1956 with a combined radio-tv outlay of $70 million, a rise of $12 million over its last year's compilation.

Ted Bates supplanted Leo Burnett in fifth place with an $18 million escalation that raised its 1956 total to $55 million.

The remaining leaders to comprise the big ten in radio-tv billings in 1956 were: Benton & Bowles, $53.8 million; Leo Burnett, $43 million; William Esty, $40 million; Dancer-Fitzgerald-Sample, $37.5 million; Kenyon & Eckhardt, $35.6 million.

The cumulative billing of the 40 advertising agencies included in B&T's survey this year amounted to $963.8 million. In 1955 the review embraced 36 agencies with a billing aggregate of $812.5 million.

In the "television only" category this year, Young & Rubicam repeated its dominance with a check-out figure of $74 million. This was $14 million more than the agency's 1955 estimate. BBDO took over second place in that department from J. Walter Thompson with a year-end total of $70 million. McCann-Erickson finished third with tv expenditures of $66.5 million, followed by J. Walter Thompson with $60 million, and Benton & Bowles, $50.7 million.

Three agencies share supremacy in "radio only" billing, supplanting en masse the previously unbroken dominance of Dancer-Fitzgerald-Sample in that medium. The triple winners of 1956, each with a radio outlay of $10 million, are BBDO, N. W. Ayer & Son and J. Walter Thompson. D-F-S finished seventh this year, although significantly it raised its combined billing by $7.5 million, symbolizing the vastly increased trend of national accounts to television.

In all, 19 of the 40 agencies in the survey reported decreases in radio billing; 10
of the 40 registered advances, with the remainders substantially holding the line.

One formidable newcomer joined the listings this year with the establishment of North Adv., representing the imposing Toni account among others. Its entry was balanced, however, by the dissolution of the Biow Co., known in its latter phase as Biow-Beine-Toigo. Last year the agency placed tenth in the B\*T survey; in 1956 its $30 million billing scattered widely over the field, accounting importantly for the gains marked up by many of its previous rivals.

In general, however, the dramatic increase among agencies in tv billings is a reflection of the advanced budgets of going advertisers rather than a result of the infusion of new accounts. In an industry where the exceptional is commonplace, tv in 1956 was remarkable for the increase in spending of established clients.

Following is a detailed summary of the activity this year in each of the 40 leading agencies.

As in previous years, the computations represent expenditures for time and talent in both network and spot. The estimate in

<table>
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<tr>
<th>THE TOP 10 AGENCIES</th>
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<td>IN 1956 AM BILLING</td>
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<td>MCCANN-ERICKSON</td>
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<td>4.</td>
<td>J. WALTER THOMPSON</td>
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<td>LEO BURNETT</td>
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<td>8.</td>
<td>W.M. ESTY</td>
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<tr>
<td>9.</td>
<td>KENYON &amp; ECKHARDT</td>
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<tr>
<td>10.</td>
<td>D-F-S</td>
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</tbody>
</table>

Each case is based on information received directly from the agency involved.

YOUNG & RUBICAM: Combined radio-tv billing: $82 million; $74 million in television, $8 million in radio. Radio-tv share of overall billing: 40%.

Still the industry's number one radio-tv agency, Y\&R increased its broadcast billing by $10 million over last year. The gain might be credited to Kaiser Aluminum & Chemical Corp.'s entry into television with the high-budgeted Kaiser Aluminum Hour on NBC-TV, and a swelled General Foods Corp. advertising budget that was felt in both daytime and nighttime television. Though it lost Elgin Watch Co. to J. Walter Thompson Co., Elgin at one time last season being a co-sponsor of Ed Murrow's Person-to-Person on CBS-TV, Y\&R returned to this program with Time Inc.'s alternate-week backing of the interview program.

General Electric Co. stayed with the alternate-week 20th Century-Fox Hour, Johnson & Johnson with Adventures of Robin Hood (alternating with the Wildroot Co.), and Lincoln Div., Ford Motor Co., with the Ed Sullivan Show. Singer Sewing Machine Co. joined the sponsor-roster of Playhouse 90, along with Bristol-Meyers' Bufferin (also Y\&R), P. Lorillard Co.'s Kent, out of Appointment with Adventure, kept its toehold in tv with alternate-week sponsorship of The $64,000 Challenge; Remington-Rand's electronic shaver division stayed with What's My Line—all on CBS-TV; Borden Co., out of Justice, stayed with tv as alternate-week sponsor of The People's Choice, both NBC-TV as did Procter & Gamble with The Line-up on CBS-TV.

In the spot announcement field, there was a stepped-up activity in both radio-tv, ranging from Piel Bros. beer to Thomas J. Lipon tea and soup, from Personal Products Corp. on tv to Metropolitan Life Insurance Co. on radio.

BATTEN, BARTON, DURSTINE & OSBORN: Combined radio-tv billing: $80 million; $70 million in television, $10 million in radio. Radio-tv share of overall billing: 40%.

BBDO rates the No. 2 spot for the second consecutive year, with broadcast billing up $20 million over last year's compilation, due in part to the following combination of circumstances: assignment of the Republican National Committee broadcasts during the past presidential election year; the acquisition of a sizeable portion of Revlon billings (formerly assigned to Norman, Craig & Kummel); the recovery of Pfeiffer Brewing Co. (Jacob Schmidt Brewery) which BBDO had lost to Maxon Inc. in April 1955; the introduction of American Tobacco Co.'s newest filter brand, Hit Parade cigarettes, and the addition of new shows to its program roster plus a general growth in budget for most radio-tv accounts. BBDO lost Trans World Airlines to Foote, Cone & Belding and, following acquisition of Philco Corp., effective Jan. 1, 1957, was forced to resign Zenith Radio Corp. and Easy Wash-
plunge with this season's *Jackie Gleason Show* on CBS-TV; Esso Standard Oil, not only expanded its *Esso Reporter* station line-up but went into regional syndicated TV film programs with the *Golden Esso Theatre*; Coca-Cola continued the *Eddie Fisher Show* on NBC-TV (which it will drop for local spot) and added Mickey Mouse Club on ABC-TV; Swift & Co. ventured into ABC-TV's Disneyland; Chesebrough-Ponds sponsored *Adventures of Jim Bowie* also ABC-TV; Chrysler Corp. stayed with CBS-TV's *Climax-Shower of Stars*, though it dropped NBC-TV's *It's a Great Life*; Donahue Sales Corp. (Talon zippers) bought into NBC-TV's *Daytime Omnibus*, but retaining ABC-TV's *Ozzie & Harriet* as a network effort, when it added the CBS-TV and CBS-Radio election package for $5 million plus, including the short-lived *Pick the Winner*.

The year also was marked at McCann with a sharp increase in use of spot, affecting a good 40% of its client roster.

J. WALTER THOMPSON, Combined radio-TV billing: $70 million; $60 million in television, $10 million in radio. Radio-TV share of overall billing: 33½%.

In fourth place for the second consecutive year, with combined billing up $12 million over last year, the big spenders at JWT once again were Kraft Foods (NBC-TV's *Kraft Television Theatre*, NBC-TV daytime strips and MBS's *Five Star News*); Eastman Kodak (*Screen Directors Playhouse* on NBC-TV early in year, later switching to ABC-TV's *Ozzie and Harriet*); Scott Paper Co. (out of Omnibus, but retaining ABC-TV's *Father Knows Best* for the 1956-57 season); Ford Motor Co.; and advertising associations (*Tennessee Ernie Ford on NBC* and *Ford-TV* and *Ford Jubilee* on CBS-TV); Lever Bros Co.* (Lux Video Theatre on NBC- TV); Aluminum Ltd. (remaining with Omnibus on ABC-TV); Johns Manville Corp. (*Meet The Press on ABC-TV*); Pan-American World Airways (out of MTP, but into CBS-TV's *See It Now*, effective Jan. 1); and Sylvania Electric Products (out of *Beat The Clock*, into *The Buccaneers* both ABC and CBS). JWT's most active spot users are: Harold F. Ritchie Co. (Scott's Emulsion), Ford Motor Co. (network & spots), Chun King Sales Co. (shoe meim), Lever Bros. Co., J. B. Williams & Co. and the Mentholmouth Co. (the latter network as well as spot). Its biggest acquisition during year: Joseph Schlitz Brewing Co., which it inherited—along with CBS-TV's *Schlitz Playhouse of Stars* shortly before Biow Co. closed its doors.

TED BATES & CO.: combined radio-TV billing: $55 million; $49 million in television, $6 million in radio. Radio-TV share of overall billing: 65%.

With an increase of $18 million of overall broadcast billing accounted for the past year. Bates surged ahead in both network and spot placement for toiletries and household products. In early spring, the agency picked up Biow Co.'s Whitehall Pharmacal Co. and, in the autumn, got two more Colgate-Palmoive accounts, Vel and Fab, which had been serviced by William Esty Co. It lost an active daytime tv and nighttime radio client when CBS Inc. suspended its CBS-Columbia manufacturing affiliate, but more than compensated for this loss by seeing its American Chicle budget increase (*Adventures of Jim Bowie on ABC-TV*, *Cactus's Hour on ABC-TV* last season and during the summer, as well as regional sponsorship of syndicated tv film programs).

Whitehall became quite active toward the middle of the year, with Sir Lancelot on ABC-TV, *Love of Life and Dorothy Edwards and the News* on CBS-TV and Standard Brands enlarged its expenditures on the *Arthur Godfrey Show on CBS-TV* and *Queen for a Day on NBC-TV*; Anahist went in heavy for spot; Brown & Williamson Tobacco Co.'s Kool did likewise with the in-
### TOP RANKING RADIO-TV AGENCIES, 1952-1955*

<table>
<thead>
<tr>
<th>Rank</th>
<th>Agency</th>
<th>Combined Radio-TV</th>
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<th>TV Only</th>
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**1952**

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</table>

**1953**

*BBC's annual surveys, which began in 1952, have increased in scope with the increase in broadcast billings and with refinement of the survey technique. These facts account for the increased number of agencies in each year's surveys. All figures are in millions of dollars.

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locations in spot radio, giving that medium a boost. Other Esty campaigns were those for P. Ballantine & Sons (Ziv's Highway Patrol in regional markets) and National Carbon Co. (Prestone antifreeze in spot announcement drives).

**DANCER-FITZGERALD-SAMPLE:** Combined radio-tv billing: $37.5 million; $31 million in television, $6.5 million in radio. Radio-tv share of overall billing: 52%.

Last year's pace setter in radio billing among the top 36 agencies, D-F's this year saw its radio billing drop to one-half of last year's $13 million. However, its $7.5 gain in total broadcast billing—due in the main enlarged tv allocations on behalf of such clients as General Mills, P&G, Falstaff Brewing Co., American Chicle and Nestle Co.—was achieved to a considerable extent by the acquisition of Liggett & Myers Tobacco Co's L&M filter cigarette from Cunningham & Walsh. L&M stayed with Gomstonk and joined Frigidaire as an alternate-week sponsor on Do You Trust Your Wife? both on CBS-TV. B. T. Babbitt participated in last season's Monday night Caesar's How on ABC-TV; American Chicle stayed through the usual summer hiatus on Mr. Caesar's replacement program, the Ernie Kovace Show, and Dentyne entered the syndicated tv film field in selected spot markets. General Mills stayed with daytime tv, and Falstaff again pursued the sporting events.

**KENYON & ECKHARDT:** Combined radio-tv billing: $35.6 million; $31.1 million in television, $4.5 million in radio. Radio-tv share of overall billing: 55%.

With a gain of $1 million in broadcast billing, K&E this year gained Blatz Beer from Norman, Craig & Kummel, Lever Bros. Co's Spry from Foote, Cone & Belding, Pepsi-Cola from the defunct Biow Co., and stepped up the tv activity of RCA Whirlpool by placing it in NBC's radio-tv election "package" plus NBC-TV's Saturday Spectaculars. It lost (effective Dec. 31) the Warner-Lambert Hudnut division (to SSCO & NC&K) and with it, the forthcoming billing on Your Hit Parade on NBC-TV.

Also lost: Mennen Co. to McCann-Erickson and Grey Adv. (Wednesday Night Fights on ABC-TV-Radio and High Finance on CBS-TV). Though Ford dropped out of NBC-TV's Producers Showcase, its Mercury Div. and Lincoln-Mercury Dealers Assn. stayed with the Ed Sullivan Show on CBS-TV. In spot, Mercury blanketed the country for its 1957 model, a yearly appropriation which was larger this fall than last.

**FOOTE, CONE & BELDING:** Combined radio-tv billing: $32.5 million; $25.5 million in television, $7 million in radio. Radio-tv share of overall billing: 35%.

The agency this year bolstered its radio-tv billing by an estimated $12 million. A good part of this was due to the acquisition of Trans-World Airlines (heavy spot radio), the big Pepsodent drive, purchase of MCA-TV Ltd.'s Rosemary Clooney Show for Chiaro's, introduction of Firestone's newest auto tire (via a special ABC-TV Voice of Firestone spectacular). Hallmark Card Co. (Hallmark Hall of Fame spectaculars), Armstrong & Co.'s Dial soap (George Gobel Show — all on NBC-TVC and Danny Thomas Show with Kleenex on ABC-TV).

Among FC&B's losses this year: International Latex (resigned to Reach, Yates & Mattoon), Lever Bros.' Spry (to Kenyon & Eckhardt). Still active: Liebmann Breweries (Rheingold beer), Paper-Mate Div. of Gillette Co., International Cellucotton Products Co. (Kleenex).

**COMPTON ADV.:** Combined radio-tv billing: $31.9 million; $29.6 million in television, $11.3 million in radio. Radio-tv share of overall billing: 35%.
sion, $2.3 million in radio. Radio-tv share of overall billing: 50%.

Compton nearly doubled its 1954-55 broadcast advertising increase of $3.2 million by chalking up a $6.4 million gain for the past calendar year. Though it gained three new accounts, R. T. French Co. mustard (from J. Walter Thompson), Bond clothes' western division and Langendorf United Bakers (both from the former Biow Co.), much of its added radio-tv billing can be said to have accrued from increased expenditures on behalf of existing accounts: Procter & Gamble Co., Goodyear Tire & Rubber Co., Remington Rand Div., Sperry-Rand Corp., Socony Mobil Oil Co., Standard Brands Inc. and Nhe Corp. (Example: P&G, which took Cascade detergent out of test markets and into national spot buys.)

Among the programs registering for this year's billing figure: NBC Comedy Hour in which Compton's newest client at the outset of the year, the electronics division of Avco Mfg. Co., had a brief fling; What's My Line? which Remington Rand is continuing on an alternate week basis (with Helene Curtis) on CBS-TV, the Goodyear Tv Playhouse (in which Compton has participated for Goodyear's Neosite product on NBC-TV), as well as a number of shows on all three tv networks sponsored by P&G.


Up $7 million in combined broadcast billing from last year's $21 million, N. W. Ayer & Son, quietly but surely, placed one of its biggest accounts in network television for the first time. The agency, while keeping the client in radio (Bell Telephone Hour on NBC Radio), launched Telephone Time on CBS-TV, a filmed dramatic series with storyteller John Nesbitt, and quite late in the year, signed with CBS-TV for occasional color science-education programs, of which the first was Our Mr. Sun.

Ayer picked up the impressive Philip Morris account (accent on spot) from the now-defunct Biow Co. and saw Chrysler Corp.'s allocations for Plymouth nearly doubled. Plymouth, dropping News Caravan on NBC-TV, went into co-sponsorship on two ABC-TV musical programs, one with Lawrence Welk, the other with Ray Anthony. It placed radio-tv spot campaigns for the following clients: Hawaiian Pineapple Co., Hills Bros. coffee, Philip Morris, Bell Telephone companies, Plymouth Motors Corp. (introductory campaigns for 1957 model) and Armour & Co., and once again signed for Christmas Sing With Bing (Crosby) on CBS Radio for the Insurance Companies of North America.

SULLIVAN, STAUFFER, COLWELL & BAYLES: Radio-tv billing: $24.5 million; $20.1 million in television, $4.4 million in radio. Radio-tv share of overall billing: 60%.

SSC&B marked its 10th year in business with a gain in radio-tv billing of $6.7 million over 1955's combined figure of $17.8 million. Though it lost Speidel watchbands to NC&K (and the billing on NBC-TV's The Big Surprise) and later in the year, Simoniz Co., SSC&B compensated for these defections towards the end of the year with the acquisition of a sizable portion of the Block Drug Co. account from Harry B. Cohen Adv. and with the assignment (via Kenyon & Eckhardt) of the Warner-Lambert account. The latter will probably not register much billing till after January 1, 1957.


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Sperry & Hutchinson Corp. (S&H Green Stamps) placed its first broadcast advertising this year through S&G&B on NBC-TV's two daytime programs, Today and Home; Noxema, which dropped CBS-TV's Person-to-Person earlier in the year, popped into last season's Perry Como Show as a participating sponsor, and Pall Mall continued its sponsorship of Big Story on NBC-TV.


This year C-E jumped its 1955 radio-tv layout of $14 million by $7 million. Currently Chevrolet is stepping up its NBC-TV Chevy Show schedule to twice a month, stays on Crossroads on ABC-TV, the 15-minute weekly Dinah Shore Show on NBC-TV and the strip of CBS Radio newscasts. Earlier this season the advertiser launched a heavy saturation spot schedule for its 1957 model. Chalking up neither account gains or losses, Campbell-Ewald continued to place Goebel beer in spot sports show buy, Flagg shoes and the National Bank of Detroit in spot announcement drives.

LENNEN & NEWELL: Combined radio-tv billing: $21 million; $19.5 million in television, $1.5 in radio. Radio-tv share of overall billing: 50%.

Representing a $1 million gain in broadcast billing over last year, L&N this year put P. Lorillard's Old Gold cigarettes into weekend tv with a one-two punch: on Friday nights, Old Gold alternates on NBC-TV's The Walter Winchell Show, on Saturdays, participates with Bulova Watch Co. on The Jackie Gleason Show on ABC-TV.

But L&N's biggest broadcast activities are yet to come: Early next year, it will place Emerson Drug Div. (Bromo-Seltzer) of Warner-Lambert as alternate-week sponsor of NBC-TV's Your Hit Parade, with Warner-Lambert's Hudnut Div. leaving that show following reassignment from K&E to SSC&B, and Colgate-Palmolive as co-sponsor on a new CBS-TV situation comedy, Mr. McAdam and Eve. Benrus Watch Co., which L&N picked up from Blow along with Armstrong Rubber Co., will buy into Caesar's Hour on NBC-TV. One of the agency's late fall acquisitions was Stokely-Campbell's Skippy peanut butter, a frequent spot user for its canned foods.

RUTHRAUFF & RYAN: Combined radio-tv billing: $15 million; $11 million in television, $4 million in radio. Radio-tv share of overall billing: 50%.

Down $500,000 from last year in broadcast billing (due in part to the loss of Packard Motors Div., Studebaker-Packard Corp., to D'Arcy, which in turn lost it to B&B a year later), Ruthrauff & Ryan compensated by picking up some products of the Whitehall Pharmacal account vacated by the former Biow Co., in addition to acquiring the Bon Ami account (resigned by Norman, Craig & Kummel) towards the middle of the summer.


CUNNINGHAM & WALSH: Combined radio-tv billing: $14.5 million; $11.7 million in television, $2.8 million in radio. Radio-tv share of overall billing: 45%.

Although this year's broadcast billing for C&W represents a loss of $2.5 million, due in part to the departure of Liggett & Myers Tobacco Co. (L&M cigarettes to D-F-S, Chesterfields to McCann-Erickson), Cunningham & Walsh's position in the coming year will be fortified with its assignment of the complete Texas Co. (Texaco) account (formerly handled by Kudner Adv. and Erwin, Wasey & Co.).

The 1956 Liggett & Myers billing will still show up on C&W's roster this year despite the loss, for such programs as Gunsmoke on CBS Radio and CBS-TV, Dragnet on NBC Radio and NBC-TV, and the early Warner Bros. Presents series on ABC-TV.

Among active spot buys at C&W are Chase-Manhattan Bank, American Telephone & Telegraph Co. ("The Yellow Pages"), Kitchens of Sarah Lee Inc. and the Narragansett Brewing Co.

CAMPBELL-MITHUN: Combined radio-tv billing: $14 million; $13 million in television, $1 million in radio. Radio-tv share of overall billing: 45%.

New in the Campbell-Mithun agency this year was Kroger Co. (grocery store chain), picked up from the Ralph H. Jones agency in Cincinnati, and Northwest Orient Airlines, acquired from Cunningham & Walsh, both spot users. Among its old accounts, Theo. Hamm Brewing Co. sponsored the Edward R. Murrow-CBS Radio newscasts regionally in the Midwest besides sponsoring a share of overall billing: 33 1/3%.

In radio, Kroger Co. sponsored the 30-minute films and sports programs in the north-midwest area; Pillsbury Mills (feed, bakery and frozen foods divisions) sponsored segments of CBS-TV's Arthur Godfrey morning and evening shows and Art Linkletter's House Party; Gold Seal Co. (Snowy bleach, Glass Wax) continued on The Perry Como Show on NBC-TV; American Dairy did likewise on ABC-TV; Disneyland, and the Red Heart dog food division of John Morrell Co. remained active in both spot and network on both radio and tv.

D'ARCY ADV.: Combined radio-tv billing: $14 million; $11 million in television, $3 million in radio. Radio-tv share of overall billing: 22%.

Though it lost the Coca-Cola account to
A HALF DOLLAR will go a long way these days on WHO Radio!

Take 9 a.m. to 12 noon as an example . . .

FAR be it from us to suggest that radio is the only worthwhile advertising medium — but we do say it can get more mileage out of a dollar than most people realize. Especially on WHO Radio!

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 9 a.m. and 12 noon delivers a minimum of 47,086 actual listening homes, in Iowa alone!

That's at least 496 homes for half a dollar, or 1000 homes for $1.01—ALL LISTENING TO WHO!

That's the half-dollar minimum. With its 50,000-watt, Clear-Channel voice, WHO also gets thousands of unmeasured listeners, both in and outside Iowa. Iowa alone has 527,000 extra home sets and 573,000 car radios — and "Iowa Plus" coverage represents a third big bonus!

Let Peters, Griffin, Woodward give you full details — including availabilities.

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

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

WHO for Iowa PLUS!

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc.
National Representatives
Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 1.5-mile radius at low, low rates—with no waste coverage. W-I-T-H reaches 74%* of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to hit sales results "on the button" for you, too.

*Cumulative Pulse Audience Survey

Buy WITH CONFIDENCE

Tom TinsleyPresident
R. C. EmbryVice Pres.

McCann-Erickson at the end of last year, this changeover did not take effect until March, thus D'Arcy can be credited with at least a few months worth of billing on Cokes. Despite this loss, D'Arcy gained $4 million in billing over last year, an increase made possible by the acquisition of several new General Tire and the vast activity in the sales and advertising structure of Anderson, Clayton & Co., foods division, whereby D'Arcy got several new products assigned to it. Having picked up Packard Motors Div. of Studebaker-Packard only a year ago, the agency lost it to Benton & Bowles, but the loss was not a great one following S-P's withdrawal from network activity (Tv Readers' Digest). It continued in spot for Gerber's foods and Anheuser-Busch Brewing Co.

**GRANT ADV:** Combined radio-tv billing: $14 million; $11.5 million in television, $2.5 million in radio. Radio-tv share of overall billing: 20%.

The agency advanced its billing by $2.9 million this year, from $11.1 to $14.0 million. The big thing at Grant in 1956 was, once again, Dodge Motors Div. of the Chrysler Corp., and the big thing with Dodge was—and still is—Lawrence Welk and his Champagne Music. It was so big with Dodge, as a matter of fact, that the automaker launched its second Welk series on ABC-TV, Top Tunes and New Talent. Tv budgets being as high as they are, Dodge persuaded its sister divisions, Chrysler, Plymouth motors, to pick up part of the tab, which Plymouth did in exchange for a similar agreement on its Roy Anthony Show, also on ABC-TV.

In the spot phase of Grant's business: seasonal drives for the Florsitters' Telegraph Delivery Assn. (Valentine's Day, Easter, Mother's Day, Christmas, etc.) on both radio and tv, and the brief sponsorship of M & B's Walter Winchell newscasts for Seaboard Coast Line.

The Lenthic division of Olin-Mathieson, which Grant picked up in January from Cunningham & Walsh, is slated to go to Tatham-Laird at the end of the year, and National Airlines left Grant Dec. 1 for Hoite Agy Adv., Miami.

**MAXON INC.** Combined radio-tv billing: $14 million; $13 million in television, $1 million in radio. Radio-tv share of overall billing: 40%.

Consistent for four straight years, Maxon's broadcast billings are still set at $14 million, representing neither gain nor loss since 1953. However, television billing rose $2 million, while radio billing declined that amount. Its three principal accounts, Heinz 57 foods, Gillette Safety Razor Co. and General Electric Company, are very active this year. Heinz in the Studio 57 tv film series in regional markets. Gillette in both radio and tv sports events (e.g. Cavalcade of Sports on NBC-TV and NBC Radio. etc.) and General Electric Co. on 20th Century-Fox Hour on CBS-TV. GE billing dropped somewhat, due to the transfer of GE television receivers to Young & Rubicam.

**TATHAM-LAIRD:** Combined radio-tv billing: $13.8 million; $13.2 million in television, $600,000 in radio. Radio-tv share of overall billing: 60%.

Again for the third consecutive year, T-L increased its broadcast billing (by $1.2 million) largely on the strength of its tv activities. Though it lost some of the Simoniz Co. billing, and the Pulham Bros. food account to DCS&S, T-L gained part of the Procter & Gamble account in the agency shuffle that followed the demise of the Biow Co. Most active radio-tv clients: Armour & Co., C. A. Swanson & Sons (frozen foods), Tonl Div. of Gillette Co. and Wander Co. (Ovaltine).

**KUDNER AGENCY:** Combined radio-tv billing: $13 million; $9 million in television, $4 million in radio. Radio-tv share of overall billing: 35%.

Kudner spending this year dipped $1 million from its 1955 combined figure. However, it was one of the few agencies to increase its radio billing from $2.5 million to $4 million (due in great part to Goodyear Tire & Rubber Co.'s special Easter shows). Kudner in 1956 suffered two setbacks: one was the end of Buick sponsorship of the Jackie Gleason Show on CBS-TV; the other, the year-end loss of the Texaco radio-tv billings to Cunningham & Walsh. However, with C&W transfer not becoming effective till Jan. 1, 1957, Texaco's budget for ABC Radio's Metropolitan Opera broadcasts, its regional sports shows, and ABC Radio Talk shows get the lion's share of the Kudner's 1956 tally. Texaco's budget was trimmed considerably this year in television following client withdrawal from the Jimmy Durante-Donald O'Connor Star Theatre series on NBC-TV. But Frigidaire popped back into network with alternate-week sponsorship of CBS-TV's Do You Trust Your Wife?, which it will drive this month. Buick's other sponsorships included ABC election coverage, several NBC-TV Producers' Showcase programs, and come Jan. 1, it will pick up the tab for CBS-BC's South Beach football classic.

**NEEDHAM, LOUIS & BRORBY:** Combined radio-tv billing: $12 million; $9.5 million in television, $2.5 million in radio. Radio-tv share of overall billing: 37%.

Though the overall broadcast billing picture stayed at the $12 million mark for NL&B, tv expenditures rose $500,000 while radio dropped $500,000. Latter may be charged to the loss of Wilson Sporting Goods Co., a radio spot user; the former to the use of Caesar's Hour on NBC-TV by Quaker Oats Co. on behalf of Ken-L-Ration dog food, as well as sponsorship of Monsanto Chemical Co.'s All detergent on last season's Warner Brothers Presents on ABC-TV.

Agency acquired Palm Beach Co. clothes from Ruthrauff & Ryan, Hotpoint Div. of General Electric Co. for Hi-Vi tv sets (a new account), and several others, including Crowell-Collier Publishing Co.'s Women's Home Companion and the Worthington Corp. (air conditioners). Principal tv activity at NL&B: servicing the S. C. Johnson & Son account's alternate-week Robert Montgomery Presents programs on NBC-TV.

**GEOFFREY WADE ADV:** Combined radio-tv billing: $11 million; $9 million in television, $2 million in radio. Radio-tv share of overall billing: 85%.

Wade's overall billing for the third consecutive year hovered at the $11 million mark, although once again there was a shift from radio to television (this year to the tune of $2 million). Miles Labs, having spent some time with John Daly and the News on ABC-TV, stays with that network when it switches to Broken Arrow this week [Dec. 1]. On NBC-TV, Miles sponsors other newcasts, plus segments of the Tennessee Ernie Ford Show and Queen for a Day.

**GREY ADV.** Combined radio-tv billing: $11 million; $8.8 million in television, $2.2 million in radio. Radio-tv share of overall billing: 30%.

Grey this year bettered by $100,000 its 1955 broadcast billing gain of $2.9 million rising from $8 million to $11 million. New at the agency this year were Hearst Corp. (Good Housekeeping), Crowell-Collier Publishing Co. (Collier's) from Kudner, Hoffman Beverage Div., Pabst Brewing Co. (picked up from Warwick & Legler), part of the General Electric Co. account (flash-bulbs), Whitehall Pharmaceutical Co. (Kolyvos toothpaste), Procter & Gamble (Fluffs), latter two from the Biow Co., and Chunky Chocolate Corp. from Hilton & Riggio.

Old accounts that went into radio and television were Emerson Radio & Phonograph Corp. (local tv newscasts), Dan River Mills Inc. (a first time in tv on a spot announcement basis), Shwayder Bros. (Samsonite luggage) in spot, to name but some. During the year, Grey lost Doesskins tissues (spot) and Kirsch beverages (which it re-signed in order to take on Hoffman). Ideal Toy Corp. once again shared sponsorship of Macy's Thanksgiving Day parade on NBC-TV, and Meinen participated in High Finance on CBS-TV.

**BRYAN HOUSTON:** Combined radio-tv billing: $10.8 million; $9.5 million in television, $1.3 million in radio. Radio-tv share of overall billing: 50%.

Up $1 million in broadcast billing from last year, Bryan Houston in 1956 gained more new business than it lost. Its Colgate-Palmolive account list was reduced by one product, Veto Spray deodorant (which went to Norman, Craig & Kummel), but towards the end of the year it gained Newsweek magazine from the former Scheidel & Beck agency, although this won't be effective until the first of the year.

Following the reorganization of Anderson, Clayton Foods Co. in Dallas, Houston acquired Mrs. Tucker's margarine from SSSC&B. Nestle's participated in last season's Stage Show on CBS-TV and J. P. Stevens Co. (fabrics) made use of tv for the first time when it sponsored a 13-week sequence of Omnibus on CBS-TV early in the year. Omnibus (not Stevens) is now on ABC-TV.
Your P.G.W. Colonels are prepared to provide assistance in planning spot radio campaigns. Please do not hesitate to call us.
Spot’s Hot! You see it in the trade press every day — sales success after sales success resulting from the sales impact of Spot Radio. You hear about the flexibility only spot radio provides, enabling an advertiser to “sell deep” into the markets he selects. And most of all, you hear it from more and more thoughtful advertising executives — “Spot’s Hot”.

We have assembled complete market information in a convenient reference for the leading radio stations listed on this page. We’d like to present a copy and discuss how you can “heat up” a sales campaign.

PETERS, GRIFFIN, WOODWARD, INC.
Pioneer Station Representatives Since 1932
250 PARK AVENUE • NEW YORK 17, NEW YORK

CHICAGO
0 N. Michigan Ave.
Chicago 1, Illinois

DETROIT
Penobscot Building
Detroit 26, Mich.

ATLANTA
Glenn Building
Atlanta 3, Georgia

FORT WORTH
406 W. Seventh St.
Fort Worth 2, Texas

HOLLYWOOD
1750 N. Vine St.
Hollywood 28, Calif.

SAN FRANCISCO
Russ Building
San Francisco 4, Calif.

EAST—SOUTHEAST
WBZ-WBZA Boston—Springfield 51,000
WGR Buffalo 5,000
KYW Cleveland 50,000
WWJ Detroit 5,000
KDKA Pittsburgh 50,000

WCSC Charleston, S. C. 5,000
WIST Charlotte 5,000
WIS Columbia, S. C. 5,000
WSYA Harrisonburg, Va. 5,000
WPTF Raleigh—Durham 50,000
WDBJ Roanoke 5,000

MIDWEST—SOUTHWEST
WHO Des Moines 50,000
WOC Davenport 5,000
WZO Decatur 1,000
WDIA Duluth—Superior 5,000
WDAY Fargo 5,000
WOWO Fort Wayne 50,000
WIRE Indianapolis 5,000
KMBC-KFRC Kansas City 5,000
WISC Madison, Wis. 1,000
KFAB Omaha 50,000
WMRD Peoria 5,000

KFDM Beaumont 5,000
KBS Corpus Christi 1,000
WBAP Ft. Worth—Dallas 50,000
KENS San Antonio 50,000

MOUNTAIN AND WEST
KBOI Boise 5,000
KGMB-KHBC Honolulu—Hilo 5,000
KEX Portland 20,000
KIRO Seattle 50,000
**GASOLINE-OIL IN DETROIT RADIO AND TV**

**WHOSE COMMERCIALS GET MOST EXPOSURE?**

Hoover Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

**TELEVISION** (Network plus Spot)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Product &amp; Agency</th>
<th>Network Shows</th>
<th>Total Networks</th>
<th>&quot;Commercial Units&quot;</th>
<th>Hoover Index of Broadcast Advertisers</th>
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<tr>
<td>1.</td>
<td>Standard Oil (D'Arcy)</td>
<td>—</td>
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<td>2.</td>
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<td>Superpet Gas &amp; Oil</td>
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**RADIO** (Network Plus Spot)

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<th>Total Networks</th>
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<td>5.</td>
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<td>6.</td>
<td>Sun Oil Co. (Ruthrauff &amp; Ryan)</td>
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<td>American Oil Co. (Joseph Katz)(P)</td>
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<td>8.</td>
<td>Superpet Gas &amp; Oil</td>
<td>—</td>
<td>1</td>
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(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending October 14, 1956.

The Hoover 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 HBA. For further details of preparation, see the basic reports published by C. E. Hoover Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by Broadcasting & Telecasting. No reproduction permitted.

**ADVERTISERS & AGENCIES**

Heublein Inc.'s Maltex cereal increased its spot schedule.

**NORMAN, CRAIG & KUMMEL:** Combined radio-tv billing: $9.6 million; $7 million in television, $2.6 million in radio. Radio-tv share of overall billing: 30%.

NC&K this year exceeded its 1955 combined estimate by $3.6 million, thus approaching the $10 million mark with the acquisition of such accounts as the Democratic National Committee, Spiegel watchbands (from SSC&B), Hudson Pulp & Paper Co. (from Biow), Colgate-Palmolive's Veto (from Bryan Houston), and part of Warner-Lambert (via K&E). With this to show, NC&K placed Ronson on CBS-TV's Playhouse 90, kept Spiegel on NBC-TV's The Big Surprise, but lost Blatz beer (to K&E).

**NORTH ADV:** Combined radio-tv billing: $9 million; $8 million in television, $1 million in radio. Radio-tv share of overall billing: 80%. North Adv., concluding its initial year of operation, appears in B&W's annual billing round-up for the first time with a broadcast total of $9 million, basically on the strength of the Toni (Div. of Gillette Co.) account. Toni, heavy in daytime tv, this year went into nighttime tv with alternate-week sponsorship of The Walter Winchell Show on NBC-TV. Another North client, Lanvin Parfums, although no network spender (limiting its tv to spot announcement drives in large cities), came close to national coverage this year when it lined up a group of NBC Radio o&o stations to carry several special pre-convention political discussion programs. Englander Mattress Co., from the former Blow Co., has been sponsoring a cash giveaway contest on a spot basis.

**GEYER ADV:** Combined radio-tv billing: $8 million; $6 million in television. $2 million in radio. Radio-tv share of overall billing: 30%.

With broadcast billing up $1 million—all due to tv—the Geyer account most active this year was the Boyle-Midway subsidiary of American Home Products Corp., which went into Love of Life, Secret Storm (both CBS-TV), Queen for a Day and It Could Be You (both NBC-TV)—all daytime tv shows. American Motors (Nash), last year's big spender at Geyer, cut back its tv appropriation in A-BCTV's Disneyland, but added to its radio expenditures on NBC Radio's Monitor. Kiwi shoe polish had been resigned late last year when the agency acquired Boyle-Midway's Griffin shoe polish.

**ERWIN, WASEY & CO.:** Combined radio-tv billing: $8 million; $6 million in television, $2 million in radio. Radio-tv share of overall billing: 25%.

Another agency whose overall broadcast billing remained the same for the second consecutive year, Erwin, Wasey increased its tv expenditures $1 million, while its radio budget dropped $1 million. This see-saw movement may be explained by increased tv activity on behalf of several clients: Carnation Co. (syndicated Annie Oakley series in regional markets in addition to CBS-TV's Burns & Allen Show); Toastmaster Products Div., McGraw Electric Co., and Seth Thomas Clock Div., General Time Corp. (NBC-TV's Today, Home and Night); Hamilton Beach Co. (CBS-TV's Good Morning With Will Rogers Jr.), and Campagna Sales Co. (NBC-TV's Queen for a Day).

The agency added two regional accounts, White King Soap from Raymond R. Morgan Co., and Arizona Brewing Co. Radio's decline at Erwin, Wasey may be ascribed to the loss of Chemway Corp.'s Zonite products and of Musterole, both heavy radio spot users.

**EMIL MUGUL:** Combined radio-tv billing: $7.5 million; $5 million in television, $2.5 million in radio. Radio-tv share of overall billing: 45%.

Emil Mugul appears in B&W's compilation for the first time this year. For Revlon, Mugul was in CBS-TV's $64,000 Challenge and Question, and for Knomark Mfg. Co. (Esquire boot Polish) it was in participating sponsorship on Caesar's Hour on NBC-TV.

Page 38 • December 3, 1956
Chicago, Chicago, that Dairy Food Town—
Leader in
Milk Processing,
Number One Butter
and Egg Market
in the United States!

...AND
THE PURE MILK ASSOCIATION
SELLS MILK IN CHICAGO
WITH WMAQ’s MARY MERRYFIELD

During Dairy Month, Mary Merryfield suggested that listeners write to the Pure Milk Association for recipe booklets. More than 3,000 requests resulted! That's the kind of promotion Chicago's Pure Milk Association credits with upping bottled milk sales—volume by a phenomenal 22% last year.

It's the kind of result that all of Mary's sponsors enjoy on her Monday-Friday (12:00-12:55 pm) broadcasts. Fashion, beauty, home, careers—Mary Merryfield offers news and advice on almost every phase of daily living, while she sells for such other leading advertisers as Bengay, Birds-Eye, Clapp's Baby Foods, Fould's Macaroni, General Food's La France, Ralston Purina, Slenderella and United Fruit.

Let NBC Spot Sales show you how Mary Merryfield can lead you to greener sales pastures...for as little as 26¢-per-thousand-listeners. In New York, a call to your NBC Spot Sales representative brings you an immediate Radio-Phonic Spot Buying audition by telephone.
THE GREATEST CARTOON &
...from NTA's $60,000,000

"Cartoon Carnival"

Many Academy Award Winners are among this sparkling cartoon carnival, whose appeal has been proved by the wide acclaim they have received. Among the outstanding titles in this unending Laugh Parade are:

106 Betty Boop
26 Little Lulu
38 Koko the Clown
38 George Pal Puppetoons
127 Screen Songs
45 Talkatoons
...and many more!

CARTOONS AND COMEDIES ARE BETTER THAN EVER ... In one week, over 50 different programs in New York listed filmed cartoons and comedies ... morning, noon, and night!
The largest single source of cartoon and comedy programs available to TV—consisting of 600 titles featuring some of the most famous laugh-getters of our time...that's part of NTA's fabulous $60,000,000 "Panorama of Entertaining Programming."

Produced by one of America's foremost studios, they represent the widest variety and maximum production skill and showmanship. In addition to such outstanding cartoon subjects as Betty Boop, Little Lulu, George Pal Puppetoons, they include such great comic personalities as these:

JACK BENNY
ETHEL MERMAN
ROBERT BENCHLEY
WILLIE & EUGENE HOWARD
GEORGE JESSEL
EDDIE PEABODY

CHARLIE RUGGLES
BURNS & ALLEN
W. C. FIELDS
JACK OAKIE
SMITH & DALE
WALTER CATLETT

CHARLIE CHAPLIN
VICTOR MOORE
BORAH MINNEVITCH
JACK HALEY
CHESTER CONKLIN
BILLY HOUSE

Study these names, one by one. Then consider their enormous appeal to countless millions in the televiewing audience, as well as their appeal to you...in terms of budget and time-flexibility. They're backed by one of the largest promotional campaigns ever offered with any TV programming package!

PHONE, WIRE, OR WRITE TODAY!
All the details are available to you from

NATIONAL TELEFILM ASSOCIATES, INC.
60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

HAROLD GOODMAN, Vice President in Charge of Sales
Esquire also picked up the tab for the one-time, hour-long showing of J. Arthur Rank’s *The Magic Box* earlier this fall.

In TV spot, the most active Mogul accounts were Rayco Mfg. Co. (auto seatcovers) and Monarch Wine Co. (Manischewitz). Park & Tilford’s Tintex, which Mogul acquired the first of the year through its absorption of the former Storm & Klein agency, as well as National Shoes Inc., Barney’s Clothes in New York, Ronzoni Macaroni Co. and Gold Medal Candy Corp. (Bonomo’s Turkish Taffy), all made ample use of spot in both broadcast media.

MacMANUS, JOHN & ADAMS: Combined radio-TV billing: $7 million; $5.5 million in television, $1.5 million in radio. Radio-TV share of overall billing: 22%.

The agency’s combined broadcast billing dipped $1.5 million this year, due in part to Pontiac’s withdrawal from NBC-TV’s *Playwrights* ’56, and Dow Chemical Corp.’s similar move on Mediac also on NBC-TV. However its radio billings registered a gain of $4.5 million—again due to Pontiac, which compensated for its unhappiness in tv by splurging in radio: a lineup of Notre Dame U. football games, heavy spot radio push for the 1957 model, participations on NBC Radio’s *Monitor* and a rash of CBS radio programs. Cadillac, too, went heavy on *Monitor* for its 1957 model.


RUSSEL M. SEEDS: Combined radio-TV billing: $7 million; $5.5 million in television, $1.5 million in radio. Radio-TV share of overall billing: 40%.

Seeds this past year placed W. A. Sheaffer Pen Co. as alternate sponsor on CBS-TV’s *Navy Log*, and when that program shifted to ABC-TV, backed *The Brothers* on CBS-TV; Lanolin Plus (which it inherited from the Biow Co.) on *Name That Tune* (CBS-TV) and *Break the $250,000 Bank* in color on NBC-TV. It also bought participations for Brown & Williamson Tobacco Co. on *Steve Allen Show* and *Tennessee Ernie Ford Show*, both NBC-TV, plus radio-TV spot campaign.

EARLE LUDGIN: Combined radio-TV billing: $7 million; $6.2 million in television, $800,000 in radio. Radio-TV share of overall billing: 25%.

Reporting an increase of $700,000 in broadcast billing over last year, Ludgin this year was represented—for Helene Curtis—on CBS-TV’s *What’s My Line?* and the Sunday afternoon *Washington Square* program with Ray Bolger on NBC-TV. It placed Best Foods in spot radio and television, and toward the end of the year gained both Zenith Radio Corp. and Easy Washing Machine Corp. from BBDO.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: Combined radio-TV billing: $6.7 million; $5.5 million in television, $1.2 million in radio. Radio-TV share of overall billing: 50%.

This agency registered a broadcast billing increase of $700,000 over last year’s round-up figure of $6 million. Among new accounts: Fuller Bros. frozen foods from Tatham-Laird, J. B. Williams’ Coni from Birmingham, Castleman & Pierce, Chemway Corp.’s Zonite from Erwin, Wasey & Co., and the assignment of a new laxative product, Regitol, to the Pharmaco Inc. account list. All are spot users. At the same time, DCS&S lost International Latex Corp.’s Isodine (pharmaceutical division) to Reach, Yates & Mattoon. Bristol-Myers continued its sponsorship of *Alfred Hitchcock Presents* on CBS-TV, and this season joined the roster of *Playhouse* 90 sponsors, also on CBS-TV.

WARWICK & LEGLER: Combined radio-TV billing: $6.2 million; $4.9 million in television, $1.3 million in radio. Radio-TV share of overall billing: 40%.

Up $500,000 in broadcast billing over last year, W&L in 1956 gained the Biow-resigned Jacob Ruppert Brewery account as well as a J. A. Wright silver polish, losing to L. Burnett Co. the remainder of the Pabst account (the west coast regional East Side beer which stayed at W&L when Pabst moved to Burnett last year). W&L resigned Hoffman Beverage Div. of Pabst to Grey Adv., and also closed its West Coast office. Schick, which it acquired last year, will bow out of *Robert Montgomery Presents* on NBC-TV in January, going into that network’s *Dragnet* instead. Ruppert sponsored various local sports shows in the New York area on tv.

RAYMOND SPECTOR: Combined radio-TV billing: $5.6 million; $4.6 million in television, $1 million in radio. Radio-TV share of overall billing, 95%.

As the agency for Hazel Bishop, the Specter agency placed the account—throughout the past year—on *Beat the Clock*, *Arthur Murray Dance Party, This Is Show Business*, *Gary Moore Show, Bob Crosby Show, Place the Face*—all on CBS-TV, and dropped *This Is Your Life* on NBC-TV. Next year it will place *On Your Account* on CBS-TV.

HARRY B. COHEN ADV.: Combined radio-TV billing: $5.5 million; $4.3 million in television, $1.2 million in radio. Radio-TV share of overall billing: 45%.

For Cohen, this was a year of gains and losses. In the former category, it picked up Doeksin Products (tissues, toilet paper) from Grey Adv., but in the latter, lost Block Drug Co. to SSC&B and Lawrence Gum-binner Adv. An agency whose broadcast billing is primarily in spot, Cohen placed campaigns for Grove Labs (Grove and Fitch subsidiaries), West End Brewing Co. (Utica Club), B. T. Babbitt Co. (Glim) and, of course, Doeksin.

BBDO Assigns Eight On Four Major Accounts

EIGHT new personnel assignments affecting four major BBDO accounts were announced by the agency last week. They affect the following accounts and people:

- **Revin**: Nelson Gross, former radio-TV director at H. B. Humphrey, Allen & Richards, will supervise advertising on Satin Set and Touch n’ Glow powder and liquid makeup. Martin S. Filesler, formerly with McCall Corp.’s promotion department and with McCall’s *Better Living* magazine, appointed account executive on Revin’s nail enamel. Sanford Buchsbaum, formerly an account supervisor at E. T. Howard Co., was named account executive on Satin Set. Named assistant account executive for marketing and research was Harvey Comita, formerly with advertising research foundation.

- **Penick & Ford (syrups and desserts)**: Stanley A. Bogan, formerly assistant to the executive vice president, Ellington & Co., was named account executive in charge of Brer Rabbit molasses, My-T-Fruit desserts, Vermont Maid syrup and Cocomalt. H. Blakeney Henry, formerly with J. Walter Thompson, was named assistant account executive.

- **Bristol-Myers (Ban, Trushay, Sentry)**: Martin Devine, former Kenyon & Eckhardt account executive, was named to a similar post on D-M products.

- **General Electric Co. (lamps)**: Paul Smith, former Compton Adv. account executive, to a similar post on GE’s “Live Better Electrically Campaign.”

Perlstein Leaves Pabst Brewing To Open Market Consulting Firm

NATHAN PERLSTEIN has resigned as advertising director of Pabst Brewing Co. to open his own marketing consultant firm, effective Jan. 1. He announced last week. He had been associated with Pabst Brewing for the past 18 years in various capacities and is credited with placing millions of dollars of advertising in broadcast and print media.

Mr. Perlstein will set up Nathan N. Perlstein & Assoc., Inc., with headquarters at 333 N. Michigan Ave., Chicago. He will be succeeded at Pabst by Richard Hehman, who has been advertising manager and recently brand manager. Latter also is expected to assume certain sales promotion duties.

Pabst and other companies will be among his clients in the new marketing consultant firm.

Hal Dietz Named Emerson V.P. In Charge of Sales, Marketing

HAL DIETZ, vice president in charge of sales, Emerson Radio & Phonograph Corp., Jersey City, N. J., has been appointed vice president in charge of sales and marketing, it was announced last week by Emerson’s Executive Vice President Dorman D. Israel. In his new post, Mr. Dietz will supervise all advertising, sales promotion and market research activities. Lester Krugman, who has...
Back in 1906 a 15-year-old lad got a job as a Postal Telegraph messenger for $5 a week. With two dollars of the first week's salary he bought a dummy telegraph key. Within six months he had taught himself the Morse code and won a job with Marconi Wireless Telegraph Co. That lad was David Sarnoff — and his two-dollar investment launched him on a career that was to make history in the world of communications.

His was the brilliant imagination that blazed more trails in electronics than any other man in the industry. And among his ideas none was more important than the concept of network radio that created the National Broadcasting Company, the first radio chain in America.

NBC brings listeners throughout the nation on-the-spot national and international news coverage and informed and authoritative commentators. It brings its audience world figures in every field of interest. It provides a technical perfection possible only to an organization with the talents and resources of a great network.

Since 1927 WFAA has been an affiliate of NBC, operating as the first NBC affiliate west of the Mississippi River. Through this network affiliation we have been able to bring the WFAA audience the world's finest radio coverage in news, music, sports, entertainment and educational features.

We are proud of this association with America's first and greatest network. And we are happy to join in a sincere tribute to its head, General Sarnoff, on his 50th anniversary in the industry. Under his leadership, we look forward to still greater accomplishments in every field of electronic communications to serve the public interest, necessity and convenience.

WFAA
DALLAS
NBC TQN
Edward Petry & Co., Inc., Representatives

Radio and Television Services of the Dallas Morning News
been Emerson's vice president in charge of marketing, has resigned [B•T, Nov. 26].

Also announced was the appointment of Edward Kantrowitz, former assistant to the vice president in charge of marketing, as advertising and sales promotion director. Albert Leon continues as sales promotion manager.

Mr. Dietz became Emerson's sales vice president four months ago after serving in various top-echelon executive capacities with a number of Emerson distributing organizations. Mr. Kantrowitz has been with Emerson since 1949, first as advertising production manager, then assistant sales director, advertising manager and assistant to the marketing vice president.

Stations Asked to Hold Back Report Damaging to Cold Remedy

Dowd, Redfield & Johnstone, New York, wired some 20 radio stations and more than 100 tv stations urging them to withhold publicity on a news release, which quoted from two studies in the Journal of the American Medical Assn. on the inadequacies of treating colds with Bioflavonoid cold tablets. Dowd, Redfield & Johnstone is the agency for Grove Labs, N. Y., which manufactures Bioflavonoid cold tablets.

A spokesman for the agency last week said that the company sent telegrams to all print and broadcast media on its schedule for Grove's Citroid compound. The telegram suggested that publicity be withheld "until all factors on both sides can be analyzed." The press release, together with a four-page summary of the AMA studies, was issued by Ted Bates & Co., agency for the Anahist Co., a competitor of Grove Labs.

The spokesman said the agency did not feel it was trying to censor either the station's or printed media's use of news material by its telegram. He pointed out that Grove Labs has evidence from other medical sources that Bioflavonoids are useful in treating colds and the agency wanted to bring this information to the attention of the media before they started to publicize the AMA findings. He stated the agency had received no complaints from radio or tv stations, but did not know whether they had acceded to its request. He added that newspapers carrying the story gave space to Grove Labs' claims.

W&L, Luft Co. End Association


Both Mr. Warwick and John A. Cawley, president of the cosmetics firm, declined to offer a reason for the sudden resignation. The account billed nearly $1 million annually. Tangee is a spot radio and tv user. A new agency is expected to be picked before the end of the year.
that's exactly what we've got!

to WFBR that means having more listeners than any other Baltimore radio station

WFBR Baltimore's Best Buy

REPRESENTED BY JOHN BLAIR AND COMPANY

* September-October Pulse
RADIO AND TV monopolized the floor and the attention of delegates last week as the eastern region of the American Assn. of Advertising Agencies held its annual conference in New York with a record estimated total attendance of 2,152 agency executives and guests.

The two-day conference presented experts in the principal phases of agency activity in seven separate workshop sessions ranging from creative work to mechanical production, from research to account management to marketing and merchandising. Radio-tv was the exclusive subject of one workshop, figured prominently in another—where broadcast media won unanimous nomination as major advertising vehicles in a hypothetical campaign-planning session—and could draw profitable pointers even from workshops dealing primarily with other media.

There was also a closed session for top management at which general public relations problems occupied a high agenda spot, and proposals for a special project in the public relations area were discussed. Officials said details would not be announced before the first of the year, at the earliest. Somewhat surprisingly, the question of methods of compensating agencies—a controversial one, with Assn. of National Advertisers members seeking a re-evaluation of the prevalent commission system—did not come up at the meeting.

The closed session, with Lennen & Newell President Adolph J. Toigo presiding as chairman of the AAAA eastern region, featured a panel discussion of “Current Problems of the Industry.” AAAA President Frederic R. Gamble was moderator and the panel consisted of Robert D. Holbrook, chairman of Compton Adv. and of AAAA; Carl Newton, partner in Donovan, Lurie, Newton & Irvine, special counsel to the AAAA; J. Davis Danforth, executive vice president of BBDO and chairman of the AAAA board’s special committee on public relations; Emerson Foose, executive vice president of McCann-Erickson and chairman of AAAA’s board committee on media relations, and William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed and vice chairman of the AAAA board’s committee on advertiser relations.

The management luncheon, presided over by Brown Boite, executive vice president of Benton & Bowles and vice chairman of the AAAA eastern region, heard Senior Vice President Melvin Brorby of Needham, Louis & Brorby detail agency manpower problems and suggest ways of solving them, and to wind up the two-day meeting there was a “look-ahead” session Wednesday afternoon featuring three other top agency officials: President Barton A. Cummings of Compton Adv.; President James H. S. Ellis of Kudner, and Chairman Bryan Houston of the agency bearing his name.

Radio-tv won its big plum in the media buying workshop, held Tuesday afternoon and devoted to the theme “How to Plan Media Strategy.” Three panelists, working independently, reached the conclusion that broadcasting should be the predominant medium to be used in a campaign for a product identified to them only as “a potable”—it turned out to be Tetley Tea (see page 56).

The “look-ahead” session that closed the two-day meeting Wednesday afternoon gave special attention to young people in advertising.

Barton A. Cummings, president of Compton Adv., counseled agency people (1) “to take the time to go to the technicians, to the engineers, to the production people of your clients and ask question after question after question” in order to know “thoroughly” the clients’ products or services; (2) view and the reasons why you got there. He wouldn’t be human if he agreed with you all the time. But as long as your purpose is proper and you have integrity and the courage of your convictions, he will never condemn you for trying to help him sell more of his product or service.

“Do I urge you, in case the thought has not reached you, treat your clients as people. Show respect for their judgment, because often their ideas, whether they be creative, marketing or whatever, may solve the very problem that you are struggling with.”

Mr. Cummings also offered these pointers:

(a) Don’t be alarmed or overwhelmed by the advertising problems (and opportunities) facing you. Tackle them and you will find that you have a far greater capacity than you may now realize.

(b) If you should find, after tackling

THREE AGENCY HEADS who spoke before the 4A’s eastern conference in New York last week discuss their topics with another agency head, who presided at the session. L to r: James H. S. Ellis, president of Kudner Agency; Barton A. Cummings, president of Compton Advertising; Adolph J. Toigo, Lennen & Newell president and chairman of the eastern region for 4A, who presided over the eastern conference sessions, and Bryan Houston, chairman of the board of Bryan Houston.

new, large chunks of advertising problems and responsibilities, that you have become so busy that you haven’t time to think—then ditch all you need to of that workload until you are free—to think! . . . In short, seek your level of capacity and output that permits you the time and freedom of mind necessary to the solving of problems and the creating of ideas—for ours is still the business of ideas and there is no substitute for thought—or for the time to think!”

Bryan Houston, board chairman of Bryan Houston Inc., sketched “three specific areas of advertising skill which all of our younger people need to acquire and three character traits which they need to bring with them and which, incidentally, we need to encourage.”

He stressed (1) “the ability to distinguish
WHEN YOU BUY ATLANTA...BUY *waga-tv*

AND GET AN EXTRA SCOOP OF THE MARKET!

With its taller tower, maximum power, top local and CBS-TV programing, WAGA-TV covers a greater area and attracts more viewers, with the net result that advertisers get a whopping bonus for their money. WAGAland accounts for *more than half* of Georgia's population, retail sales, and spendable income. Write for full facts in booklet form, or ask one of our reps for a copy.

**TOP DOG IN THE NATION'S 21st MARKET**

*Storer* Broadcasting Company Sales Offices

NEW YORK—118 E. 57th St.—Tom Marker, Vice President and National Sales Director • Bob Wood, National Sales Manager

CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.
CORRESPONDENT-AT-LARGE! Israeli forces march across the Egyptian border. Tensions in the Middle East, long smoldering, erupt suddenly.

In Los Angeles—8,000 miles across the face of the globe—KNXT newsman Clete Roberts, veteran World War II correspondent, prepares for immediate take-off. His assignment: eye-witness KNXT coverage of the conflict...a unique instance of a local television station with its own on-the-scene war correspondent.

Just the week before, reporter Roberts, with Grant Holcomb, flew to San Francisco
to cover the arrival of 31 survivors of a mid-Pacific plane ditching... telecast “live” on the early morning *Panorama Pacific* show and filmed for showing on other KNXT news programs later in the day.

The all-round reporting of Clete Roberts is but one example of KNXT’s unequaled news and public service programming, which travels 500 miles—or 8,000—as a matter of routine, to provide top coverage. And one more reason as well, why KNXT continues, month after month, to be Southern California’s favorite station. **KNXT**

*CBS Owned • Channel 2 Los Angeles • Represented by CBS Television Spot Sales*
an idea from an adjective, the ability to tell a good ad from a bad one with greater accuracy than average," which he acknowledged is "so simple to say and is so difficult to do"; (2) the need to study "the channels of communication," or media, about which "nobody, but nobody, knows enough"; (3) the skill of planning, "a deceptively simple word" which actually requires much information including "a working knowledge of the peculiar economics of the consumer product involved."

"Regardless of what spot you have, or hope to have, in the agency business," Mr. Houston also admonished, "you must learn to think simply, and to say simply what you have thought."

Among the key characteristics needed in the agency business, he continued, are "brains, integrity, and courage." He said:

"You'll need brains because this is a creative business. You must not only create new ways to stimulate sales, but frequently you must think of and justify new products and new improvements of old products to satisfy the new desires that you have created. You should have brains enough to grasp a working knowledge of communications, semantics, psychology and showmanship. You need brains enough to be able to acquire some knowledge of any client's business within a matter of weeks. Most of all, of course, it takes brains to create effective advertising."

"You need integrity to an unusual degree because you are in a consulting business which grows out of a straight media sales operation. You are in a business where any client at any time has a right to ask for your opinion... Assuming you know something about advertising and assuming that your opinion is worth having, your client has every right to hear that opinion, or to hear you say, 'I don't know, but I will find out.' Your client has every right to rely on your integrity to the extent that any recommendation from you is a recommendation for the benefit of the client and not colored by what's best or easiest or cheapest for the agency. That is more strain on your integrity than the average man needs in his daily life."

"Most of all you need courage, because the American advertising agency is one of the last strongholds of creative capitalism. Just as every crook must have a mouthpiece, just as the sick and moribund must have hope, so every man who has a dream of building a business by making something better or cheaper or prettier or more convenient for America must have the help of an advertising man. The real reason why most people of the world are anti-capitalist..."

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**NEEDED: NEW TALENT ON AD ROW**

The continuing need for new people in the advertising agency business was stressed at the management luncheon Tuesday by Melvin Brorby, senior vice president of Needham, Louis & Brorby, Chicago.

"To increase by 10% the effective use of our people," he said, "to reduce by 10% the restless moving about; to diminish by 10% the executive time spent in finding that great guy when we need him urgently—that could do great things for our business and for our balance sheets." But, he added:

"To bring at least 10% of new people into our business each year—men and women outside the agency business—this seems to me to be perhaps the greatest opportunity and the easiest target. It's something each of us can start doing more of, beginning today. It is a far preferable alternative to the rash of cannibalism which breaks out feverishly and which seems to be prevalent at the moment. This incestuous form of recruiting often takes on the form of fraternity rushing, and makes me wonder if we haven't gone back to being freshmen and sophomores."

Mr. Brorby cited J. Walter Thompson Co. President Norman Strouse's documentation, at the AAAA convention last spring, that the agency field needs to enlist 2,100 new specialized people each year for the next 10 years, based on present and anticipated expansions in advertising.

He noted that Mr. Strouse himself, Compton Adv.'s Chairman Robert Holbrook, Young & Rubicam's President Sigard Larmorn, and Kenyon & Eckhardt's Chairman D'Arcy Brophy were among current advertising leaders who started out in other fields and "came into the agency business rather late and somewhat unconventionally."

He continued:

"If young men [like these] have demonstrated in other jobs that they are good executives, that they get along well with people, that they have developed the ability to solve problems, that they have an understanding of business and what it takes to make a sale—then surely there must be some way in which we can discover and make use of their fresh talents in our business."

"Certain of our departments are more logical entry points for these outside people. In our media, research, marketing or merchandising departments they may find their talents and experience more immediately usable."

"But perhaps without an intermediate stepping stone, some could move, with a period of training, directly into our account divisions. I have a hunch that some of our people can make a great success in copy [which is also] a thinking department, an idea department, a problem solving department—whose members, of course, have to be able to write simply and clearly and, at times, imaginatively."

In addition to seeking personnel from other businesses, he continued, "of course we must continue and even increase our efforts to bring keen young men into our business when they leave their universities." But that "is not so much my thesis as the broadening of our procurement policies so that men at several age brackets may find their way into our business without having to start at the $1,200-a-year training salary that was offered Bob Holbrook when he was already earning $10,000."

Mr. Brorby suggested that agencies might be well advised to "free one of our important staff key executives to spend a considerable amount of his time" in the search for new agency people.
THE
CODE
SUCCESS STORY

FIRST in audience appeal ... rated top syndicated film in Portland (31.7*) and San Diego (27.4**), FIRST in time period in San Francisco (13.0**), Spokane (27.4**), Seattle (15.7**), Kalamazoo (15.5*), Wichita (52.7*) and St. Louis (18.2*).

FIRST in excitement, presenting thrilling "Front Page" dramas based on actual police cases taken from the files of world-famous Sheriff Eugene W. Biscailuz, of Los Angeles County ... FIRST to dramatize the personality of the group of law enforcement officers in action, with thrilling stories of arson, sir, sea and mountain rescues, murder, robbery, juvenile crime. Stirring case histories to build audiences of all ages! FIRST with top advertisers ... making headline news in sales ... Miller Brewing, National Biscuit Co., Safeway, General Electric, General Tire, Petri Wine, etc.

FIRST in sales results ... testimonials pouring in ... renewals months in advance ... excitement and recognition for you and your product. Wouldn't YOU like to be FIRST in your market? Let "Code 3"...signal for flashing lights and screaming sirens...be your signal for action. Write, wire, phone for complete details.

ABC FILM SYNDICATION, Inc.
10 East 44th St., New York City, Oxford 7-5880
ists has nothing to do with the fact that capitalism produces more for everybody than any other economic system. The trouble with capitalism is that it takes courage.

"As the vital organ of American capitalism, the agency is a bad place for a youngster who is primarily interested in security. Agencies do not get alimony and there is no old age pension for the 45-year-old agency man who has lost that elusive, but essential, quality of thinking primarily for the future. The agency business can be very cruel. It is possible to do a good job and still lose an account. It is possible to do good work and have it brushed aside, but nowhere have I found an equal opportunity to put

because of what you have said."

"We can give advertising a black eye," he continued, "if we write advertising that is apparently insincere, needlessly boastful, or simply dull."

He emphasized that "every client's product is interesting and...our job is to put a finger on that interest." The creative writer, he continued, not only must know his client's product but should "know competitive products too."

"We are not," Mr. Ellis concluded, "a mass-production industry. What comes out of any agency is the creative work of individuals. And, if we as individuals work with tongue-in-cheek—if our attitude is flippant—or cynical—or lazy—the public is entitled

John F. Devine of J. Walter Thompson Co., the agency people were shown a sampling of foreign theatrical commercials.

Brief talk on the musical jingle and its relationship to popular records was delivered to the tv-radio creative workshop by Mitch Miller, director of popular artists and representatives, Columbia Records, who followed substantially his remarks made earlier in the month at Radio Advertising of Beau's National Radio Clinic [B&T, Nov. 5].

He reminded that both the jingle and the hit record vie for listener attention, that the jingle, therefore, must be simple and "yet have enough color, performance and humor not to be dull." Simplicity can be achieved, he thought, without letting a 20-second or minute spot "degenerate into a contest with a stop watch to see how many facts can be crammed and stuffed into the allotted time."

Author Ed Shepherd Mead (How to Succeed in Business Without Really Trying and How to Get Rich in TV Without Really Trying), who retired last January as tv copy chief and as a vice president of Benton & Bowles, New York, talked his talk on copywriting at the print creative workshop with typical take-offs on agency methods in creating ad copy.

Mr. Mead warned that "more and more advertising is becoming dull, repetitious, and imitative because, more and more, it is being written by committees."

"A good idea, in advertising or anywhere else, has a kind of shape to it. It has corners on it. The trouble with a committee is that it can't stand corners. A committee has to knock the corners off, so that every idea will have the same shape."

He suggested that more advertising be written which has in mind the "people who are going to buy the product—and not...the five different committees you know are going to have to approve the ad."

Speakers participating in the account management workshop on Wednesday afternoon were James D. Webb, president, C. J. LaRoche & Co., New York; Richard S. Lessler, vice president, marketing and research, Grey Adv., New York; John Toigo, vice president and director of marketing, Joseph Schlitz Brewing Co., Milwaukee, and Vincent R. Biiss, president of Earle Ludgin & Co., Chicago. George M. Prince, executive vice president, Charles L. Rumrill Co., Rochester, presided at the session.

Mr. Webb, exploring the topic of "How To Keep Pace With The Changing Nature of Account Management," urged executives not only to maintain "an abiding interest in advertising and be a student of advertising but to be creative in your own thinking."

Mr. Biiss discussed the assigned question of "How Should Account Management Concern Itself With Profits?" and immediately replied: "This is not account management's job at all. Account management should concentrate single-mindedly on making profits for the client." He noted that at Earle Ludgin the agency has no contract with the clients and can be fired at any time, and added that agency would feel justified in discharging an account executive who was

### WHAT HOUSEWIVES WANT IN COMMERCIALS

<table>
<thead>
<tr>
<th>MRS. RINDLAUB</th>
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| **A DEPARTURE** from the usual in this year's broadcast media session was the scheduling of a "housewife" to address agency folk on how the housewife looks at tv commercials. The "housewife"—Mrs. Jean Wade Rindlaub, former BBDO vice president—emphasized that "we're all tired of-the man and his friends, and we don't want to be YELLED at." "They like a quiet approach, soft sell, low pitched voices, natural, real commercials that explain things as you would to a friend."

They like imaginative, entertaining commercials that are simple, sensible, logical and short.

"They dislike long commercials and screaming, hammering, hard pressure commercials and exaggerated claims and strident voices and general overbearing loudness.

"They dislike overglamorous people and overfurnished situations. They don't like you when you sound coy or stilted or inane or even dull."

What would the housewife like in tv commercials?

Said Mrs. Rindlaub: 

- more cartoos, more short, simple, direct commercials, more information and service, food service, beauty care service, home care service, more natural, softer speech, more natural people, more humor and wit, more imagination, more daring, more demonstrations, more genuine sincerity and enthusiasm, more believable claims.

She continued, "nothing in there, when you come right down to it, that would be very hard to supply." The housewife is not very different from the agency man when he is at home, Mrs. Rindlaub observed, watching and liking substantially the same things. She suggested that "some of those feelings that you and your friends have should be remembered when you're writing [copy] to me and my friends."

as much of my time against productive work. Nowhere have I found as great an opportunity to do work that helps to bring prosperity to so many people. Nowhere do I see an equal opportunity for a youngster to stand on his own two feet and carve out for himself a place in the world without climbing on someone else's back or waiting for the man ahead of him to die."

James H. S. Ellis, president of Kudner Agency, told the agency audience that "the creative challenge to each of you individually is to write advertising which makes the people think you know what you're talking about—and believe what you say—and to do the job in a way that makes interesting reading or listening."

He said that research and surveys serve "a very useful purpose," but that "all the surveys and research in the world can't do your thinking for you." The objective, he asserted, is to write copy that "will get people to do what you want them to do, to conclude that we are, in fact, the phonies that our critics say we are."

George H. Gribbin of Young & Rubicam presided over the "look-ahead" session.

Dr. Ernest Dichter, president of the Institute for Motivational Research, announced a new method for measuring consumer response patterns to tv commercials in a speech at a creative workshop on Tuesday afternoon, and some of the "headaches in producing color commercials" were explored by a panel under Jack Sidebotham, art director of Young & Rubicam.

These "headaches" related primarily to the reproduction values of colors and precautions to be taken to make sure that they come through faithfully. The questions were put by Steve Frankfurt, Y & R, and Robert Peterson, Dancer-Fitzgerald-Sample, to Charles G. Barkley of CBS-TV and Ed Bennett of NBC.

In another feature of the radio-tv workshop, which was headed by Vice President
NOW* IN PHILADELPHIA

for less than $15.00
you can buy 1 minute spots* on WIBG's...

TOP-o'-the MORNING SHOW

It's no wonder sponsors are picking up the tab fast. The Hottest Morning Man in Philadelphia... that's TOM DONAHUE. Here at last, is an outstanding morning personality that is realistically priced. (See chart below)

Before they are out of bed, radio clocks are automatically set to the bright spot on the dial... 990... it's a Phila. habit.

Distinctive style 'ala Donahue plus WIBG's POWER PACKED 10,000 Watts make the big difference!

If you want more sales at a lower cost... you want Tom Donahue.
Call Radio Representatives today!

TOP-O'-THE MORNING with TOM

<table>
<thead>
<tr>
<th>ANNOUNCEMENTS</th>
<th>ONE MINUTE</th>
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<td>312 Times</td>
<td>23.00</td>
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ADDITIONAL DISCOUNTS: Deduct 15% from above rates for announcements prior to 7:00 AM or after 9:00 AM. Announcements: Six announcements a week, deduct 10% off the earned frequency. SPECIAL RATES for NEWSCASTS.

TOM DONAHUE
Bubbling brimming "Big Tom's" personality is a real morning waker-upper.

CHARTER ADVERTISERS
signing before December 29, 1956 deduct 15% from net price on all 13 week firm contracts.

WIBG
SUBURBAN STATION BLDG., PHILA. 3, PA., RI 6-2300
National Representative: RADIO-TV Representatives

990
10,000 WATTS
Pennsylvania's most powerful independent

December 3, 1956 • Page 53
"I see by B•T..."

So says an important agencyman about information from Broadcasting • Telecasting. So any executive interested in what happens on the radio and television scene might say.

B•T, with the largest staff in the field, reports in 85,000 informed, informative and pertinent words a week, exactly what took place—in Paducah, on Madison Avenue, in Congress, in the FCC, ABC, NBC, CBS, MBS and points N, E, W and S.

B•T, the only vertical news magazine specializing in radio-television coverage with ABC Membership, reaches the men and women who matter. Readers get first-hand information and advertisers get their money's worth.
FLOWERS FROM RECENT BOUQUETS:

Missouri Journalism Award
Advertising Club Achievement Award
FCC-NARTB Plaque
Erdos & Morgan Survey
Editorial Confidence
(Overwhelmingly favored among 7 publications in the field)
Erdos & Morgan Survey
Readership
(Read by 90% of executives surveyed in radio, tv and advertising)

"Maybe we don't always agree with what your editorials say, but you are the
epitome of independence and fearlessness in what you say on your edi-
torial page."
—GEORGE C. McCONNAUGHEY,
Chmn., FCC

"The broadcasting industry is fortunate in having your fine facilities al-
ways ready and available to cover the news."
—DAVID SARNOFF,
Chmn. of the Board, RCA

"BT deserves the commendation of the entire radio-television industry for
its comprehensive and accurate reporting in the past quarter century."
—LEONARD H. GOLDENSON,
Pres., AB-PT

"... salute you for the outstanding job you have done in reporting and
commenting on (25) significant years."
—WILLIAM B. LEWIS,
Pres. Kenyon & Eckhardt

"... high esteem in which the entire
broadcasting industry holds you and
your fine staff..."
—THOMAS F. O'NEIL,
Pres. RKO Teleradio Pictures Inc.

"You and your associates through BT have over the past 25 years made
outstanding contributions to the radio and television industry..."
—ARTHUR PATT,
Pres. Grey Advt. Agency

"... reminded of the truly marvelous
prestige and stature you have attained."
—C. TERENCE CLYNE,
Chmn., Plans Review Bd. McCann-Erickson

"... I can't remember when I first
started reading your publication, but I
do know that to this day I can't start
Monday morning without it. BT is not
only my recording secretary, but it is
where I look for the new trends and
studied opinions..."
—ARTHUR HULL HAYES
Pres., CBS Radio

"May your next 25 years be as worthy
and fruitful as your first quarter cen-
tury."
—BEN DUFFY, Pres. BBDO
handling his clients "with one eye on agency profits." He pointed out it is the duty of the account executive to make clear to a client the precise cost of a campaign and the extent of the services to be offered by the agency.

Mr. Lesser, who spoke on "How Proper Account Management Can Broaden and Increase Creative Output," submitted his talk "The Fifth Freedom," which he described as "the psychological freedom—the freedom to think." As a means of attaining "the freedom to think" on all levels of an advertising agency, Mr. Lesser offered these suggestions: avoid the practice of "foolish consistency," explaining that because a policy has been established and accepted by a client over a period of time does not mean that new ideas cannot improve it; do not nourish the fear of controversy, because "controlled controversy" is a stimulant to ideas and should not be rejected on the basis of fear; avoid the "folklore of time," which dictates that an idea must be utilized up immediately because of actual or alleged pressure from the client; stress intelligence rather than experience in hiring employees: learn to use "the quiet people" in the agency, who may not be dynamic and forceful but who can be active contributors in the proper environment.

Mr. Toigo, who spoke on "How To Build An Effective Agency-Client Relationship for Greater Productivity," stressed that advertising does not suffer from a scarcity of ideas, but said that many of the ideas are not applicable for a particular product in terms of the advertiser's objectives and perspective. He insisted that ideas should have direct application for the advertiser at the time they are required by him, and recounted several stories of "successful ideas" in certain regions of the country, which proved to be failures at later dates in other parts of the country.

Cooperation With Agencies

A workshop treating agencies' cooperation with sales was a feature on the Wednesday afternoon agenda.

P. Townsend Griffin, vice president of Benton & Bowles, illustrated, with the aid of slides, how various analyses of a client's sales figures can aid advertising plans. He pointed out some case histories: How a manufacturer's sales figures jumped in the Midwest; how one manufacturer sold his product in a market in which a competitor's product was weak.

In a third case history, he showed how the agency found a correlation of distribution with share of the market for a cosmetics maker, and in a fourth. Mr. Griffin noted the agency merchandising man found the answer to a client's advertising problem by studying trends of other products (cure: concentration on markets where the share was weak).

Mr. Griffin: "Whatever your conclusions, whatever your plan, test first."

Dan E. Shea, vice president and merchandising director, Lennen & Newell, delivered another slide demonstration pointing out merchandising aids on the retail store level.

William Nevin, vice president of Compton Adv.'s marketing department, who also presided over the sales workshop, stressed that the success of agency people will be "to such a degree in direct proportion to how well this critical function" of selling is performed.

William Holden, vice president and account supervisor, Doherty, Clifford, Steers & Shenfield, noted that more than 85% of his agency's billing includes products sold through grocery stores, thus underlining the importance of DCS&S's "store panel." This panel was made up in agreement with a retail grocery chain that lets the agency audit certain products and competitive products every two weeks for an accurate unit count. With this continuing data on store traffic on hand, the agency has set up a number of test techniques, covering both its clients and competitors.

Also on the program was David Palmer, merchandising chief, Erwin, Wasey & Co.

THREE WAYS TO SPEND $750,000 campaigns at AAAA meeting

- Agency heads chart theoretical
- Plans differ, but broadcasting stressed over all other media

BROADCASTING is the medium that should be used predominantly in a campaign for a product identified only as a "potable," according to a conclusion reached by three panelists during the media buying workshop at the AAAA's Tuesday afternoon session. Theme of the session was "How to Plan Media Strategy."

Several weeks before the AAAA meeting, James J. McCaffrey, vice president and media director of Ogilvy, Benson & Mather, New York, had asked the panelists to prepare media plans for the unidentified advertiser in line with the following information: the yearly advertising budget is $750,000; the product is distributed east of the Mississippi in both the northern and southern sector; it is drunk more heavily in the north in the winter and in the south in the summer; it is bought largely by housewives in the middle-income and lower-income groups: is consumed more heavily in the urban areas and among large-sized families, particularly those of Anglo-Saxon origins; each of three competitors has an advertising budget larger than the "potable," ranging from one-and-one-half to three times as much.

Disagree on Use

Although all three panelists agreed on broadcasting as the favored approach to this marketing problem, they disagreed on use and degree of use. E. L. Deckinger, vice president in charge of media strategy, Grey Adv., New York, outlined a campaign utilizing daytime television exclusively; Arthur A. Porter, vice president and executive media director, J. Walter Thompson Co., New York, blueprinted a plan strong on radio network participation, spot radio schedules, and seasonal radio announcements, supplemented by limited newspaper usage; Lee M. Rich, vice president and associate media director, Benton & Bowles, New York, evolved strategy that would allot 84% of the budget to spot radio and 16% to Sunday supplements and comics.

The panelists' unanimous choice of broadcasting as the prime vehicle of this product campaign, under the marketing conditions prescribed, was bolstered at the conclusion of the talks when Mr. McCaffrey revealed that the "potable" product advertiser in actuality was the Tetley Tea Co. and last spring its agency, Ogilvy, Benson & Mather, decided to invest the total $750,000 budget in spot radio.

Dr. Deckinger, who was in favor of investing the entire $750,000 in daytime spot television in 42 markets in the products distribution area, hedged to the extent that he would place some of the funds in nighttime tv and spot radio if it proved necessary in buying in daytime tv "left some money over."

Dr. Deckinger reported he made his decision after considering the marketing information provided by Mr. McCaffrey and voiced the belief that daytime tv would be effective because (1) the "potable" product lends itself to demonstration (2) the product is bought by women and appeals to larger families; (3) the flexibility of the medium permits purchase of time to conform with seasonal sales pattern of the product and enables the advertiser to buy "strong" in some areas and reduce purchases in others.

Dr. Deckinger was echoed by subsequent speakers in stressing that a $750,000 budget could create "excitement" only by placing its strength in one medium, considering that three other competing companies had larger advertising budgets. He noted that he might
KRON is TV in SF

San Francisco is sold on KRON-TV

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD
A big audience is only part of the battle—you want an audience that gets up off its money and buys. Which is where our Promotion Managers come in. Westinghouse Broadcasting's Promotion Managers help build loyal audiences for WBC stations—audiences that believe what they hear because they believe in WBC.

Tell you what—if you can’t get audience action from WBC top audience, top ratings, top talent, top programs, in top markets with top coverage—sparked by TOP PROMOTION—then, save your money, it can’t be had!

But if thousands of big and small advertisers are any criterion, it can be had on WBC. So, if you’re looking for more audience action, call A. W. “Bink” Dannenbaum, WBC Vice-President—Sales, at MURay Hill 7-0808, New York.

No Selling Campaign is complete without the WBC Stations

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

Support the Ad Council Campaigns
not be achieving "dominance" over the competitors who may well be in tv too, but felt that with judicious buying of spots, adjacent to programs reaching desirable audiences, the budget could accomplish its objective of raising the brand's share of market.

Mr. Porter's master-plan encompassed purchase of five 7½-minute segments on CBS Radio daytime programs for 52 weeks; five spots a week on 102 stations in 100 markets, heavy on Thursday and Friday; 10 spots a week on radio during the "season" (in the North from November to March and in the South from April to September), plus insertions in 57 newspapers during the respective "seasons," tied to a premium contest. Mr. Porter volunteered that he "wheedled" the funds for the newspaper promotion, amounting to an added $150,000, out of "client" Mr. McCaffrey, pointing out that his broadcasting investments had accounted for the original budget.

Mr. Porter's reasoning for the heavy emphasis in daytime network and spot radio was that the advertising effort required broad coverage of a large area at maximum frequency, and was designed to reach women as a whole and particular types (those with large families and of Anglo-Saxon origin). He felt that daytime programs also would reach women during noon-time meals or in the early afternoon when they could be more responsive to advertising for "a potable." He felt that the print campaign could bolster the primary broadcasting push because newspapers provide "strong coverage" in urban areas and are effective for tie-in promotion contests.

Mr. Rich's solution to the marketing plan was to utilize 52 weeks of spot radio, concentrated in the distribution areas of the product at a cost of $628,000. He recommended from 15 to 25 spots a week, depending on the size of the market and its potential sales, scheduled in the early morning and noon. He advised placing the remaining $122,000 in Sunday supplements and newspaper comic pages during the peak seasons of the product.

His choice of spot radio, Mr. Rich said, was dictated by the need to appeal to a large audience at times of day and in seasons when listeners would be most receptive to the sales message. Spot radio's scheduling flexibility, he indicated, was most suited to satisfy these requirements.

All speakers cited the comparatively low budget of $750,000 as a deciding factor in shaping their media strategy. Except for Dr. Deckinger, who selected daytime tv, the other panelists and Mr. McCaffrey ruled out television, magazines and newspapers as "too expensive."

Mr. McCaffrey revealed that the actual plan for Tetley Tea Co., as drawn up by O & M, earmarked the entire budget of $750,000 in spot radio on 11 stations, scheduled in 65 major markets in Tetley's distribution area. Tetley bought 10 to 40 announcements per week, Mr. McCaffrey said, at an estimated cost-per-thousand of $.84.

In addition to the other considerations cited by other pro-radio speakers, Mr. McCaffrey mentioned that tv, magazines and newspapers were ruled out not only because they were costly but because it was felt that the "visual appeal" did not constitute a vital copy element. He said the reasoning was that tea could be made appealing in copy by stressing "special blend" and "easy preparation," and the sound of boiling water could be communicated clearly on radio.

A summation and critique that challenged the planning of all speakers, including Mr. McCaffrey's, was presented by Dr. Leo Bogart, director of account research services, McCann-Erickson, New York. One of his main criticisms was that the detailed market profile Mr. McCaffrey provided did not affect the basic decision to use spot broadcasting. He claimed that all speakers seemed more concerned with a breadth of coverage, frequency of impression and cost per thousand than with any selective targeting.

Dr. Bogart, examining the reasons that led the panelists to select spot broadcasting as the dominant medium, listed the size of the budget and the regional character of the product's distribution as the important considerations. He noted that all four plans appeared to be the product of judgment by the specialists and not formulated "with the aid of a slide rule, magic formula or a rule book."

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**NEW, BETTER RESEARCH ASKED BY ARF**

325 attend second annual session; tripled advertising seen by 1966

A NEED for new and better research in both television and radio was pointed up by advertiser, agency, and media authorities almost in unison as the Advertising Research Foundation held its second annual conference last Thursday in New York.

This radio-tv highlight emerged from separate workshop sessions which were part of an all-day program that included a forecast that advertising in the U. S. may triple itself to a $30 billion annual volume by 1966; a demonstration of a new printed advertising rating technique that may also be applicable to television, and explorations of the future in broad terms of changing and expanding markets.

A capacity crowd of some 325 agency, advertiser, and media executives was on hand for the workshop and general sessions, which were preceded by an ARF subscribers annual meeting at which Dr. W. H. Wulfeck, William Esty Co., was named chairman of the foundation board and other officers were elected for the coming year (see separate story page 62). CBS Radio President Arthur Hull Hayes was program chairman for the conference.

A general session and three simultaneous workshops—on radio, on television, and on printed media—occupied the morning program, while the afternoon was devoted to a broad "look ahead" theme.

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**TV Workshop Emphasizes Need For Commercial Impact Research**

With more advertising dollars flowing into television, research of necessity must go beyond seeking a measurement of the number of homes reached, and enter—no matter how timidly at first—the wide and more complex field of tv commercial impact.

In brief that was the message underscored by a quartet of leading experts in tv research at the television workshop, each of whom talked of various provocative aspects of the general theme.

ARF's national survey of tv sets in U. S. homes as of September 1965 was slated for release this month or in January.

Highlights of last week's sessions included:

- Disclosure by two agency researchers that their individual firms were conducting independent surveys, experimental in nature and pointed toward "research of the future."

- Call on the ARF by Jay Eliasberg, acting director of research, CBS-TV, that it consider pooling its resources to investigate the area of advertising impact rather than audience size.

- A warning by an agency executive—Bernard (Bud) Sharer, research director of Kenyon & Eckhardt, New York—that more "careful and systemic" evaluation be made of findings of promotional research, noting that from time to time agencies and their clients must rely on such research in both media planning and decision making.

New tv research projects at their individual agencies were related by Ben Gedalecia, research director of BBDO, New York, and William Weilbacker, executive assistant to the vice president in charge of media research and merchandising of Dancer-Fitzgerald-Sample, New York.

Main point of Mr. Gedalecia's talk was that BBDO has discovered, via its specialized research project on the "consumption of media—what people do with it once received," that an element of the population, which uses more than one medium, is inclined to be a heavier user of each of the media as compared to those people who confine themselves to one or possibly two advertising media.

Mr. Gedalecia hinted that if these findings are "true"—that is, substantiated in additional studies—the implications for all of the advertising field can be far-reaching. Marshaling these findings, an advertiser perhaps can then seek out how best to redesign his advertising, using the qualities of each medium.

He emphasized that the research indicates a two-fold function in television—that is, these people are the first to try out new products advertised and act as "demo-
Now Nielsen proves it....

KXLY's YOUR BEST SPOKANE BUY!

LATEST NIELSEN REPORT SHOWS KXLY LEADS SPOKANE MARKET COVERAGE IN FOURTEEN OUT OF SIXTEEN RATING CATEGORIES!

Results of the first comprehensive Nielsen survey ever taken in Spokane's huge Inland Empire market prove conclusively:
KXLY-TV delivers more audience, reaches a greater area, in 14 out of the 16 categories Nielsen measures.
What's more, KXLY delivers 11% more audience in weekly circulation at 23% less cost than its nearest competing station!

TOTAL INLAND EMPIRE

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<th>TV HOMES IN AREA</th>
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SPOKANE COUNTY COVERAGE

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<td>43,560</td>
<td>28,190</td>
<td>61,500</td>
<td>44,810</td>
</tr>
</tbody>
</table>

TAP THE BILLION-DOLLAR* SPOKANE MARKET WITH THE COST-LESS NO. 1 STATION

*1955 Inland Empire Retail Sales $1,313,078,000

KXLY TV

SPokane

CanadA

Mont

IDAHO

OReOn

Seattle-Portland

Art Moore & Associates

Representatives: Avery-Knode

New York • Chicago • Detroit • San Francisco • Los Angeles • Dallas • Atlanta

Broadcasting • Telecasting

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strates" to others, voluntarily inducing purchases of newly advertised products by "light users" of advertising media.

For the advertiser, this "two-fold function" would suggest that the advertising be prepared to aid this element "in doing their 'demonstration' job [of products] better."

BBDO launched its project with an assumption that "something was missing" from the description of audience in terms of a single medium, network, magazine, newspaper, etc., he said, and explored the problem of how the individual uses media—"is he a heavy user or a light user? Does media fill a want? Does it move from one person to another?" Is there a "consumer of media per se?" he asked.

The agency's research consisted of depth interviewing, asking the respondent what he or she "did yesterday." It was found that only a "tiny fraction" of the population does not use any media, but that one out of six persons using media was in the audiences of four or more media. Another finding revealed that 93% of "yesterday's tv audience" did not use tv exclusively.

Mr. Gedalecia said results indicated that the more media an audience member used, the greater amount of each of the media was consumed. (If a one-medium user, for example, consumed one hour with that medium, then a two-media user would consume perhaps 1½ hours of that same medium.)

In exploring the makeup of the 1 out of 6 audience which consumed at least four different media, BBDO researchers found them generally to be younger, to be more interested, to be of greater sociability, to entertain more, to attend motion pictures more frequently, than other media users. And—of greater importance to the advertiser—to be more venturesome (more likely to buy more things), more ready to accept new things or products and likely to talk more about them.

Powerful Minority

Thus, he noted, there is an indication that the heavy brunt of advertising reaches a group of media users that is smaller in numbers but inclined to "move the word out" and who "will buy per things of the advertiser." Mr. Gedalecia, who earlier in the week presided at a research workshop of the American Assn. of Adv. Agencies' eastern conference (see story, page 46), noted some similarity in the BBDO approach with Dr. Paul Lazarsfeld's discussion of "opinion leaders" or "influencers."

Mr. Weilbacher made his point succinctly: "There is a pressing need for a measurement of people who are actually exposed to specific tv commercials."

He said this need was over and above such current services provided as the count of homes viewing a program, the number of homes tuned during the average minute a program is telecast and information pointing to where, in a program, home tuning is relatively high or relatively low.

He emphasized that "homes don't watch commercials; people do," and that tv commercials "are aimed at specific people. . . . Presumably, we plan a television commercial with the thought that specific kinds of people will view it."

Thus, he continued, "we need a measurement of the number of people who view our commercials . . . a measurement of the specific kinds of people reached by our commercials so that we can determine whether we are reaching the audience that we plan and want to reach."

Mr. Weilbacher, taking note of "scattered studies" on the proportion of tuned sets attended by one or more people, said: "The kind of measurement that we need is not of this type. . . . We are interested in knowing how many and what kind of people we actually reach, not with our programs but with our commercials."

 Becoming more specific, Mr. Weilbacher cited D-F-S research that indicated "wide variation among programs in regard to the number of people they attract to specific commercials," citing a finding that of housewives who saw a specific program, 15-40% were not in the same room as the tv set when the commercial was aired. With understatement, he added: "This is a critically important finding when a specific tv commercial can only be of interest or importance to women."

Such findings, he went on, suggest that available program rating data cannot serve as a valid basis for evaluating delivery of people to commercials, although they serve as a basis for evaluating the delivery of homes to programs. He said: "When we use methods of measuring delivery of people to commercials, we find wide ranges in program efficiency, much wider than cost-per-thousand computations based on homes reached would suggest."

He emphasized that D-F-S' work in this area has been experimental and limited to relatively few programs with an expensive technique used (telephone recall interviews carefully tracing movement of individuals into and out of the room while watching a program). But, he asserted: "Our investigations have been broad enough to give us real cause for concern about media decisions which are based only on homes reached."

Needed, Mr. Weilbacher said, is an "efficient method to measure this dimension for all programs," detailing how many people are exposed to commercials for each program, "at least by total, and by age and sex," and the degree to which different programs vary in ability to deliver people to commercials.

He suggested this measurement be available once or twice yearly but that "certainly the measurement must be made if we are to improve our television program purchasing and base our program evaluation on a truly realistic basis."

Mr. Weilbacher also explored another measurement need, but this he said was theoretical, and while important, "is not now practical" and not likely for "years to come."

This method would classify audiences according to their predisposition to buy certain products and products of competitors.

Such data, he asserted, would permit greater efficiency of tv advertising through more accurate frequency of media exposure in planning.

Mr. Eliasberg in his talk pointed out what he called a "simple criterion" that can point the way to a correct decision by an advertiser who has alternative courses of action. The criterion: a correct answer to the question, "Which course will produce
to quote

J. B. Fuqua, President, WJBF (tv), Augusta, Ga.,

"... in quality of equipment ..."

Says Mr. Fuqua: "I want you to know how very much I appreciate the wonderful service which you gave us when our TV station was burned ... While we had a total loss on most equipment, we were back with complete programming in less than three days only because of the very splendid cooperation we got from GPL. ... From the very beginning of our TV station in 1953, our experience in dealing with equipment people leads me to say that GPL tops everybody, not only in quality of equipment, but, what is more important, you top everybody in servicing your customers, both on a regular and emergency basis."

Write, wire or phone for information on GPL equipment.
the greatest sales per dollar of advertising expenditures?"

This criterion, while seemingly not too important, takes on significance, he said, when applied to these media problems: In which medium should the advertiser spend his money? Should the buy in tv be for a long station lineup or one that is shorter? And in magazines, should they be half pages or full pages?

But assumption of this criterion is only half the job, he emphasized. To apply it, the advertiser should know everything or at least nearly everything about the cost of each action, audience produced by each and the impact of each on the "average member of the public".

He then traced the available knowledge to the advertiser of each of three factors: he knows all that he needs to know about cost; as to tv audience size, he knows enough for practical purposes, but of "impact," there is no "satisfactory measurement.

Noting that the tv industry is "plagued by tv ratings from different services which vary substantially for the same program," even a variance of 20% (existing because the services are using different definitions of audience) would be "immaterial because we don't have a satisfactory measurement of impact whichever definition of audience we use."

He suggested ARF undertake the job of re-search in the area of advertising impact because it could come up with "useful generalizations"; it has access to a pool of creative researcher brain power; and while agencies or advertisers themselves would not finance such a project, they easily would share the cost via ARF.

Mr. Sherak noted that Kenyon & Eckhardt's research department has been making "systematic evaluations of what we call outside research." This process has paid off, he said, "in guiding our media planners as to which services they can use with confidence—and which they can reject with confidence." Urging other agencies and advertisers to follow such a procedure, Mr. Sherak also recommended an "appeal to the industry to curb some of the less disciplined promotional research activity."

Mr. Sherak asserted: "I would like to point out...there is a vast amount of promotional research activity going on today—all of it biased to some degree. Some of the research is exceptionally good; some of it is exceptionally bad—and it is by no means obvious which is which."

Radio Workshop Lays Stress On Improving Circulation Research

The radio workshop, thrown open to floor discussion from the outset by moderator Samuel Thrum, media director of Lever Bros., ended in agreement that the ARF Technical Committee should be asked to suggest ways to improve radio's quantitative circulation research and also its qualitative research.

Much of the discussion related to the forthcoming Nielsen Coverage Service No. 2 reports on radio and how they may be used by advertisers and agencies in determining media strategy—a question admit-tedly difficult to answer since the radio reports will not be put into general distribution by Nielsen until this week and therefore have not been studied by advertisers, agencies, or media.

The problem of determining the extent of stations' coverage outside their metropolitan areas was pointed up repeatedly, but with several station representative executives pointing out that Station Representatives Assn. had worked out—when NCS No. 1 was issued in 1953—what has become known as the "SRA Formula" of projecting "outside" coverage from the coverage data shown for the station's metropolitan area.

The representatives—including Ward Dorrell of John Blair & Co. and Dan Denen-holz of Katz Agency—noted that this formula has been used consistently by some agencies (J. Walter Thompson Co. was men-tioned specifically) and expressed the belief

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**WHAT BERT AND HARRY DID FOR PIEL'S**

**SALES of Piel's beer this year through November are ahead of the same period a year ago, Thomas P. Hawkes, Piel Bros. vice president in charge of marketing, reported last week.**

The rise in the firm's sales, according to Mr. Hawkes, reflect from the growing popularity of the "Bert and Harry" (Round Bert and Tall, Shy Harry) used in Piel's advertisements, primarily radio and tv, since December 1955, and a prize contest, backed by the brewery, for a "Tropical Island Paradise" in the Bahamas. Young & Rubicam, New York, is the agency for Piel's.

"Increased orders from both old and new listeners, readers and dealers have continued ever since," reported Mr. Hawkes.

He disclosed:

After Bert and Harry had appeared for only four months, a research study was made. The study reflected a tremendous change in the over-all "brand image." The public's fondness for Bert and Harry had been translated into a new and vastly improved attitude towards the company's products. The research also revealed a widespread belief that Piel's was the largest beer advertiser in its market when it was actually being outspent by its three principal competitors. The study also showed an overwhelming vote for the "best liked advertising" and a number of new "triers" resulting in other brand switches to Piel's.

Piel's advertising is marketed in Metropol-itan New York (its major market), western Massachusetts, Connecticut, New Jersey, eastern Pennsylvania and Dela-ware, although, Mr. Hawkes says, "the actions, humor and philosophy of Bert and Harry now are laughed at, quoted and imitated almost everywhere in the nation."

"Sales to consumers in their homes," according to Mr. Hawkes, "are up for eleven months of 1956 in the company's marketing area. Our packaged sales gained in each major market despite their individual differences."

Mr. Hawkes also pointed out that the normal seasonal declines in beer sales are customary and expected in September with its cooler temperatures. This year, however, Piel's, via Bert and Harry, was able to buck the customary decline by starting an essay contest for a tropical treasure island.

Entrants had to write an answer in 25 words or less to Harry's command: "Tell me again how good it'll taste, Bert." Bert's "answers" had to be in before the close of any one of four weekly periods—Sept. 24, Oct. 1, 8 and 15.

All media, including radio and television spots carrying the Bert and Harry remarks, were used for the campaign, which resulted in higher sales during the slump season.

"In reflecting on the accomplishments of the past year," concluded Mr. Hawkes, "we are very well satisfied with achieve-ments to date that can be attributed to the stimulating influence that Bert and Harry have had on attracting more con-sumers to our brand."
WBKB IS CHICAGO

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

"THE CITY AND ITS RIVER"

A glossy reprint of this photograph can be obtained by writing to Public Relations Dept., Station WBKB, Chicago—Photography: Chicago Architectural Photographing Co.
The paid circulation

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

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

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

that it could be used again with NCS No. 2. They conceded it was not perfect, but said it at least was “the least bad” method known for making such projections. The question of the formula will get top priority from SRA when enough NCS No. 2 radio data is available, they asserted.

In answer to a question about the possibility of A. C. Nielsen Co. expanding its NSI (Nielsen Station Index) service, George Blechta of the research firm said some changes will be made shortly—that the “NSI area” as such, which he agreed shows really “the coverage of nothing,” will be discontinued and that these studies will concentrate on the station's coverage area and also show its metropolitan-area data.

When a radio spokesman noted that radio business currently is at an all-time peak, Henry Schachte, advertising vice president of Lever Bros., suggested that if the medium is “really prosperous,” now should be the time for a project designed to see—perhaps through ARF—just what measurements are really needed for radio.

RAB President Kevin Sweeney interjected that he would concede that more data is available for some other media—but not for newspapers, which he said are “getting away with murder” insofar as research truly helpful to the advertiser is concerned.

He said RAB would be willing to spend some money to help on this problem, but that RAB’s main job was to help sell advertisers on radio’s worth as a medium and that he felt research dealing with “outside” coverage of specific stations was basically one for those stations that have “outside” circulation.

Arthur Hull Hayes, president of CBS Radio, expressed the view that “something must be wrong” with the concept of basic ratings—that some stations won’t accept one service’s measurements while other stations will accept that service but reject others. He stressed the need for more qualitative, as distinguished from quantitative, research.

General Session Features Talk On Ratings for Printed Ads

At the opening general session of the conference, Sherwood Dodge, chairman of ARF’s Printed Advertising Rating Methods Study Committee and vice president and general manager of Foote, Cone & Belding, New York, outlined “a promising new approach to rating printed advertising,” and noted that this approach may have applications for television as well. He traced the background of the efforts of the PARM Committee in the field of printed advertising rated methods and reported the committee now has under study a new method of studying “leadership” that “may well revolutionize current approaches to this problem.”

Mr. Dodge said the basic principle of the method is accomplished with a flash of light projecting an advertisement briefly on a screen by means of a machine, called a “Communicoscope.” He said the machine projects the advertisement long enough to establish recognition but not long enough to permit viewers to form new ideas.

Mr. Dodge said the machine is expected to have other applications and expressed the belief that it can be used to measure the effect of television commercials. He said six or seven flashes of stills will result in “a playback.”

Mc-Es Harper Moderates ‘Looking Ahead’ Windup Session

A two-hour session on “Research Today for Tomorrow and Tomorrow’s Tomorrow,” with McCann-Erickson President Marion Harper Jr. serving as moderator, wound up the all-day conference.

“Advertising will be close to a $20 billion industry five years hence and close to a $30 billion industry by 1966” if the dollar volume of advertising in this country continues at the rate it has set since World War II, Dr. Dexter Merriam Keezer, vice president and director of the department of economics of McGraw-Hill Pub. Co., told the group. Advertising currently is estimated at a $10 billion annual pace.

MBS Gains, NBC Loses In Miles Rescheduling

In a major reshuffle of its broadcast properties, Miles Labs last week dropped an estimated $1 million in net billings for programs and participations on NBC Radio and bought a series of weekly five-minute shows and spots on MBS. The new Mutual contract is effective Jan. 1 and reportedly represents $1.5 million in new billings.

Miles cancelled its 15-year-old News of the World with Morgan Beatty across the board, five-minute news segments on the weekend Monitor and participations in Bandstand, Woman in My House and Hilltop House, all on NBC.

In turn, the advertising firm purchased 39 weekly programs and participations on Mutual, with business placed through the network’s midwest office. Miles agency is Geoffrey Wade Adv., Chicago.

Wendell B. Campbell, RKO Teleradio Pictures Inc. vice president in charge of national MBS sales, announced the saturation type campaign Thursday, calling for seven-day advertising of Alka-Seltzer, One-a-Day vitamins, Bactin, Tabcin and Nervine products. The 52-week campaign involves 29 five-minute news and commentary programs and 10 five-minute features, with details to be announced later, according to Carroll Marts, vice president in charge of Mutual’s midwest office, who conducted negotiations with Miles. He indicated Queen for a Day, once sponsored by Miles, would be one of the programs. Mr. Campbell said newscasters and commentators would be selected soon, along with other programs.

News-commentary shows will be aired Monday-Friday at 10:35-10:40 a.m., 5:45-50 p.m., 8:25-50 p.m. and 9-9:05 p.m. (all EST). News features will be carried Monday-Wednesday-Friday at 7:45-50 p.m.; Saturdays at 11:30-35 a.m., 5-5:05 p.m. and 9-9:05 p.m. and Sundays at 1-1:05 p.m., 5-5:05 p.m. and 9-9:05 p.m.

Miles' campaign will be supported with full merchandising activities, Mutual explained, on behalf of dealers and distributors to coincide with start of the series. Miles has sponsored 104 hours of programming...
We’re building more homes in growing San Diego!

6,031* actual residential dwelling building permits issued in 1955. That’s 423% more than in 1945! 152,200 building permits issued from 1945 to 1955.

This makes San Diego the Nation’s 19th Market—bigger than Portland, Seattle, Dallas, Denver and Miami.

In San Diego, more people are making more, building more and watching Channel 8 more than ever before.

*City of San Diego Building Inspection Department Annual Report 1955.
on the Don Lee Network for a number of years and will retain these properties. No other Miles properties were involved in the budget reshuffle, according to spokesmen for the agency, which confirmed the decision.

Miles retains sponsorship or participations in five network TV properties—News Caravan (twice weekly), Tennessee Ernie Show and Queen for a Day, all on NBC-TV, and Broken Arrow (alternate weeks, Tuesday, 9-9:30 a.m. EST) on ABC-TV plus west coast radio shows (including Magazine of the Air) on Don Lee Network, placed by Wade Adv. agency Hollywoods.

Miles' purchase of ABC-TV's Broken Arrow for alternating weeks (with General Electric Co.), effective Dec. 11, was announced Monday by James W. Beach, vice president in charge of the network's central division. The company is dropping Wednesday-Friday sponsorship of John Daly's newscasts on that network this month.

Ford Switches Sponsorship, Drops 'Jubilee' Spectaculars

FORD MOTOR Co. (Ford Div.) which for several months now has been debating whether to continue its once-a-month Ford Star Jubilee color spectacular on CBS-TV, last week formally dropped the show. Ford has signed as alternate sponsor (with Maxwell House Div., General Foods Corp.) of the Dick Powell-Zany Grey Theatre on the same network [AT Deadline, Nov. 3]. The Zane Grey sponsorship became effective last Friday.

Inasmuch as the Saturday 9:30-10:11 p.m. time segment this past weekend had originally been set aside for Jubilee, CBS-TV had a half hour open which it filled with a 30-minute color "portrait" of Grandma Moses, originally seen last December as part of a See It Now telecast. The half-hour period needed filling because Mennen Co.'s High Finance, shown live three out of four weeks, was not scheduled for last Saturday. The other shows remaining in the balance of the 90-minute period were not affected because they were on film.

Lenthéric to Three Agencies

LENTHERIC DIV. of Helene Curtis Industries is dividing its estimated $1.2 million account among three agencies following resignation of the business by Grant Adv. Inc. The company's announcement gives Gordon Best Co., Tweed hair spray; Earle Ludgin & Co., Lenthéric men's products and Tweed fragrance, and Weiss & Geller Inc., Tweed shampoo. Earlier it had been reported that Lenthéric would assign the entire perfume cosmetic account to the Ludgin agency. The company was purchased recently from Olin Mathieson Chemical Corp.

Gillette Again For Rose Bowl

GILLETTE Safety Razor Co., Boston, through Mason Inc., New York, has signed with NBC Radio and NBC-TV for sixth consecutive sponsorship of the annual Rose Bowl football classic on Jan. 1. The 1957 game matches the U. of Iowa and Oregon State.

Pharmaceuticals Drops Shriner, Signs New CBS-TV Quiz Package

PHARMACEUTICALS Inc. (Geriot, President), New York, has dropped the current Herb Shriner Show (variety) on CBS-TV in the Tuesday, 9-9:30 p.m. (EST) period. The show was withdrawn after agreement late Thursday between the sponsor, CBS-TV and Mr. Shriner. Differences centered on the future format of the program. The network said a new property would be obtained for Mr. Shriner.

The current show will go off after tomorrow's performance. Victor Borge's special show will be seen in the 9-10 p.m. slot next Tuesday. Thereafter, Pharmaceuticals will sponsor a new Goodson-Todman quiz package, Nothing But the Truth, in the Shriner time. Edward Kletter Assoc. is agency for Pharmaceuticals, which also sponsors Sunday News Special on CBS-TV, 11-11:15 p.m.

J & J Expands TV Advertising

JOHNSON & JOHNSON, New Brunswick, N. J., will expand its tv advertising schedule after the first of the year by making its initial use of daytime tv network programming, E. G. Gerbic, vice president-merchandising director, announced last week. J&J, already alternating sponsorship with Wildroot Co. on CBS-TV's The Adventures of Robin Hood (Monday, 7:30-8 p.m. EST), will sponsor on alternate Fridays, the 10:30-10:45 a.m. segment of CBS-TV's Garry Moore Show effective Jan. 11. It will also sponsor the 2:15-2:30 p.m. segment of Our Miss Brooks. The sponsorship, placed through Young & Rubicam, N. Y., is for Band-Aids and J&J baby products (powder, lotion, cotton balls, shampoo).

Head Elected V.P. of BBDO

RALPH E. HEAD, director of marketing for BBDO, has been elected a vice president, it was announced last week by Ben Duffy, President. Mr. Head, who has been with the agency since 1947, last month was made marketing director.

Robert Schmelzer succeeds Mr. Head as account group head on Eagle pencil. Spencer Meredith continues as Eagle pencil's account executive.

Mogul Has Record Month

FIRST "million-dollar month" in the 16-year history of Emil Mogul Co. has been reported by Emil Mogul, president, who revealed that gross billings in October exceeded $1 million. Mr. Mogul added that billings for 1956 are expected to reach the $10 million mark, which he described as "a new high for the firm."

SPOT NEW BUSINESS

Garrett & Co. (Virginia Dare wine), Brooklyn, N. Y., has placed 4-week pre-Christmas radio spot drive over several New Orleans stations. Agency: McManus, John & Adams, N. Y.

Temple Frozen Foods (packaged frozen Chinese food specialties), Brooklyn, through Blaine-Thompson Adv., N. Y., conducting spot radio campaign on WOR and WMGM, both New York, and WTOP Washington.

NETWORK NEW BUSINESS

Standard Brands Inc., through Ted Bates & Co., N. Y., has signed 52-week order with NBC-TV representing $400,000 in gross billings for alternate-week Tuesday-Arrow for alternating weeks (with General Electric Co.) of John Daly's golf show, The Seven Days a Winner. Standard also sponsors Sunday News Special on ABC-TV, 3-3:15 p.m.

A&A PEOPLE


Roger M. Johnson, research department head, Erwin, Wasey & Co., L. A., named vice president in charge of media and research.

William E. Chambers Jr., formerly vice president-account supervisor, Marschalk & Pratt division of McCann-Erickson, appointed vice president-account supervisor of Foote, Cone & Belding's N. Y. office.


Len Hall Jr., vice president, BBDO, transferred from Cleveland to New York office as group creative head for electronic products on Philo Corp. account. Fred I. Sharp Jr., account supervisor on Timken Roller Bearing Co., Hammermill Paper Co., and Lovell Mfg. Co. accounts, elected vice president of BBDO in Cleveland.

Howard Dahms, account executive-director, Advertising Assoc. of Phila. Inc., and Rube Blavat, office-production manager, both elected to firm's board of directors.

Phil Field, vice president, MAC Studios, Chicago, to Lew Sanders Adv., same city, as account executive.

Leonard B. Faupel, assistant to advertising manager, P. Ballantine & Sons, Newark, N. J., named advertising manager.

Kenneth E. Lane, manager of advertising department, Toni Co., Chicago, named director of advertising administrative services, succeeding Jack R. Green, who has joined J. Walter Thompson Co., same city, as associate media director.

Malcolm Dewees to Buchanan & Co., S. F., as radio-tv director.
ARE YOU
HALF-COVERED
IN
NEBRASKA'S OTHER BIG MARKET?

1956 ARB METROPOLITAN
AREA COVERAGE STUDY
PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 231 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 8 daytime categories... in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Night-time averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV covers Lincoln-Land—a rich 42-county area, 95.5% of which is outside Omaha's grade "B" coverage!

Lincoln-Land has over 200,000 families—125,000 of them unduplicated by any Omaha TV station! Actually, Lincoln-Land is as independent of Omaha as South Bend is of Fort Wayne or Providence is of Hartford.

Latest Telepulse credits KOLN-TV with 194.4% more nighttime viewers than the next station, 138.1% more afternoon viewers!

Let Avery-Knodel give you the whole story on KOLN-TV, the Official Basic CBS-ABC Outlet for South Central Nebraska and Northern Kansas—"Nebraska's other big market".

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV
COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives
FARM DIRECTORS PLEDGE SELVES TO BROADER STATION, SALES ROLE

FARM broadcasters are gaining more recognition and stature as an industry trade force but they should accept greater responsibility for helping station management and advertisers achieve sales goals.

This challenge was offered to 350 members of the National Assn. of Television & Radio Farm Directors at its 13th annual convenion in Chicago, Nov. 23-25 [At DEADLINE, Nov. 26], held at the Conrad Hilton Hotel concurrent with the International Livestock Exposition and 4-H Club Congress.

NATRFD delegates were importuned by station managers, agency executives and station representatives alike to reappraise their activities in the light of intensified industry competition and particular client needs, not restricted solely to agricultural advertisers. They also were urged to work more closely with their own commercial departments and station representatives. NATRFD also:

- Laid the groundwork for separate radio and tv sales promotion presentations, to be prepared for agency utilization as a means of dramatizing the farm market potential for advertisers and to strengthen one of NATRFD’s “weakest links.”
- Discussed plans for a Farm Broadcasting Day, to be held in conjunction with NATTB Feb. 2 as a means of pointing up contributions of rural programming and other activities. Resolution was adopted commendng NATTB for promising to help in establishing the day.
- Elected Jack Timmons, KWKH Shreveport, as president to succeed John McDonald, WSM Nashville; named Wes Seyler, WIBW Topeka, vice president, and elected Don Tutt, WGY Schenectady, N.Y., treasurer-secretary. Bob Miller, WLB Cincinnati, received the American Farm Bureau Federation 1956 award for distinguishing contributions to farm broadcasting.
- Heard from NATTB President Harold E. Felows on "The Road Ahead" for radio-tv farm broadcasting and witnessed presentations of the National Safety Council's Farm Safety awards [BT, Nov. 26].
- Discussed the possibility of hiring a parttime or fulltime paid executive and also a field liaison representative to work with agencies and clients.

NATRFD President Timmons was empowere to appoint a three-man executive committee to study the sales presentation projects after members agreed to allocate an equal budget for both radio and tv.

Mr. Timmons also was authorized to appont another committee to sound out station managers and farm directors on the proposal to employ an executive for the purpose of helping run the association. Another group will be set up to work with the Federal Civil Defense Administration on its information program. NATRFD spring meeting for 1957 was set for Washington, D.C.

Management and agency-representative-station panels on Sunday highlighted closing day activities. Station managers’ group included Edward T. Bell, KWTW (TV)-KOMA Oklahoma City; Larry Haeg, WCCO Minneapolis; R. B. Hanna, WRGB (TV)-WGY Schenectady; G. B. Robertson, KTHS Little Rock, Ark., and Norman Kraeft (farm service supervisor) speaking for Ward L. Quaal, vice president and general manager of WGN Inc. (WGN-AM-TV Chicago).

Participating in the agency-representative-station sessions were Frosty Blair, Edward Petry & Co.; Bud Boot, Bruce B. Brewer Agency; Art Kelly, WHAM Rochester; Dwight Reed, H-R Representatives; Gerald Seaman, Bert Gittins Agency, and George Utley, WFAA Dallas. They discussed ways farm directors can help to sell.

Makeup of the current farm audience was reviewed earlier Sunday for NATRFD associate members by Dr. Forrest Whan, Kansas State College, who has conducted radio-tv audience surveys in recent years. He scored the notion that farm audiences are limited to set hours, claiming that at least one male adult can be found in every farm household at some hour of the day.

Opening day and Sunday morning were devoted to business, with theme of "Ideas Build—Better Programs—More Listeners—More Sponsors" running through how-to-do-it radio-tv Saturday sessions. Many talks were presented on film and tape recording. Visual improvement of tv programs was discussed by Lester Weinrott, vice president, KIng Film Productions, Chicago. Creativity was explored by Herbert True, marketing professor on leave from U. of Notre Dame.

Dr. A. L. Andrews, advertising manager, Dr. Hess & Clark, Ashland, Ohio, citing the lack of marketing information on farm television as well as farm tv shows, declared "there is practically no such thing as farm television from an advertiser’s viewpoint."

**Tv Edges Magazines By TvB ‘Yardstick’**

A NEW "yardstick" for measuring the "circulation" of television against that of print rivals has been devised by Television Bureau of Advertising. First outlined in TbB’s November-screen presentation [BT, Nov. 19], the "yardstick" shows at what hours of the day television’s audience surpasses those of various magazines, singly and in combination.

For example:

At 8:45 a.m. EST 1.6 million tv homes are watching television, or the equivalent of the average net paid circulation of Esquire and Holiday magazines combined. By 9:15 a.m. tv’s figure is 2.4 million, surpassing National Geographic, and an hour later it is 3.1 million, equal to Time and Newsweek combined. Tv draws ahead of Good Housekeeping at 10:45 a.m. with 3.9 million, passes Family Circle and draws even with Ladies Home Journal at 11 a.m. Total at noon, edges past McCall’s at 11:45 with 4.7 million and passes Saturday Evening Post and also Ladies Home Journal at 12 noon with 5.1 million. With 5.7 million homes watching at 1:45 p.m., television surpasses Life’s 5.6 million, and at 7:45 p.m. reaches the 11 million mark to exceed Reader’s Digest.

The "yardstick," developed by TbB Sales Director Mr. Timmons, is said to show the number of homes watching television on a quarter-hourly basis from 8 a.m. through 11:45 p.m. A. C. Nielsen data for July-August form the basis for the tv figures, while the magazine circulation are the net paid averages as of Dec. 31, 1955, as shown in Standard Rate & Data Service.

**Adams Elected to Head Daytime Broadcasters**

RICHARD E. ADAMS, WKXO Framingham, Mass., was elected president of the Daytime Broadcasters Assn. at a two-day meeting in Chicago last week.

The DBA also gave its executive committee permission to move "promptly" as needed in furtherance of the association’s petition for uniform-and-extended operational hours for daytimers and on the allied clear-channel case, both pending before the FCC.

Action came during a two-day DBA meeting at Chicago’s Sheraton Hotel and followed the association’s request to the Commission that it provide ample time for comments in any clear-channel proceedings.

Mr. Adams, the new president, succeeds Jack Younts, WEEB Southern Pines, N. C., who becomes government relations director. Ray Livesay, WLBW Madison, Ill., was reelected board chairman. Other officers are Alf M. Landon, Topeka, executive vice president; Karl Baker, WLDS Jacksonville, Ill., vice president; Joe M. Leonard Jr., KGAF Gainesville, Texas, secretary-treasurer (assuming secretarial duties relinquished by George Volger, KWPC Muscatine, Iowa).

The executive committee includes Ben Letson, WCNH Quincy, Ill.; Jack P. Hanks, WELS Kinston, N. C., and Messers. Livesay, Adams, Younts and Volger. Mr. Letson and Mr. Hanks also become directors, along with nine other DBA members. The board ratified selection of Benedict P. Cottone, Cottone & Scheiner, as Washington counsel for DBA and chose Chicago for its annual membership meeting, June 27-28.

Additional directors elected to the DBA board are Michael Cuneen, WDAL Walton, N. Y.; J. C. Willis, KVOM Morrillton, Ark.; Hecht S. Lackey, WSON Henderson, Ky.; J. P. Scherer, WHFB Benton Harbor, Mich.; R. W. Olson, KWOA Worthington, Minn.; Ralph Weir Jr., KKJ Junction City, Kan.; Frank Quinn, KDFE Albuquerque, N. M.; Frank Burke Jr., KBOP Los Angeles, and Dean Nichols, KOMW Omak, Wash.
After telecasting 112,008 commercials, we staged this one involving the staff and management of WNCT. It’s our third birthday celebration commemorating our 18,761st hour of television service to over 177,470* Eastern North Carolina homes.

The month of December marks the start of WNCT’s fourth year of operation in a field where many still measure experience in months.

Each of the folks above is a specialist, skilled in a particular phase of the station’s operation. However, all of them have in common the best interests of our advertisers.

FLASH! BIRTHDAY STATISTICS
SAMPLES FROM THE NEW NIelsen STUDY!*

A. WNCT covers 42 Eastern North Carolina counties.
B. 96% of the TV homes in 18 of these counties report regular weekly viewership of WNCT.
C. 80% of the TV homes in 16 of these counties report regular daily viewership of WNCT.

The Pulse, Inc. showed WNCT first in every minute of every hour of every day. Now A.C. Nielsen’s figures emphasize it.

*A. C. Nielsen Coverage Service, NCS No. 2, Spring 1956
RAB President Kevin Sweeney — whose business it is to know — last week told the Radio-Television Executives Society of New York why radio slipped, and why it’s coming back. Here, condensed, is what he said.

HOISTING THE MEDIUM THAT LET ITSELF DOWN

TELEVISION is always assigned the blame or credit for ending radio’s Golden Era and for dethroning radio with national advertisers, but radio itself did more to end the era than any other outside force. Radio got itself into the mess and radio — after a little preliminary stumbling and ground-pawing — has extricated itself superbly.

Radio got itself into the mess through a combination of factors which, if they had been held by any other industry, we would have characterized as “gross mismanagement.” Such factors as:

1. Putting the bulk of our eggs into too few baskets. An example: It was almost lese majeste to sell radio to any but a handful of national advertisers. A half dozen advertisers had control of all daytime radio. While magazines cannily sold their wares to more than 1,100 advertisers, we continued to sell ours nationally to about 30.

2. Slavish program imitation. This seems to be a chronic disease handed down from generation to generation in broadcasting because TV now has it in a virulent form. It was exemplified in radio by the rash of quizzes which broke out from time to time, by the wild efforts to corner the funny man, the fixation among stations that everyone must listen to news at 11:00 p.m.

3. Premature hardening of the arteries. Item: Such conventions as (a) that regardless of station or network that daytime was worth half as much as evening time, or (b) that adequate advertising of a product could be done in 15 seconds that was only adopted as part of the 10 commandments of radio and no one could challenge them. For a youthful industry we had some pretty set ideas. We had grown wise too soon.

4. Sheer neglect. The fiction that an industry could run along without knowing anything about itself, half-staffed (the other half of the executives had run off into TV), parsimoniously operated (and if there ever was a business where money must be spent to make money, radio was and is it)

5. Decimal point selling. All recommendations that radio should or shouldn’t be bought were made on the basis that 6.1 was a larger number than 4.7.

Eight years ago radio began to have trouble with the national advertiser and what we did about it was to start a witch hunt. We looked for a scapegoat. The audience of our evening periods in which we had many national dollars was going down and in stead of doing something about it we cried “foul” — the rating services were shortchanging us. Some of our larger advertisers began investing substantially in television. Our answer was that we still had the bulk of their budgets and they’d be sorry — they’d learn that there was no medium that was as good as radio (why it was better than other media we weren’t quite sure nor did we make a real effort to tell advertisers the reason).

So by 1950 and 1951 and 1952 we began to encounter real trouble with the national advertiser. And no one had done more — or should I say less? — to get into this fix than radio. Whatever the reverse of “re-emergence” is was what was happening to us.

It was then that the painful but fairly rapid job of rebuilding began. We began to build an industry on a far sounder basis — a building job that will continue for at least 20 years, 20 years of successive increases in radio’s total volume from both national and retail advertisers regardless of the nation’s economy.

But let me put this whole matter of the national advertiser and radio’s re-emergence into perspective, by reminding you of two facts.

1. Between 1949 and 1956 radio dropped about $90 million a year in national advertising, but this drop was more than made up by our important gains in local billing. We’re now doing four times the local billing we were doing just after the war. So the overall trend in radio has been up every year.

2. In 1946 66% of the total dollars invested in radio came from network or national spot. Like outdoor we were basically a national medium. In 1956 31% of our total dollars will come from national business, the other 69% from local and retail sources. While we’ll never say about the national advertiser “Who needs ‘em?”, the bald fact is that every dollar of national advertising were withdrawn from radio — instead of rolling in radio’s direction — there wouldn’t be a single radio station casualty. We have moved into the highly desirable position that the newspapers enjoy — radio is doing too well to go broke.

In 1956 national advertiser spending in radio increased. More important, the attitudes of scores of major advertisers changed. Many have told RAB that there will be more money, a bigger share of the budget in 1957. A half-dozen important agencies who sang our requiem in 1952 have chomed various versions of a hymn to our future.

Why this — “ie ne sais quoi” — shall I coin a word — this “re-emergence”?

Radio’s re-emergence and its exciting progress toward a far larger share of the national as well as the retail advertising dollar is based on a simple fact: Radio has more management brain power and more management aggressiveness and ingenuity now than ever before in its history.

And more is arriving daily. Hundreds of the best executives radio developed in the 1940’s voluntarily went to or were dragooned into tv. Subtract these from the few hundreds we had at the end of the war and you have the principal cause of radio’s stumbling answer to the 1952-53 crisis. Radio declined because it didn’t have enough brain power exclusively its own to meet the new challenges thrust in its path by national advertisers’ changes in media buying.

Now radio is “loaded” — hundreds of the best guys in media sales, running radio stations, radio rep outfits, market research, and network. It is these guys that have made capital of the same selling advantages radio had five years ago but didn’t know what to do with.

To give you an example — take a town of 500,000 with eight stations that I could name if I wanted to stop eating. Four years ago there was one radio station manager in this city who could find his own navel without a road map and this guy was so busy with his tv stations he had forgotten about his radio property. Now, there are four bright guys running radio stations in this town. When you go up against them it’s like playing Oklahoma — one mistake and you’re on the short end of a 54-6 score. Looking from the buyer’s point of view, this means your chances of buying right are increased 100% because you have some brains on the short end of the teletype. Nobody ever lost money betting on brains.

I admit reluctantly that radio management is a long way from unadulterated genius. We still have some distinguished cloth-heads in our business, some minds encaiced in button shoes waiting for the return of the days when there was a seller’s market in nighttime station breaks, some guys whose concepts of the only way to operate a station is like a cut-rate drug store.

But the tide is flowing against them. Almost every week a guy who knows what he’s doing takes over from someone who doesn’t.

It sounds pretty florid, but these guys have the “vision.” They see what radio can do for the national advertiser. They know it is fundamentally superior to either print or tv for most of these advertisers. And they are not afraid to hack it, knead it, beat it or saw it into the shape and size that it will be saleable to and sell for national advertisers.

They are not content with our $270 million slice of the national advertising pie. They’ll make it $350 million within the year because they are concentrating on the main business, the long overdue business of first showing national advertisers why their work will do a better job than any magazine, spot will do a better job than newspapers, and almost any type of radio that gets the same loving laying on of hands that tv gets from agencies will outproduce the silver screen dollar for dollar.
How well do you know the Boston market?

As any native can tell you, there's a lot to be seen in and around Boston. If you're familiar with the land of the cod, you may recognize quite a few of the photographs above.

A. WEEI's Priscilla Fortescue interviewing singer Julius LaRosa.
B. Warehouse in New Bedford.
C. Old church in Attleboro.
D. Second Millennium idol at the Boston Museum of Fine Arts.
E. Radiator in Glass Flower Room at Harvard University.
F. Lighthouse and breakwater in East Gloucester, Massachusetts.
G. Photograph of an electrical discharge, made at the Massachusetts Institute of Technology.
H. Chinese Merchants National Bank, Stuart Street, Boston.
I. Trademark of the Davis Brothers Fisheries, Gloucester.
J. Three dimensional abstraction, Shoppers' World, Framingham.
K. E. B. Rideout, WEEI's weather expert for the past 30 years.
L. Sculpture on Harvard campus.

Anyone familiar enough with Boston to recognize its landmarks will also recognize this basic truth about the Bostonian himself: he's a tough customer to sell. But once you've won his trust and his confidence, he's likely to be your customer for life. WEEI has already won that trust for the products it advertises. No one knows the Boston market as WEEI does - especially the buying habits and brand loyalties of the Boston people. When you have something to sell to people in that special Boston market, call CBS Radio Spot Sales or WEEI Radio.

MICKELSON SAYS TV MUST AVOID PROPAGANDA AT CONVENTIONS

- CBS vice president panel speaker at SDX meet in Louisville
- Cites danger of election coverage becoming 'spectaculars'
- Day of all-electronic tabulation forecast by NBC's Taylor

In a post mortem panel on 1956 election coverage, Sig Mickelson, CBS vice president in charge of news and public affairs, told the 47th annual convention of Sigma Delta Chi, professional journalistic fraternity, in Louisville Thursday that "the greatest thing that television has to fear is the power of television itself."

While he disclaimed perfect coverage of the conventions and the elections, Mr. Mickelson said tv must exercise vigilance against the staging of "tremendous propaganda conventions." The danger, he said, is that they are no longer news events but "spectaculars."

Other panel participants felt that a vastly better job was done in 1956 than four years earlier when Democratic candidate Adlai Stevenson leveled the charge of a "one-party press." Turner Catledge, managing editor of the New York Times, who moderated the panel, commented that the charge itself probably influenced all media in closer and more efficient coverage.

Also taking part in the panel were Davidson Taylor, NBC vice president in charge of public relations; John H. (Bill) Beale, chief of the Washington bureau of the Associated Press, and Julius Frandsen, news editor of the Washington bureau of United Press.

**Dictates of Experience**

Mr. Taylor said that while tv reached maturity in its election coverage, there were things he would be disposed to handle differently next time. He would use less complicated camera angles, for one thing. He predicted the day of election tabulation by all-electronic means.

Mr. Beale said there had been less complaint regarding coverage of this election than any in his experience, going back to 1932.

The Freedom of Information report, which incorporated model statutes on freedom of access by all media at all governmental levels and likewise supported the substance of the proposed Moss bill to be introduced next session by Rep. John E. Moss (D-Cal), was accepted unanimously by the convention Thursday. In the absence of V. E. (Red) Newton, managing editor of the Tampa (Fla.) Tribune (WFLA-AM-TV), the report was presented by Jim Brooks, president of the Chicago chapter.

Four Sigma Delta Chi awards for distinguished service in journalism were presented to college students in recognition of broadcast newswriting and reporting.

The awards, presented Thursday by Executive Counsellor Robert M. White II, editor of the Mexico (Mo.) Ledger, follow:

Radio Reporting to Warren Wolfson, for script, and Ted Elbert, for better phone in
terviews with Dr. C. T. Moss, concerning ileitis, on June 8, following first news of President's illness. Messrs. Wolfson and Elbert are students at the U. of Illinois. Broadcast was made on WILL Urbana (U. of Illinois station).

Television Reporting to P. J. O'Connell, reporter-cameraman, for film-and-script coverage of fire that destroyed three business establishments on main street of Jewell, Iow. Mr. O'Connell is student at Iowa State College. Broadcast was done on WOI-TV Ames (owned by Iowa State College).

Radio Commentary to Roger Pihl, Jim Carrig and Wayne Wille, students at Medill School of Journalism, Northwestern U., for series of four weekly five-minute programs dealing with problem of grade crossing incidents, broadcast on WNMP Evanston (a commercial station).

Public Service in Radio Journalism to John Debrine and Don Segall for "Curbstone Playground," a radio documentary dealing with city garbage, combining drama with actual interviews. Messrs. Debrine and Segall are students at Boston U.'s School of Public Relations and Communications. Program was broadcast on WBUR (FM) Boston (owned by Boston U.).

**RETMA Urges Cutback On Set Excise Taxes**

A THREE-POINT program for urging reduction of certain excise taxes and elimination of others on radio-tv receivers was approved by Radio Electronics Television Mfrs. Assn. at its quarterly meeting in Chicago last week. (Also see excise tax story, page 78.)

In preparation for its appearance before a House Ways and Means Subcommittee this Wednesday, RETMA moved to adhere closely to its previous position on excises. It favored (1) reduction from 10% to 5% on sets and other products, (2) elimination of 10% tax on all channel receivers (with uhf) and (3) dropping of same levy on color units [At Deadline, Nov. 26].

RETMA board also approved a recommendation of the association's set division for establishment of an industry-wide (RETMA) educational committee to coordinate the training and vocational activities of its various divisions, sections and committees.

With respect to excise tax testimony, RETMA is prepared to offer other suggestions, including one for tape-recorders and recorder-playbacks.

The question of whether some units constitute components or end products also will be raised.

One of the more controversial subjects raised at last week's meeting of RETMA's board and various divisions, sections and committees at the Sheraton Hotel (Tuesday through Thursday) was that of "counterfeiting" receiving tubes. Practice by some individuals of buying tubes, removing manufacturer and stamping them with other brand names is felt by the association to be costly and illegal, particularly in two or three major cities, with manufacturers being bilked.

The board also heard a status report from its frequency allocation committee, headed by W. R. G. Baker, General Electric Co., and RETMA president, in connection with activities involving TASO—Television Allocations Study Organization. Group was set up at the suggestion of FCC and includes two RETMA representatives.

**RAB Shows How Radio Exceeds Daytime TV**

WHO listens and sees what—and when? According to Radio Advertising Bureau more families listen to radio than watch tv between 7 a.m. and 7 p.m., and more adults listen to radio than watch tv between 7 a.m. and 7 p.m. Furthermore, RAB points out that the nighttime radio audience (6 p.m.-12 midnight) averages twice as many adults as does daytime tv (7 a.m.-6 p.m.).

These statistics are but a few contained in a new RAB research report titled "New Audience Patterns," based on a Pulse Inc. analysis or "profile" of the top 27 markets where tv penetration has passed the 90% figure.

The report breaks down sets-in-use as between radio and television, shows viewing habits (i.e. individually, by group or family) on an hourly basis, and presents data on the cost efficiency of the two media.

What does this report show? Comments RAB Vice President and Promotion Director Sherrill Taylor: "... We wanted to see exactly what effect tv has had on radio listening patterns. Radio, we've found, emerges as a powerful medium that delivers big, adult audiences through the 17-hour broadcasting day while major tv audiences are concentrated within a 6-hour peak of nighttime viewing."

Instead of mailing this report to agencies and advertisers, RAB has asked interested parties to contact local stations, networks or station representatives.
AN OPEN LETTER

November 21, 1956

Mr. Murray Carpenter
President and General Manager
WTWO
Bangor, Maine

My dear Friend and Colleague:

Before time closes the circle on recourse and leaves us only with History's vague prints and contestable notes, come with me, join hands, so that we may meet together the great goddess ARB.

Yes, Dear Warrior, come further and worship with me at the feet of god Pulse, emblem of Purity, and god Trendex, deity of Truth.

'Tis sad, indeed, that in our time the sting of gloves does not bring forth the crackle of pistols at dawn. But, alas, adjust we must and adjust I do.

Even should you desire to resurrect the fallen gods Crosley and Literary Digest, I beseech you to choose your ground, your meeting time, your weapons.

I will be there.

Sincerely yours,

Leon P. Gorman, Jr.
Vice President and General Manager
WABI-TV
Bangor, Maine.
Disc Jockeys Organize Public Service Council

FORMATION of the National Council of Disc Jockeys for Public Service was announced last Monday by Murray Kaufman, WMCA New York personality. According to Mr. Kaufman, elected president of the organization, the NCDIPS is a non-profit membership corporation dedicated to "the building of a stronger young America."

Mr. Kaufman pointed out that although the council has a "unique opportunity to reach an estimated 20 million youngsters who listen to and watch radio-tv programs daily," the members of the council "don't want to be do gooders... preachers, because we'd only lose our rapport with these kids."

The group will attempt to utilize the "enormous influence" its members wield on the mass audience by sponsoring local community affairs (with the council's sanction) and, in general, lending the weight of their names to programs designed to combat juvenile delinquency and to other betterment drives.

The board of governors includes, aside from Mr. Kaufman, Howard Miller, WIND Chicago; Al Jarvis, KFWB Hollywood; Bob Clayton, WHDH Boston; Dick Clark, WFIL-TV Philadelphia; Don McLeod, WBK Detroit; Mark Evans WTOP Washington; Art Pallan, KDKA Pittsburgh, and Phil McLean, WERE Cleveland. Organizations with which the council will work include the Heart Fund, the Girl and Boy Scouts, Community Chest, and a number of others.

Sowell, Hatch Join NARTB Radio Board

TWO new members of the NARTB Radio Board were elected last week in special balloting to fill vacancies. F. C. Sowell, vice president-general manager of WLAC Nashville, was elected director for Dist. 6 (Ark., La., Miss., Tenn.). He fills a vacancy created by the death of David Wilson, KPLC Lake Charles, La., winning the election over Sam W. Anderson, KFFA Helena, Ark.

George C. Hatch, president of KALL Salt Lake City and vice president of KUTV (TV), was elected to the Dist. 14 (Mountain States) post formerly held by Walter E. Wagsauff, who resigned when he moved from KIDO Boise, Idaho, to KGW-TV Portland, Ore.

Mr. Sowell has been at WLAC 27 years, having previously worked on a Tennessee newspaper. He has been active on NARTB committees and is a member of the 1957 Convention Committee. Last spring he was resolutions chairman at the NARTB Chicago convention. Mr. Hatch is president of the Utah Broadcasters Assn.

NEW president of Arizona Broadcasters Assn., Dick Lewis, KAR-KVAR (TV) Phoenix, is greeted by Lee Little, KTUC Tucson, retiring president, at the ABA meeting. L to r: Messrs Lewis and Little; Tom Wallace, KTKT Tucson, vice president, and Howard Loeb, KRIX Phoenix, secretary-treasurer.

Arizona Stations to Pass Sales Tax on to Sponsors

ARIZONA broadcasters are passing on a 1% state sales tax to sponsor, collecting the tax at the source for state government, as result of conference held during a recent Arizona Broadcasters Assn. meeting at Tucson. Procedure applies to intrastate networks as well as in case of state business.

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TvB Renews Rorbaugh Contract

INITIAL one-year contract of Television Bureau of Advertising with N. C. Rorbaugh Co., which works with bureau on its quarterly tv spot expenditure reports, is being renewed for five-year period, Norman E. (Pete) Cash, TvB president, announced last week. TvB has issued four such reports covering last quarter of 1955 through third quarter of this year. Report is based on spot activity of 294 stations.

Salant Heads NARTB Committee

RICHARD S. SALANT, CBS, has been reappointed chairman of the NARTB Television Transmission Tariffs Committee for the 1956-57 fiscal year. Serving with him are A. James Ebel, KOLN-TV Lincoln, Neb.; Joseph Heffernan, NBC; Frank Marx, ABC; Robert B. McConnell, WISH-TV Indianapolis; Donald H. McGannon, Westinghouse Broadcasting Co.; W. D. Rogers Jr., KDUB-TV Lubbock, Texas; Colin M. Selph, KEYT (TV) Santa Barbara, Calif., and Lee B. Wiles, Storer Broadcasting Co.
As members of the ABC Radio Affiliates Advisory Board we know that network radio today is unmistakably gaining new strength both with audiences and advertisers. The average network station today outrates the average non-affiliated station consistently across the country, providing better service to the community as well as better ratings. The will o' the wisp of independent station rating superiority has been publicized by a few instances of recent network disaffiliation which we believe were ill advised.

We feel strongly that ABC affiliates today have the greatest opportunity in years to capitalize upon the basic strength and resurgence of network programming service. ABC management has given us concrete evidence of aggressive and dynamic leadership in the areas of programming, news, sales and research, all of which combine to give us a stronger program structure for the benefit of our communities.

As network affiliates who endorse the network concept of broadcasting enthusiastically, we refuse to operate like a juke box.

Si Goldman - WJTN Jamestown, N.Y.
J. P. (Pat) Williams - WING Dayton, O.
T. B. Lanford - KRMD Shreveport, La.
C. B. Locke - KFDM Beaumont, Texas
William Grove - KFBC Cheyenne, Wyo.
James Wallace - KPQ Wenatchee, Wash.
INDUSTRY CALLS FOR AID TO UHF
BY LIFTING ALL-CHANNEL SET TAX

- Only way to save uhf stations, House committee told
- Chairman Magnuson says Senate committee backs proposal
- NARTB, NBC, CBS and others cite need for tax relief

INFLUENTIAL voices in the broadcasting industry last week lined up behind a proposal to rescue uhf broadcasting from its crippled state by eliminating the 10% federal manufacturer's excise tax on all-channel television sets.

In testimony before a House Ways & Means subcommittee headed by Rep. Aime J. Forand (D-R.I.), or in statements or letters submitted to the House unit, they voiced convictions that excise tax relief—to equalize the difference in the costs of vhf-only and all-channel sets and thus to increase uhf circulation—is the strongest possible move and perhaps the only one possible that can save uhf.

Testifying or submitting statements and letters supporting the tax elimination proposal last week were Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, which held hearings in the 83d and 84th Congresses on uhf troubles and membership of which is unanimously behind the proposal; John W. English, vice chairman of the Committee for Competitive TV and officer and stockholder in WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa., both uhf stations; NARTB; Frank Stanton, CBS Inc. president; Joseph V. Heffernan, NBC financial vice president; Assn. of Maximum Service Telecasters, and others.

The subcommittee, which continues its sessions this week, opened hearings last Monday on the excise tax structure. Other witnesses are expected to support the proposal to eliminate the excise tax on all-channel sets.

Opposition from Treasury Dept.

The Treasury Dept. has opposed lifting the tax on grounds it will result in loss of revenue. Although the amount of revenue involved is not known because the Treasury does not break down the tax revenues received from television receivers, radio sets, phonographs and components, the revenue figure is estimated between $75 million and $100 million annually.

NBC Financial Vice President Heffernan in testimony last week described the excise tax revenue on tv sets now as running around $75 million annually. He argued that this loss would be largely made up when more uhf stations were established and began making money, estimating that if 1,000 of the 1,300 uhf stations authorized in FCC allocations plan were on the air they could be expected to yield an additional 50 million dollars a year in corporate income taxes.

Chairman Forand told Mr. Heffernan that if the subcommittee could find a new "offsetting" revenue "we would be able to go all-out for the proposal." Radio-Electronics-Tv Mfrs. Assn., which is scheduled to testify this Wednesday, reported last week its evaluation of factory tv set production for 1955 is $1,071,020,420—which means manufacturer's excise taxes of 10% of that figure would be $107 million in revenue to the Treasury from tv set sales.

Most of the advocates of elimination of the excise tax say the action would give uhf its biggest boost by equalizing the prices of the two types of receivers, so that the consumer would buy the all-channel set in preference to the vhf-only set. Although there are other technical problems to be solved, the excise tax relief is the best remedy and would have an immediate effect on uhf broadcasting by encouraging present hard-pressed uhf operators to stay on the air, providing others with incentive to return from their suspended-operation status or to begin construction on FCC grants, it was stated.

Sen. Magnuson submitted a statement urg-

WWLP (TV)'S ALL-CHANNEL INCENTIVE

A UHF STATION—WWLP (TV) Springfield, Mass. (ch. 22) is offering a "full year of advertising free for their tv products" to the first manufacturer of tv sets which will put out nothing but all-channel tv sets for national distribution.

The unusual challenge came last week from the station's general manager, William L. Putnam. The "full year of advertising" will consist of time representing the yearly expenditure the manufacturer now has allocated for his advertising in the Springfield market.

Mr. Putnam noted that an all-channel tv set distribution would serve the meaning of television and would aid in providing the public with "maximum reception." Observing, too, that the "basic problem of receiving uhf" has come from the manufacturers who have put out vhf-only sets, for the most part because of obvious economic reasons, Mr. Putnam asserted that his was not a "publicity stunt." He said that the repeal of the 10% excise tax on tv sets is up for discussion once again in Congress, and if the government cannot see its way clear to provide equal tv service to all American tv set owners, perhaps we broadcasters can help the manufacturers provide this service."

NARTB, noting it has 317 tv stations and all the tv networks as members, said it is fundamentally opposed to excise tax on radio and tv sets because this taxes the circulation of vital information to the public.

While renewing its stand against excise taxes on radio and tv receivers, NARTB said there are "further reasons which justify the elimination of the 10% excise tax on all-channel tv receivers."

NARTB said manufacturers have testified that removal of the excise tax on all-channel sets would eliminate the difference in price between vhf-only sets and all-channel sets and as a result the prospective set buyer undoubtedly would prefer the set capable of receiving all channels. The increase in all-channel receivers would encourage competition in the tv broadcasting field by allowing uhf stations to compete more effectively with vhf stations. Such an action would not mean a tax loss since increased income taxes from successful uhf stations should more
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than offset any slight increase in excise tax revenue which might result, the NARTB statement pointed out.

The CBS president's letter said the company wants to record its vigorous support of removal of the excise tax on all-channel sets, both black and white and color, and believes such a step is basic and necessary toward "achieving the sound development of uhf television broadcasting." Use of uhf, along with vhf, is in turn necessary for full utilization of the tv spectrum and for effectuation of a "wholly free system of nationwide competitive television broadcasting."

Dr. Stanton said CBS' view is solely that of the broadcaster. It makes no tv receivers and would derive no tax savings from elimination of the excise tax. Its sole interest, he added, is to encourage the wider use and sounder growth of uhf.

Noting the price differential between the two types (all-channel and vhf-only) has been an important deterrent to growth of uhf. Dr. Stanton said this has resulted in a disappointing lag in sale of all-channel sets, with grave consequences to the uhf broadcaster because he sells circulation to an advertiser.

Mr. Heffernan said the FCC has declared the development of a nationwide television system to be "the national policy" and that elimination of the excise tax on all-channel tv sets will "remove a principal handicap."

Noting that the proposal has the unanimous support of the FCC and the Senate Commerce Committee, the NBC executive said it also has the approval of NARTB, Committee for Competitive tv, Assn. of Maximum Service Telecasters, several educational broadcasters and others.

When the FCC in 1952 authorized 70 uhf channels to meet the growing problem brought about by the shortage of vhf channels, it was contemplated that hundreds of uhf stations would soon go into operation, Mr. Heffernan said. Instead, only 91 uhfs, a bare 7% of the 1,300 contemplated under the excise tax operation took to the air.

Since the price differential between vhf and all-channel sets acted as a deterrent to development of uhf circulation, most set production continued to be vhf only and this limited the growth and success of uhf stations, Mr. Heffernan continued.

This disparity in circulation between uhf and vhf has increased each year and the greater it becomes the greater the handicap tv has to overcome if it is to expand in the only area available to it—uhf—the NBC vice president said.

Mr. Heffernan said that in the home districts of two of the House subcommittee's members there are six and five radio stations, respectively; yet in neither is there a tv station, although three have been authorized in each district. Without tax action, the NBC executive said, "we know of no realistic basis to hold out encouragement."

The situation in tv is unique, Mr. Heffernan said, that radio stations have been increasing while the growth in number of tv stations "has virtually come to a stop—and at a level which falls far short of fulfilling the national policy for a television system based on a multiplicity of stations.

The AMST statement described the excise tax as "in large part responsible for the failure of uhf television to provide the public service expected of it."

The present unsatisfactory uhf situation is the result of a number of interrelated problems not yet resolved, but perhaps the most serious, AMST said, is the unsatisfactory quality of the uhf equipment in all-channel receivers as compared with vhf equipment. In addition, all-channel receivers are much more expensive than vhf-only models, with the result that few all-channel sets are sold and manufacturers have little incentive to improve the quality of uhf receiving equipment when there is a ready market for lower-priced vhf-only sets, the AMST statement continued.

Conversions to uhf are expensive and not very satisfactory technically, the statement pointed out.

Rep. Robert C. Byrd (D-W. Va.) called for removal of the 8% federal excise tax on community tv service. He said this "unfair and inequitable tax" is being collected from 30,000 tv antenna sets in West Virginia alone and more than 500,000 in 40 other states. Rep. Byrd said he did not believe the community tv service tax is legal.

A statement by the Record Industry Assn. of America asked for elimination of a 10% federal excise tax on records because radio and tv competition had largely replaced phonograph records as home entertainment, while the record industry itself has turned largely to educational and cultural production.

FCC Defers 6 Coast Licenses In Suspected Folger 'Lottery'

HARD CORE of a half-dozen west coast stations—which have indicated they are still carrying the Folger Coffee Co. doorbell ringing coffee quiz or have not answered an FCC inquiry [BT, Nov. 12]—are still being carried on deferred license renewal in FCC files. All the others of the 34 stations queried regarding the program, which the Commission staff suspects is a possible lottery, have informed the Commission they either have not carried the program or have ceased carrying it. Their licenses already have been renewed, or will be when their terms expire.

In a drastic action the Commission last week refused its renewal of the licenses of KHI-AM-FM Los Angeles and placed the renewal applications in the pending file until "resolution" of the Folger campaign question. The FCC renewed the KKO Tele radio stations' licenses earlier last month.

Meanwhile the Commission was informed that the Folger Coffee Co. and its advertising agency, Raymond R. Morgan Co., Los Angeles, desired to convince the FCC that the quiz show was legitimate and did not violate the lottery laws. It asked the Commission not to take any action in this matter before Dec. 11, when, it is presumed, a justification of the program will be submitted.

The program involves, it is understood, a message over the airwaves urging listeners to always answer their doorbell with a Folger coffee can in their hands. If the Folger representative is the visitor, it is understood, a prize is given.

KOB Gets Order to Go Nighttime Directional

THE FCC last week ordered KOB Albuquerque, N. M., to go nighttime directional in order to protect WABC New York, the dominant station on the 770 kc clear channel. The order was issued following KOB's qualified agreement to revise its antenna transmission pattern two weeks ago [BT, Nov. 26].

KOB has been operating on 770 kc under temporary authority of the FCC since 1941. The NBC-affiliated outlet uses 50 kw daytime and 25 kw nighttime. The Commission's action was initiated by a Court of Appeals order which told the FCC that it must protect Class 1 WABC on 770 kc. WABC has been fighting to force KOB off its frequency for 15 years.

The Commission's order last week gave KOB 10 days from Nov. 26 to begin taking steps to revise its antenna structure and 120 days from Nov. 26 for completion of this job. The Commission told KOB to let it know within 13 days from Nov. 26 date what determination it has made on beginning construction of a directional nighttime antenna array. The KOB nighttime directional operation is a temporary measure pending a permanent solution to this clear channel tangle.

KOB's agreement to institute nighttime directional operation was predicated on the Commission's designating a clear channel within 30 days for it to operate on as a Class 1-B outlet. KOB in 1940 was assigned as a Class 1-B station on 1180 kc; it was officially moved to 1030 kc in 1941 and then to 770 kc temporarily.

In the meantime, ABC, owner of WABC, wrote FCC Chairman George C. McConnaughhey last week that it objects to the Commission's plan to designate the 770 kc problem—even on an interim basis. It urged that the FCC order KOB back to its regularly licensed 1030 kc channel.

Three New Radio Stations Get FCC Authorization

THE FCC granted construction permits for the new radio stations last week. Cities and permits are:

Franklin, N. C.—Macon County Broadcasting Co., 1050 kc, 500 w. daytime. Equal owners are Graves Taylor, stockholder in WIR Detroit; Henry G. Bartol Jr., 50% owner of WTYN Tryon, N. C., and John E. Boyd.

Athens, Ohio—Ohio U., 1340 kc, 100 w., unlimited hours, non-commercial educational. Ohio U. also owns WOUI (FM) Athens.

Midland, Tex.—Great Western Radio Co., 1580 kc, 1 kw, daytime. George Wayne English, insurance-real estate interests, and Elvis Leo Roberts, part owner of movie theatre, are partners.
"A PACKED HOUSE EVERY PERFORMANCE"

In theatre lingo, a "tightly-knit" production creates many things... a "sizzling success"... a "long run" or an "SRO boxoffice". "Middle of The Night", for example.

Naturally, this smattering of "legitimate" lingo leads straight to the WICU story, which is: around the Erie area (3 states and 2 countries) TV commercials consistently reach a "packed house every performance". (Check the score below.) The reason, of course, is the circle of successful programming that surrounds your messages over WICU. (The only VHF station within 100 miles.) Timebuyers never had it so good!

So, if you're tired of summer stock (or shock!), take your sock and buskin over to the WICU stage and tread the professional boards. A note to Ben McLaughlin, General Manager or a call to Petry, will place a star on your door.

**WICU ERIE, PA. CHANNEL 12**

An Edward Lamb Enterprise — Ben McLaughlin, General Manager
Represented Nationally By
EDWARD PETRY AND CO., INC.

New York • Chicago • Atlanta • Detroit • San Francisco • St. Louis • Los Angeles
BMI OPENS BOOKS FOR CONGRESS

- Antitrust subcommittee sees records on CBS, NBC fees
- Five-year totals show ASCAP got three times as much

BROADCAST Music Inc. received a total of $8,405,632 in performance fees from CBS and NBC during the years 1951-55, inclusive, while the American Society of Composers, Authors & Publishers received $24,792,156 from the two networks over the same period, BMI reported last week in information filed with the House Antitrust Subcommittee.

Since the organization of BMI in 1939 the two networks have paid BMI a total of $16,534,370 as of last July 31, according to BMI, which reported CBS had paid in $8,520,291 and NBC $8,014,079 from Oct. 1, 1939, through July 31, 1956.

BMI, answering a list of questions brought up during testimony last September in the House subcommittee's hearings in New York, also furnished information on BMI stockholders; compared its system of fee collections for performances with that of ASCAP; presented data indicating the predominance of ASCAP songs in and out of broadcasting and denied that a controversial BMI contract with a music publisher constituted a violation of antitrust laws, adding that the disputed document was the only such contract BMI ever made and that it was never enforced, anyway.

BMI explained that television networks pay ASCAP a sustaining fee of $12.50 monthly for each affiliate, plus 21/2% of the network's net receipts from sponsors after deductions, while BMI gets only 109/4% of such receipts and no sustaining fee. In radio, ASCAP is paid $200 a year sustaining fee for each affiliate, plus 2.75% of the network's net receipts after deductions, while BMI gets 1.2% of such receipts and no sustaining fee.

Stations' Stock in BMI

The 73,104 shares of BMI stock are held by 624 stations, BMI said, while BMI music is licensed to 3,839 radio and tv stations.

Answering charges made during the hearings that BMI songs dominate radio-tv popularity polls, BMI furnished information, requested by the subcommittee, based on "Tunes With Greatest Radio-Tv Audience" for a week out of each month for the period March through August 1956. The popularity percentage for the weeks March 17, April 21, May 19, June 16, July 21 and Aug. 18, based on John G. Peatman's copyrighted Audience Coverage Index appearing in Billboard magazine, for these weeks respectively, were:

Radio: BMI 28.1, ASCAP 71.8; BMI 9.6, ASCAP 90.3; BMI 10, ASCAP 90; BMI 23.3, ASCAP 76.6; BMI 13.3, ASCAP 86.6; BMI 27.5, ASCAP 72.4.

Tv: BMI 35.4, ASCAP 64.5; BMI 36.6, ASCAP, 63.3; BMI 26.6, ASCAP 73.3; BMI 31, ASCAP 68.9; BMI 20, ASCAP 80; BMI 26, ASCAP 73.3.

On the other hand, BMI said, Billboard's " Honor Roll of Hits," a list of top tunes based on record and sheet music sales and disc jockey and juke box performances, contains a higher ratio of BMI-licensed compositions than the Peatman survey. This indicates, BMI said, that BMI compositions are played more off the air (on juke boxes, etc.) than on radio or tv.

BMI submitted additional information on its 1949 contract with Hill & Range Songs Inc., in which principals of Hill & Range agreed that three other music publishing firms owned by the same principals and publishing ASCAP music would not "engage in or perform any exploitation, song plugging or similar activities, or any other activities for the purpose of obtaining performances of musical compositions."

In its report last week, BMI said, "We contend BMI is entitled to ask the publisher who receives a substantial guarantee from BMI not to divert his energies to plugging of ASCAP tunes." BMI asserted that its financing during its organization period was "not based on guarantees by CBS and NBC."

CBS has told the committee that the network became "contingently liable" in 1940 in the amount of $400,000 for BMI purchase of the E. B. Marks Corp. (music firm) catalogue, but that the network never was called upon to furnish the money [BT, Nov. 5].

Court Hears Arguments On FCC Station Limit

Validity of FCC's rules governing multiple ownership was argued last Monday before the U. S. Court of Appeals, Washington, by Storer Broadcasting Co. and the Commission. The Storer appeal from the FCC's numerical limit on station ownership had been remanded to the court by the U. S. Supreme Court, which had reversed the Appeals Court by upholding the Commission's right to limit tv holdings [BT, May 28].

Albert R. Connelly, arguing for Storer, contended the FCC's former limit of five tv stations (now seven of which at least two must be uhf) was arbitrary and capricious, not being adequately explained in its order promulgating the rule. To support his claim, Mr. Connelly cited multiple ownership cases where groups with fewer stations than Storer actually serve up to four times as many people. He showed how other multiple owners had much higher revenues and added that under the numerical rule a station in Butte, Mont., holds the same status as one in New York City.

Mr. Connelly also objected to a provision of the rule by which a 1% stockholding applies in multiple ownership cases. He contended the FCC actually has had little experience with ownership of five tv stations by a single interest.

W. Heath, FCC general counsel, reminded that the Supreme Court had upheld the Commission's authority to adopt this type of rule and said the basic purpose was to promote diversified program viewpoints, provide maximum service and prevent concentration of ownership or power. He held that ownership of a large number of stations gives unfair competitive advantages in network affiliations, sale of national spot and purchase of films. Asking rhetorically if the Commission rule is unreasonable, he said Storer misunderstands the basic purpose of the rule. He said the rule doesn't prevent Storer from serving as great a populace as NBC, for example.

Mr. Baker agreed there may be need for a rule beyond the one-numeral limit and the seven-seven-seven maximum. This might cover "in-between situations," he said.

The argument was heard by Circuit Judges E. Barrett Prettyman, Wilbur K. Miller and David L. Bazelon.

Ralph Renton Succeeds Boese As Asst. FCC Chief Engineer

RALPH J. RENTON, in charge of the FCC Conelrad program since 1951, will succeed William C. Boese as assistant chief engineer of the Commission in charge of technical research, it was announced last week.

Mr. Boese resigned to join Johns Hopkins U. Applied Physics Lab, Silver Spring Md. [AT DEADLINE, Nov. 26].

Mr. Renton joined the Federal Radio Commission as junior radio inspector in Boston in 1927 and came to Washington in 1941.

He served as chief of the equipment and project section, assistant chief of the technical operations section and for three years was chairman of North American Regional Broadcasting Engineering Committee.

Balaban Brothers Receive Grant For Birmingham, Ala., Ch. 42

BIRMINGHAM Television Corp., owned by Harry and Elmer Balaban, was granted ch. 42 in the Alabama city last week by the FCC.

The Balabans, who have midwestern theatre interests, own 50% of the following stations: ch. 20 WICS (TV) Springfield, Ill.; ch. 39 WTVO (TV) Rockford, Ill.; ch. 23 WMCM (TV) Grand Rapids, Mich., and WRIT Milwaukee, and have applications pending for a WICS satellite in White Heath, Ill., and for interest in KFBI Wichita, Kan. The Birmingham outlet will operate with 16.6 kw visual power.

AF Suspends Use of 'Reflector' OPERATION of a tv "reflecter" at Holoman Air Development Center near Alamogordo, N. M., was ordered suspended last week by Air Force officials last week after they learned FCC had not approved the installation. The booster had been picking up and rebroadcasting ch. 9 KTSM-TV El Paso, Tex.
The Timebuyer Asks . . .

"DOES KTRK-TV DO MUCH LOCAL PROGRAMMING?"

A GOOD QUESTION, and one that every smart timebuyer asks about every station he buys. Local programming is a good index to the participation of the station in community affairs, and it becomes a reflection of the confidence and loyalty that the local audience has for the station.

Cunningham & Walsh's Joe Gavin, right, gets the KTRK-TV story from Bob Bryan of the George P. Hollingbery Company.

Year in and year out, KTRK-TV carries nearly as much local live programming as the other two stations combined. Better shows and showmanship demonstrate daily a regard and an understanding of the developing needs of the maturing Houston television market.

A top news staff headed by Ray Conaway turns out 6 daytime and 3 nightly newscasts daily—the best news coverage in town. And it's like that in every programming category. KTRK-TV offers more live local sports for Dad, more original wholesome local children's shows, more good "family" shows for Mother and all the family. No film series is ever shown without attention to local touch and live production. Add this local strength to ABC's great fall lineup and you find KTRK-TV the family favorite—and the best buy in Houston.

KTRK-TV
THE CHRONICLE STATION, CHANNEL 13
P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC

HOUSTON CONSOLIDATED TELEVISION COMPANY
General Manager, Willard E. Wolbridge
Commercial Manager, Bill Bennett

NATIONAL REPRESENTATIVES:
GEO. P. HOLLINGBERY COMPANY, 500 Fifth Avenue, New York 36, New York

Broadcasting • Televesting
DEINTERMIX COMMENTS DEADLINE MAINTAINED

EARY early comments on the FCC's proposals to deintermix 14 cities—the deadline for which is today (Monday)—included an ABC supplement to its July allocations plan involving the top 200 markets and a host of petitions by citizens and resolutions by municipal and business organizations in favor of or opposed to projected moves. The Commission, faced with hand dozen pleas for more time, remained adamant. It denied petitions asking for extensions of the deadline for another 30 to 45 days. Among the comments filed last week was one from the Wisconsin Committee to Save Existing Rural Television Service. Accompanied by petitions containing more than 20,000 signatures, it urged the FCC to retain ch. 3 in Madison, Wis.
The Commission has proposed to deintermix various markets by (1) deleting the sole vhf to make a community all uhf; (2) by deleting a second vhf not yet operating to make a community predominantly uhf, or (3) by adding a uhf channel to make the community predominantly uhf.

ABC’S REVISIONS OFFERED

The ABC document was an engineering exposition of its original proposals, which propose deintermix in the top 200 markets. Basic to the ABC proposal are reduced service areas in the center of existing vhf operations and deintermix.

Meanwhile added proposals for allocation changes were submitted to the FCC last week by (1) ch. 16 WNIT (TV) Providence, R. I.; (2) by KLMR Lamar, Colo., and (3) by State Telecasting Co., Gulfport, Miss., uhf applicant.

WNIT suggested other communities in Rhode Island to which Hartford’s ch. 3 might be assigned. KLMR asked that ch. 12 be assigned to Lamar, State Telecasting urged that the Bixlo, Miss., educational reservation be changed from ch. 44 to ch. 13 (the only vhf in Bixlo) so that the golf course area may be all commercial uhf.

The FCC last week called for comments by Dec. 28 on a proposal by ch. 21 KVAN-TV Vancouver, Wash., to add ch. 2 there.

It denied:

(1) a request by WNET-TV Rochester, N. Y., seeking reconsideration of a proposal to make Elmira, N. Y., all uhf by deleting its ch. 9 and adding ch. 30 to present chs. 18 and 24.

(2) request by ch. 3 WTIC-TV Hartford, Conn. (conditional grantees), for reconsideration of proposal to make Hartford all uhf by deleting ch. 3 and assigning it to Providence, R. I. This would entail transferring ch. 61 Easthampton, Mass., to Hartford and deleting ch. 65 at Meriden, Conn.

(3) request by WMAY-TV, conditional grantees of ch. 2 Springfield, Ill., to rescind proposed rule-making in Springfield-St. Louis, Mo., proceeding which would make Springfield all uhf by deletion of ch. 2. In so doing, ch. 2 would be reassigned to either St. Louis or Terre Haute, Ind., or both, and chs. 26 and either 36 or 39 would be assigned to Springfield in addition to present chs. 20 and educational 66.

(4) by WJTL-TV, conditional grantees of ch. 8 Peoria, Ill., for reconsideration of rule-making which would make Peoria all uhf. This would be accomplished by deleting ch. 8 and adding chs. 25 and 31 to present chs. 19 educational 37 and 43.

(5) petition by WMBD Peoria to sever from the deintermix portion the proposal to assign ch. 31 to that city, and to institute separate rule-making to add that channel to Peoria.

(6) request by WTVW (TV), conditional grantees of ch. 7 Evansville, Ind., to withdraw.

OPPOSING deletion of ch. 3 from Madison, Wis., petitions containing more than 20,000 signatures were presented last week to FCC Chairman George C. McConnoughy (1) by Robert Mortensen, Madison attorney and chairman of the 10-man volunteer Wisconsin Committee to Save Existing Rural Television Service. The Wisconsin filings were among the first to be submitted to the FCC as comments in the 13 proposed deintermix cities, the deadline for which is today (Monday).

They urged that the Bixlo, Miss., educational reservation be changed from ch. 44 to ch. 13 (the only vhf in Bixlo) so that the golf course area may be all commercial uhf.

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LEADING the list—moneywise—of applications filed last week seeking FCC approval to station sales was the $533,000 purchase of ch. 9 KDWI-TV Tucson, Ariz., by a group of Texans.

The purchasing group, Tucson TV Co., is comprised of H. U. Garrett (40%), oilman; Tom E. Foster (10%), who owns 60% of KDET Center, Tex.; Taylor Milton (15%), contractor; W. E. Dyche Jr. (11%), attorney; Tolbert Foster (10%), son of Tom E. and owner of 40% of KDET, and two others. The Fosters also own the East Texas Network, which has affiliations of 11 am stations.

KDWI-TV, an independent outlet, began operation last May and operates with 58.9 kw visual radiated power. The station balance sheet, as of Sept. 30, showed total assets of $551,573, of which $26,780 was current, and current liabilities of $12,997.

Applications were also filed seeking FCC approval to the sales of the following stations:

WEBK Tampa, Fla.—from Hillsboro Broadcasting Co. to W. Walter Tison for $134,000 [AT DEADLINE, Nov. 19]. Mr. Tison is former owner of WALT Tampa and former 20%-owner of WVT (TV) there. Daytimer WEBK is on 1300 kc with 1 kw. Station balance sheet, as of Sept. 30, showed $70,889 total assets, of which $7,197 was current assets, and current liabilities of $15,237.

WYZE Atlanta, Ga.—from Greater South Broadcasting Co. to Atlanta Broadcasting Co., for $125,000. Atlanta Broadcasting, mainly comprised of local businessmen, is a newly-formed company. WYZE is on 1480 kc with 5 kw. The daytime outlet, which received its construction permit last March, showed total assets of $78,263, of which $17,745 was current; total liabilities of $37,941, and a deficit of $18,878, as listed in the station balance sheet dated Sept. 29, 1956.

KCKN Kansas City, Kan.—from KCKN to WYB to Cy Blumenthal, Virginia broadcasting, for $110,000. KCKN is 1320 kc, 250 w. Sale is contingent on FCC consent to $2.5 million purchase of Capper Publications by Stauffer Publications Inc. [B&T, Nov. 5]. Mr. Blumenthal owns WARL Arlington, WCMF Norfolk and WROV Roanoke, all Va. The KCKN balance sheet, as of Aug. 31, showed total assets of $54,439, of which $17,034 was current; current liabilities of $14,277, and a loss of $65,791 for the eight months ending Aug. 31.

KARM-AM-FM Fresno, Calif.—George Robert Harm is purchasing the 50% interest of Clyde F. Coombs for $50,000. George Harm is son of Hattie Harm, who owns the other 50% of the Fresno outlets. KARM is on 1430 kc with 5 kw. The KARM-AM-FM balance sheet, as of July 31, showed total assets of $340,036, of which $160,108 was current; total liabilities of $147,731, and a deficit of $15,678.

WABM Houlton, WAGM-AM-TV Pres-
Going through a pile of old BT's the other day in the anteroom of a time-buyer's office we were struck by the number of our advertisements they still contained. "This is awful," we thought. "Our agency said the advertisements would pull themselves right out of the magazine. And here they are still in."

Maybe we ought to change our approach. Shall we run a coverage type ad with a racy picture of a babe type babe? Or a map? Or one with genuine, 14 karat arithmetic which shows that Eastern Iowa has more wherewithal than Burning Tree, Purcellville, and Lower Slobbovia combined?

How about a picture of our new tower, one of the three highest in the world? That's always good for high readership (by us).

Or maybe it should be a success story. We could easily find one for Product X, even if it only proves that you can sell Product X.

How about a cost comparison with other media? That's always good for clearing the hall. And it makes the other media mad too (if they happen to read it).

Naw. Let's just run another one of those WMT-TV type advertisements which say our new tower is so high it makes your neck ache to think of it but what the hell people watch programs not towers and boy do we have ratings** even with the old tower (which we're keeping for stand-by purposes; and airplanes you stay away, hear?).

So tear this advt. out (advt.) and keep it on your desk to impress the Katz man when he comes around to tell you about industrial Iowa and inquire about your sciatica.

*Mail it to CBS (that's just to get CBS in here someplace on account of that's our fraternity).

**More people watch WMT-TV than.
que Isle, both Me.—830 shares of common stock held by Harry E. Umphrey are being purchased for $30,000 by the licensee, Aroostook Broadcasting Corp. The stock will be retired and Harold D. Glidden, who now holds 870 shares of stock, will become 94.8% owner of the stations. Balance sheet for the stations, as of Aug. 31, showed total assets of $255,922, of which $108,779 was current; total liabilities of $51,900, and a surplus of $172,002. WABM is 1340 kc, 250 w; WAGM is 1450 kc, 250 w; WAGM-TV is on ch. 8 and operates with 11.5 kw visual radiation.

W.AIR-AM-FM Winston Salem, N. C.—From Radio Winston-Salem Inc. to Forsythe Broadcasting Co. (John F. Koons III) for $30,000. Mr. Koons since 1949 has been an account executive with Midland Adv. Co., Cincinnati. W.AIR-AM-FM balance sheet as of Sept. 30 showed total assets of $88,948, of which $13,445 was current; total liabilities of $99,428, and a deficit of $22,479. W.AIR is on 1340 kc with 250 w. WRVC (FM) Norfolk, Va.—From Laruus & Brother Co. (WRVA-AM-TV Richmond, Va.) to John D. Rogers Jr., attorney, WRVC employs Charles G. Massie Jr. and Norman C. Willcox and others. Sale price is $67,500. Laruus & Brother Co. balance sheet as of Sept. 30 showed total assets of $10,742,083, of which $8,711,788 was current assets, and total liabilities of $1,769,026. Also sold last week was WJAN Spartanburg, S.C., from Spartanburg Broadcasting Co. to John K. L. Peterson for $100,000. The sale, which was announced by Paul H. Chapman Jr., Atlanta, Ga., broker-broker agreement, is subject to FCC approval. Mr. Peterson is a Far Hills, N. J., real estate developer. WJAN is a 250-w MBS-ABC affiliate and operates on 1400 kc.

Paul Chapman Co. also announced that WFMN DeFuniak Springs, Fla., has been sold to Clayston W. Mapoles for $7,200. Purchasing the station, subject to FCC approval, is Gulfport Broadcasting Co., a substance of Gulfport Broadcasting Co., (Mel Wheeler, president of WEAR-TV Pensacola, Fla.). WFMN is a 1-kw daytimer and operates on 1460 kc.

Sale of WSFA Montgomery, Ala., Among Transfers Passed by FCC
THE $175,000 sale of WSFA Montgomery, Ala., from WKY Television System Inc. to Charles W. and Connie I. Holt and Robert N. Robinson was among those given FCC approval last week. The sale does not include the tv affiliate, WSFA-TV. W. Holt controls WHSY Hattiesburg, Miss.; WHNY Mobile, Miss.; and WHXV Bogueula, La. Also approved last week was the $200,000 sale of KMBI Henderson and KSHO-TV Las Vegas, both Nev., by Moritz Zenoff to Tv Corp. of America (Zugsmith-Hogan-Oxartar-Feldmann interests). Comr. Bartley dissented, saying he thought the reasons given for the transfer were "inadequate" for him to find the sale was in the public interest. 'Tv Corp. of America equal partners are Frank Oxartar, 26% owner of KRKD-AM-FM Los Angeles and KITO San Bernardino, 10% of KXSM San Mateo, and 50% of KDONE Salinas, Calif.; Albert Zugsmith, 35½% of KRKD-AM-FM and KITO, 37¼% of KVSM and 25% of KULA-AM-TV Honolulu; Arthur B. Hogan, owner of KFOX-AM-FM Long Beach, Calif.; 37½% of KVSM and 25% of KULU-AM-TV, and Jack Feldmann, who owns 50% of KDON and 10% of KVSM.

Wagner Seeks FCC Approval On KIBH Sale to Seward Corp.
WILLIAM J. WAGNER, veteran broadcaster, last week filed an application with the FCC asking it to approve the sale of his KIBH Seward, Alaska, the third such sale of his broadcast properties within the last three months. A fortnight ago [AT DEADLINE, NOV. 26], Mr. Wagner filed an application to dispose of KFRN Fairbanks. The FCC has already approved the sale by Mr. Wagner of KFQD Anchorage [B+T, Oct. 29].

Mr. Wagner is selling KIBH to Seward Broadcasting Corp. for $40,000. KIBH's balance sheet showed total assets of $13,817 as of Sept. 30. His two previous sales were for $80,000 each. Seward Broadcasting is comprised of nine stockholders, each holding 29.11% interest. One stockholder is A. G. Hiebert, president and stockholder of KVTA (TV) Anchorage and KTVF (TV) Fairbanks, both Alaska. Mr. Wagner is vice president-minority stockholder of both outlets, and he has an interest in the proceeds of the sale in the applicant seeking Mr. Wagner's KFBR.

Mr. Wagner is associated with Roy V. Smith in Wagner-Smith Assoc., N.Y., station representative firm [B+T, Nov. 19], which will handle properties sold by Mr. Wagner as well as other stations.

WGMS Stations Revert To Former Ownership
WGMS-AM-FM Washington has informed the FCC that, in compliance with a court order, ownership of the stations reverted to The Good Music Station Inc. Nov. 26. During the cycle when the FCC approved the stations' sale to RKO Teleradio for $400,000. Minority 16½% stockholder Lawrence M. C. Smith protested the sale. He claimed, among other things, that the stations were sold despite the fact that another buyer had offered more than RKO Teleradio; that he (Mr. Smith) was not consulted and that the sale infringed upon his rights as a minority stockholder.

Mr. Smith also objected to an employment contract offered by RKO Teleradio to M. Robert Rogers and his wife, who own 42½% of WGMS stock. The FCC last week issued an order setting hearing issues and placing burden of proof on Mr. Smith. In November, the FCC will hold a hearing on Mr. Smith's protest but allowed RKO Teleradio to keep the stations pending outcome of the hearing. Mr. Smith appealed and the U.S. Court of Appeals ordered that the stations be returned to The Good Music Station Inc., which was done last week.

Contacted by B+T, Mr. Rogers said that the stations' daytime programming, effective last Saturday, was being somewhat revamped to conform more to a good-music operation. He said the new Monday-Friday daytime music programs will be "middle hair" rather than "longhair."
"We now switch you to..."

The cue line from one of these commentators, the push of a button and your network audience is on the scene in Chicago, Washington, Los Angeles... wherever the news is breaking. The magic of network switching gives viewers a front row look at the drama of current events.

But behind this miracle are the skills of Bell System and network technicians. These highly trained craftsmen blend the technical ability of an engineer with an actor's unerring ear for cues.

With split-second precision, push buttons are operated to make connections that switch the television scene from one city to another. And Bell System technicians are receiving cues from several networks at once.

To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 130 Bell System television operating centers throughout the nation by private line telephone and teletypewriter systems.

This co-operation between network and telephone company... and teamwork along the Bell System lines... assure the American viewing public the smoothest programming and the best television transmission it is possible to provide.
WFLA (TV) Chicago previously had announced it had obtained 39 first-run United Artists features for use with the 742-film RKO package on its Movietime USA, starting today (Monday).

Mr. Quaal said the Warner library teams with 20th Century-Fox and Columbia contracts.

Heavy promotion campaigns are being placed behind the two stations’ film packages and WBBM-TV is planning a campaign for its Metro-Goldwyn-Mayer film library.

Miner Resigns As Producer, Head of Unit Four Productions

WORTHINGTON (TINY) MINER resigned last week as president of Unit Four Productions and as executive producer of the firm's Kaiser Aluminum Hour on NBC-TV (alternate Tuesdays, 9:30-10:30 p.m. EST). The package—consisting of producer-directors George Roy Hill, Franklin Schaffner, Fielder Cook and, up to last week, Mr. Miner—are under contract to continue the series through this season. No successor to Mr. Miner's post is being sought for the present.

Mr. Miner continues as a program producer for ABC-TV, with whom he has a long-term contract. No official reason was given for Mr. Miner's resignation from Unit Four or the program, although considerable unhappiness among the sponsor, Kaiser Aluminum & Chemical Corp., its agency, Young & Rubicam, and Unit Four itself has existed, mainly because of the choice of certain properties.

Earlier this season, Unit Four wanted to tackle "controversial themes." One of these, dealing with anti-semitism (John Galsworthy's play "Loyalties") and another, dealing with the communist satellite problem (the Poland riots and trials), were turned down by Y&R as "unacceptable." A reported doubt, at the time, of whether Unit Four would continue on the Kaiser series was resolved after lengthy discussions and negotiations.

Ziv Study Shows Oil Companies Increasing Program Sponsorship

A STUDY released last week by Ziv Television shows that sponsorship of the firm's television series by gasoline and oil companies is on a steady increase. Since 1952, the number of such companies sponsoring Ziv programs has doubled and the number of markets in which the shows are carried has quadrupled, the study reveals.

As an indication of the upsurge in activity by oil and gas companies, M. J. Rifkin, vice president in charge of sales, pointed out that Ohio Oil has signed to sponsor Ziv's new Men of Annapolis series in 13 midwestern markets; Lion Oil Co. has expanded its list for a second year of Highway Patrol to nine markets, and Phillips Petroleum Co. has broadened its lineup for Led Three Lives from 23 markets in 1953 to 38 this year.
print of the same motion picture—one made for theatre and the other for television, he commented on the "marked superiority" in quality and detail in the tv print.

Mr. Bowley's remarks were made last Thursday at the opening session of the meeting, which continued through Saturday. Others speakers were Donald H. McGannon, WBC president, and Mel Goldberg, research director. The meeting was conducted by Richard M. Pack, WBC vice president in charge of programming, and William J. Kaland, national program manager. Station program managers and film supervisors participating in the morning and afternoon sessions were Herb Cahan and Ray Hubbard, WBZ-TV Boston; Preston Stover and Carl Lawton, KYW-TV Cleveland; Cal Jones and Dick Dreyfuss, KDKA-TV Pittsburgh, and William Dempsey, KPIX-TV San Francisco.

'Digest' Sales Total $250,000

BERNARD L. SCHUBERT Inc., N. Y., announced last week that sales totaling $250,000 have been grossed during the past month on "Tv Reader's Digest, the company's latest half-hour film series. The series has been sold to 12 stations, according to Bernard L. Schubert, president, who stated negotiations are expected to be completed in other transactions that will bring in an added gross of $350,000 within the next 20 days.

Actors Guild Accepts Reed Settlement Offer

BOARD of directors of the Screen Actors Guild voted unanimously last week to approve a settlement with the Roland Reed companies whereby actors will be paid more than $100,000 in overdue residuals payments on four series of syndicated television shows. The series are My Little Margie, The Stu Erwin Show (also known as Trouble With Father), Space Ranger and Waterfront.

Simultaneously with the settlement, the guild board removed all the Roland Reed companies from the Guild's "unfair list" and reinstated their collective bargaining contracts.

The entire amount now due the actors will be paid over a period of approximately eight months, commencing immediately. All films involved were produced under the Guild's 1952 television film contract, which provided for residual payments on the third and fourth runs combined, and the fifth and sixth runs separately. Under the Guild's 1955 contract, residuals start with the second run.

Details of the settlement: My Little Margie, made by R. R. Tv Productions Inc. in conjunction with a Hal Roach Jr. company, with 118 episodes in arrears; Hal Roach Jr. previously reached agreement with the Guild and is now paying his 50% share of the residuals overdue at the rate of four episodes per week. Roland Reed agrees to pay his 50% share at the rate of two episodes per week with all delinquencies to be paid up not later than Aug. 6, 1957. Residuals on additional runs will be kept current.

The Stu Erwin Show, made by R. R. Tv productions and a Hal Roach Jr. company, with 23 episodes in arrears: Official Films will assume all re-run obligations, details of payment to be approved by the Guild.

Space Ranger, made by Roland Reed Productions, with 39 episodes in their third runs and some of them in fifth runs: commencing Nov. 26 and weekly thereafter, Reed will pay residuals on a third and fifth run of one episode each week, with all delinquencies to be cleaned up not later than Aug. 6, 1957. After third and fifth runs have been paid for, Reed will pay residuals on those episodes in sixth run at the rate of three episodes a week.

Waterfront, made by Roland Reed Productions, now in the third run and delinquent: commencing Nov. 26, Reed will pay delinquent residuals at the rate of one episode per week, with all re-runs from now on to be paid as they become due.

Am-Par Firms Features Schedule

AM-PAR PICTURES Corp., new motion picture production subsidiary of American Broadcasting-Paramount Theatres Inc., [B&T, Nov. 19] will make between six and eight features during 1957, it was announced last week by President Irving H. Levin.

"So just why is Toledo a leading market?"

One reason is because Toledo's the home of Willys Motors. What is Willys Motors, you ask? Manufacturers of the world famous Willys Jeep, renowned for its exploits in peace and war, a modern workhorse for farm and industry.

To sell your product in this rich Toledo market, you need a modern salesman who will work for you. Your answer is WSPD-TV, with maximum 316,000 watt power, for the only complete saturation of Northwestern Ohio, 23 county billion dollar market. Call Katz!
TV's 'Ranch Party,' 'Showboat' To Be Filmed by Screen Gems

TWO independent producers have signed to film new television series at Screen Gems Inc., Hollywood, television subsidiary of Columbia Pictures Corp.

Filming was to start last week on 39 half-hour Western Ranch Party shows, to be produced by the Ranch Party Co., headed by President Mitchell J. Hamilburg and Executive Producer William Wagon Jr. The western musical variety show will feature Tex Ritter as host and Jay Stewart as master-of-ceremonies, plus two guest stars each week.

Calhoun-Orsatti Enterprises, headed by film star Rory Calhoun and Victor Otsattl, through Briskin Production, will begin filming 39 episodes of Here Comes the Showboat at Screen Gems Dec. 10. The deal also permits Calhoun-Orsattl to produce additional programs for Screen Gems and feature-length motion pictures for Columbia. Mr. Calhoun will star in the series and Mr. Otsattl and Lou Breslow will alternate as producers. Also featured will be Alan Case of Broadway's Damn Yankees.

Douglas Film Suit to Trial

ACTOR Kirk Douglas came out on top last week in the first legal skirmish of his $415,-000 suit against Walt Disney Productions for unauthorized use on ABC-TV of personal films taken by Walt Disney at his home showing the actor and his family. They were shown on the Disneyland series last spring. Los Angeles Superior Court Judge Leon T. David refused to strike the suit as requested by Disney and said public figures not only have certain rights of privacy but also have rights of property in the commercial use of their names in publicity. The case now goes to trial.

Anderson to New CNP Position

ROBERT A. ANDERSON, former business affairs director, California National Productions Inc., has been named to a new post, director of business and administration, it was announced last week by Robert D. Levitt, vice president and general manager of the NBC subsidiary. Mr. Anderson will administer both business and operating divisions of California National.

FILM SALES


Television Programs of America, N. Y., to launch The New Adventures of Charlie Chan, half-hour tv film series with J. Carrol Nash in title role.

Desilu Productions, Hollywood, signed by Procter & Gamble and General Foods to film 13 new episodes of Those Whiting Girls to be used either as summer replacement for I Love Lucy on CBS-TV in 1957 or as new series in fall. Margaret and Barbara Whiting star.

FILM RANDOM SHOTS

Guild Films Co., N. Y., announced acquisition of rights to Kingdom of the Sea, half-hour series, said to be first underwater program produced in color for television. Series is produced by Emperor Productions.

Broadcast Information Bureau, N. Y., has issued latest edition of its Tv Film Program Directory, listing various types of filmed programming available to television.

Mel Gold Productions, N. Y., has expanded headquarters facilities, acquiring entire third floor of Capitol Bldg. at 1639 Broadway, N. Y.

Sterling Television Co., N. Y., opened new offices at 43 W. 61st St., to house its shipping, receiving and accounting departments. Sales and executive offices remain at 205 E. 43d St.

Vogue-Wright Studios, Chicago, to discontinue its film operations by year's end to concentrate on art and photography activities. Organization plans to honor present orders before ceasing film work.

FILM PEOPLE

Charles D. Reeves, account executive, CBS-TV film sales, will join Screen Gems, N. Y., on Dec. 1 as national account executive.


Elaine Laron, former producer, DuMont Television Network, to Screen Gems Inc., N. Y. as publicity representative.

Ronald Leif, supervisor of research for MCA-TV Film Syndication Division promoted to division's N. Y. sales staff. Mike Meyers, television research and rating analyst, joins MCA-TV's research department.

NEWSY NEIGHBORHOOD

In Port Huron let WHLS the community-minded station—featuring 4 full-time newsmen—deliver your message between new breaks.

Telecasting
COMING! -- 1957

THE SALVATION ARMY PRESENTS...

A NEW AND INSPIRATIONAL TELEVISION SERIES

A PUBLIC SERVICE PROGRAM FOR RELEASE THROUGHOUT THE UNITED STATES AND CANADA

FOR INFORMATION, WRITE TO: THE SALVATION ARMY

United States: 120 West 14th St., New York
Canada: 20 Albert Street, Toronto, Ontario
STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records. Today, its array of manufacturing is the most vast in America...a solid head-of-steam typified by our own doorstep counties of Cabell and Kanawha (the Huntington-Charleston area)where—say preliminary reports of the new U.S. Census of Manufactures—the value of industry alone is up 55% since 1947, currently over one billion dollars!

This is only part of what you can command with WSAZ-TV. Surrounding our near-quarter-mile-high tower lies America's 23rd television market—four states wide, four billion dollars deep in buying potential. You leave a smart wake when you sail aboard WSAZ-TV. Any Katz office can make out a profitable bill of lading for you.

WSAZ-TV

CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.

N.B.C. NETWORK

Affiliated with Radio Stations
WSAZ, Huntington & WGOV, Charleston

LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

FOUR OR FIVE' BIDS RECEIVED BY BITNER

- Follow demise of C-C buy
- No definite offers firm

THE FUTURE of Consolidated Television & Radio Broadcasters Inc. properties—radio and television in Indianapolis, Minneapolis and Grand Rapids, and radio only in Flint, Mich.—became the object of spirited consideration among broadcast entities last week, following the collapse of the highly touted Crowell-Collier $16 million purchase [B&T, Nov. 26].

Among those understood to have entered more or less formal bids for the seven Consolidated stations are Time Inc., RKO Tele-radio Pictures Inc., Meredith Publishing Co. and Harold Gross (WJIM-AM-TV Lansing, Mich.).

But, reported Harry M. Bitner Sr., Consolidated chairman, "no action was taken" regarding the disposition of the properties at the first Consolidated board meeting since the Crowell-Collier demise, held last week in Princeton, N. J., the home of the senior Mr. Bitner, who did not confirm or deny that sale of the stations was discussed at the board meeting. He admitted that "four or five" people had expressed an interest, but "guessed" that no decision will be made for about a month.

The next regular meeting of the Consolidated board is in February. The possibility that a special meeting may be called before that date was not discounted.

Time Inc. Reported Interested

Time Inc. reportedly is interested in a $16 million package purchase. Since it already has an interest in three vhf television outlets, under FCC ownership rules Time Inc. would have to dispose of one vhf station if the purchase were made. A Time Inc. group, including Wesley Pullen, Time Inc. executive, and Wayne Coy, former FCC chairman and 50% owner of KOB-AM-TV Albuquerque, N. M. (Time Inc. owns the other 50%), visited the Indianapolis and Grand Rapids installations last week.

Meredith is said to be interested in the Minneapolis properties for $3.5 million. The Bitners bought WTCN-AM-TV Minneapolis last year for $1.8 million. It was reported that Payson Hall, Meredith radio-AM executive, received network assurance that ABC affiliation would remain if Meredith secured ownership of the Minneapolis stations.

RKO Teleradio, it is believed, has its eye on WFBM-AM-TV Indianapolis for $7 million. Since it, too, now has the limit of five vhf outlets, it would have to dispose of one of these in order to acquire the Indianapolis stations.

It was indicated that Mr. Gross would like to acquire WOOD-AM-TV Grand Rapids, and possibly WFDF Flint, for between $5.5 million and $6 million.

Among others who have indicated an interest is John Pool, Detroit tax attorney (who has represented Storer Broadcasting Co. in tax matters).

Any transactions will be handled by

APPOINTMENT of Peters, Griffin, Woodward Inc. as national sales representatives of WJIM-AM-TV Lansing, effective today (Dec. 3), was announced last week. Signing representation contract here is Harold F. Gross, president of the stations, while H. Preston Peters, president of PGW (1), and W. W. Bryan, Detroit vice president of the representation firm, look on.

Robert Palmer of Reynolds & Co., investment firm.

The Crowell-Collier purchase of the Consolidated properties founedered on the tight money market. It was called off two weeks ago when the publishing firm declined to pay the cost required to secure $6 million in financing from Elliot Janeway and associates. It had arranged for all but that sum when it filed the transfer application with the FCC last October. Crowell-Collier now owns KFWB Los Angeles, which it bought for $2.5 million from Harry Maizlish earlier this year.

Big 10 Basketball Starts Dec. 15 on 35 TV Stations

SCHEDULE of 13 Big 10 Conference and intersectional basketball telecasts on approximately 35 Midwest stations in eight states, with Standard Oil Co. (of Indiana) as co-sponsor, will start Dec. 15, Sports Network Inc., New York, reported last week. Sports Network obtained the rights to the games and Standard has purchased the first-half on all outlets. Agency is D'Arcy Adv. Co., Chicago [At Deadline, Oct. 22].

In Chicago, WBKB (TV) will carry the games, with Household Finance Corp. (through Needham, Louis & Broby Inc.) buying the second half, which is being offered for co-op sale to advertisers in individual markets.

NEW ORLEANS the OK Negro Radio Buy WBOK

Broadcasting • Telecasting

Page 92 • December 3, 1956
Dore Schary, Head of M-G-M Studios, tells how:

"'Raintree County' is colossal in every respect — including its problems! Shooting schedules have to be kept. Release dates have to be met. Over $5,000,000 is at stake!

"Yet, each night we have to send Elizabeth Taylor's 'rushes' — and all the others, too — from location in Kentucky back to Hollywood for processing. Then, re-take if necessary — or go ahead.

"We never slipped off schedule — thanks to Air Express!

"With Air Express picking up the cans of film, flying them out immediately, meeting them by radio-controlled truck for faster delivery — this major problem was solved without a single delay!

"And yet, most of our shipments cost less than any other air service. 15 lbs., for instance, Lexington, Kentucky, to Los Angeles, California, is $10.91. It's the lowest-priced complete air service by $1.09!"

Air Express
GETS THERE FIRST via U.S. Scheduled Airlines

CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY
CBS-TV SPOT SALES RISE 21% THIS YEAR

- Manager meet told of gain
- Summer sales push cited

TOTAL BILLINGS this year of CBS Television Spot Sales have shown a 21% increase over 1955, it was reported last week by John A. Schneider, general manager.

Mr. Schneider spoke at the opening of the third annual general managers' meeting held last week at the Savoy-Plaza Hotel in New York. An earlier meeting in the week was held Monday and Tuesday by management of the CBS-TV owned-and-operated stations at the same hotel. He noted that the increase was substantially higher than the 12 to 15% predicted at the general managers meeting last year.

Mr. Schneider said that tv was primarily responsible for the growth in the variety of items now available to the consumer, that it has created a demand for the 52% of all packaged products on the drug and grocery shelves which did not exist six years ago. He pointed out that nearly 70% of the dollar volume of these stores was accounted for by the new products. He noted also that two categories — to the existence of spot advertising — food and home goods — have boomed in dollar sales far exceeding government economists' predictions made back in 1953.

While predicting a continuing growth next year for tv spot, Mr. Schneider felt the increase would be slightly less than the percentage rise enjoyed this year.

He emphasized that spot sales would especially emphasize sales for the summer months, a topic which came under discussion along with promotion for major feature film packages. These subjects and also a review of public affairs programming made up the major portion of the sessions.

CBS-TV retiring President J. L. Van Valkenburg and Executive Vice President Merle S. Jones, who becomes president Jan. 1, were among the top CBS executives addressing the meetings.

A special talk on the use of spot television by Dan River Mills Inc. was delivered at the Wednesday closed spot sales luncheon by A. W. Barber, general advertising manager and sales promotion manager at Dan River.

QUALITY GROUP RE-ELECTS QUAIL, OTHER OFFICERS, NEW DIRECTORS

RE-ELECTION of Ward L. Quail, WGN-AM-TV Chicago, as president and of other officers, plus four additions to its board of directors, were announced by the Quality Radio Group Inc. last week following its annual stockholders meeting in Chicago.

Mr. Quail, besides Mr. Quail, vice president and general manager of WGN Inc., were W. H. Summerville, vice president of WWL New Orleans, re-elected vice president, and William D. Wagner, secretary of WHO Des Moines, Iowa, as secretary-treasurer.

New directors, all elected for three-year terms, are R. E. Dunville, president, Crosby Broadcasting Corp., Cincinnati; John de-

CRAIG LAWRENCE (c), vice president in charge of CBS-owned television stations, welcomes Harvey J. Struthers, general manager of WHCT (TV), the new CBS-owned television station in Hartford, Conn., to his first CBS management meeting, held last week in New York. L to r: Gene Wilkey, CBS-TV executive in St. Louis; Mr. Struthers; Mr. Lawrence; Jack Schneider, general manager of CBS Television Spot Sales, and Clark George, general manager of KNXT (TV) Los Angeles.

Rush, sales manager, WCAU Philadelphia; Stanton P. Kettler, vice president of Storer Broadcasting Co., Miami Beach, Fla., and E. K. Hartenbower, general manager, KCMO Kansas City, Mo.

Seventeen stations were represented at the Quality stockholders meeting. They were WOR New York, WCAU Philadelphia, WHO Des Moines, WWL New Orleans, WGBS Miami, WJLA Washington, WCAU Philadelphia, WKIP Fort Worth, WSFA Alabama, WOW Omaha, KOB Albuquerque, KIRO Seattle, KCMO Kansas City, KSL Salt Lake City and WGN Chicago.

KGVO-TV CHANGED TO KMSO-TV; STATION MOVES INTO NEW STUDIOS

COINCIDENT with its move into new studios in downtown Missoula, Mont., KGVO-TV that city changed its call letters to KMSO-TV Dec. 1, according to President-General Manager A. J. Mosby. KGVO-TV had been operating from studios at the station's transmitter site 15 miles from Missoula.

KMSO-TV's new building contains three studios, the largest 40 x 60 x 20 ft., with a total of 16,800 sq. ft. of floor space. Mr. Mosby said the call letter change was made to stand for the airline designation of Missoula, which will make the call more easily recognizable by the public.

BLAIR SALES 45% OVER LAST YEAR

RADIO sales look healthy in at least one station representative's book. Robert E. Eastman, vice president of John Blair & Co., last week took a look at sales on the 45 radio stations the firm represents and found that John Blair is 40% ahead of last year, with the outlook next year for still another 25% increase. Mr. Eastman reported "better use" of spot radio by national advertisers—creative copy and heavier campaigns producing sales results for many of the advertisers—as the principal impetus.

Shor Wins First Court Round In $1.1 Million Libel Suit

A NEW YORK Supreme Court justice ruled Thursday that a libel suit, rather than one for slander, can be prosecuted against an alleged slanderous remark made on television. The case in question involves New York restaurant owners Toots Shor and Sherman Billingsley.

Mr. Shor sued Mr. Billingsley for $1,100,000 damages as a result of a May 8 telecast in which Mr. Billingsley allegedly said of Mr. Shor: "I wish I had as much money as he owes."

Counsel for Mr. Billingsley argued that application of libel laws to broadcasting or tv, in which no script is used, is a matter for the legislature rather than the courts. Justice William C. Hecht Jr. said in a written opinion that he did not agree and that the suit would be sent to trial.

According to legal authorities, in an action for libel a litigant could recover damages without proof of actual damage, while in slander the actual damages must be shown. Normally, a libel action is based on written material, while slander pertains to the spoken word.

WPIK APPOINTS MOORE TO POST

APPOINTMENT of Robert E. Lee Moore as national sales director for WPIK Alexandria, Va., and Breen & Ward, New York, as station representative, was announced last week by Carl L. Lindberg, station president.

Mr. Moore, a veteran of 20 years in broadcasting, for the past two years has handled local sales and public relations for WPIK. Breen & Ward, located at 400 Madison Ave., New York, is a new organization headed by Edward J. Breen, formerly associated with Grant Webb & Co.
All-Time October High Reported In WBC Sales

GROSS BILLINGS for October 1956 reached all-time highs on both the radio and television stations of the Westinghouse Broadcasting Co., it was announced last week by Alexander W. Dannenbaum Jr., sales vice president.

In radio, Mr. Dannenbaum said, October sales figures showed an 11.6% increase over the previous record month of March 1948. In television, the October total amounted to 4.6% above the October 1955 figure, the previous high.

WBC-owned KDKA Pittsburgh surpassed all previous monthly figures in October, recording a total 8.4% higher than November 1950, the previous record month, according to Mr. Dannenbaum. He said other WBC radio stations topped their October billings for the past five years, ranging from 13.4% to 40.7%.

WBZ-TV Boston and KPIX (TV) San Francisco both exceeded past record months, Mr. Dannenbaum reported, with WBZ-TV's total in October exceeding the previous high by 5.7% and a KPIX increase of 18.2%.

"The increase in radio clearly indicates that sponsors support the WBC position that radio's role today is best served on a community basis, providing music, news and public service on a local, almost personal level," Mr. Dannenbaum declared. "In television, the October record underscores growing audience and advertiser acceptance . . ."

WBC radio stations are WBZ-WBZA Boston-Springfield, KYW Cleveland, WOWO Fort Wayne, KDKA Pittsburgh and KEX Portland. Its television stations are WBZ-TV Boston, KFYW-TV Cleveland, KDKA-TV Pittsburgh and KPIX (TV) San Francisco.

KEX Follows Other WBC Outlets, To Become Independent Dec. 17

LOCAL origination of all programming at KEX Portland, Ore., a Westinghouse Broadcasting Co. radio outlet, will take effect Dec. 17, Philip G. Lasky, WBC vice president in charge of western operations, announced last week.

KEX, an affiliate of ABC Radio, was the only remaining WBC radio station to hold a network affiliation following the breaking off last summer of the other four WBC outlets from NBC Radio. The station, the announcement said, will change to a "home town status," with programming emphasis on music, local and national news and increased community service, which now make up the format of WBC's other four outlets.

WRR, KXOL Offered In Spot Combination

SPOT radio buyers will be able to purchase via a single contract a combination package schedule in the Dallas-Fort Worth area, according to an agreement being announced today (Monday) by two stations — WRR

SINGING national sales representation contract in the New York office of Avery-Knodel is Durward J. Tucker, general manager of WRR Dallas, while looking on are (l to r) J. W. Knodel of the representation firm, Earle Fletcher, vice president-general manager of KXOL Ft. Worth; John J. Torney, radio sales manager in the representation firm's New York office, and Lewis Avery, the firm's president. Beginning last Saturday (Dec. 1), the two Texas stations are being offered in combination to national spot advertisers by Avery-Knodel. Dallas and KXOL, Fort Worth.

The stations — through Avery-Knodel, station representative — will offer their combined facilities, along with discounts for the combination schedules. The pact — effective last Saturday — was announced jointly by Durward J. Tucker, WRR's general manager, and Earle Fletcher, KXOL's general manager. Avery-Knodel also will represent the stations individually (it has represented KXOL nationally since last summer).

WRR and KXOL reported they instituted the arrangement to provide "maximum ease" of purchasing radio time in the two city market. They cited "increasing impact of local radio news and programming in terms of the great growth of the Southwest and Dallas-Fort Worth in particular."

Beckham New General Manager Of KSLA-TV Shreveport, La.

BEN BECKHAM JR. has been elected general manager of KSLA-TV Shreveport, La., succeeding the late Don George.

Mr. Beckham, attorney, oil man and real estate operator, also is a pioneer in television in the Shreveport area, having first filed his application for ch. 13 in that city in 1948. In April 1952, after tv channels were reallocated following the FCC freeze, Mr. Beckham organized Shreveport Television Co., which included, in addition to himself, Mr. George, Henry Linam and Carter Henderson. The company was awarded ch. 12 in 1955. Winston Linam continues as station manager. Mr. Beckham is a 25% stockholder.

$1 1/4 Million Deal Concentrates WGR-AM-TV Ownership Locally

REALIGNMENT of the ownership of WGR-AM-TV Buffalo, N. Y., was announced last week, indicating virtually 100% local ownership of the 5 kw, NBC-affiliated AM outlet (on 550 kc) and the ch. 2, CBS-affiliated WGR-TV. Selling stock were Mrs. Helen L. Deuel (widow of late publisher of Niagara Falls [N.Y.] Gazette), 800 shares; Myron Kirk and wife (Mr. Kirk is with Hudner Agency), 768 shares; J. Whitney Peterson, U. S. Tobacco Co. president, 160 shares; Barbara A. Schick (Schick shaver), 384 shares; Ann Rogers (wife of former chairman of Texas Co.), 192 shares; former Maryland Sen. Herbert O'Connor (Dem.), 96 shares, among others. Stock originally bought at $10 per share, sold at $450 per share.

New major interests in firm are: George F. Goodyear, from 7.5% to 11.56%; J. Fred Schoellkopf IV, 7.3% to 11.32%; Seymour H. Knox, 2.29% to 5.41%; Seymour H. Knox III, 2.6% to 3.69%; Northrup R. Knox, 2.6% to 3.08%; Paul A. Schoellkopf Jr., 0 to 5.29%; Paul A. Schoellkopf, 7.5% to 8.87%; J. J. Bernard, vice president and general manager, became a 12% stockholder. About $114 million was involved in the transaction, which embraced 30% ownership. The present owners bought WGR in 1954 for $1,45 million from Leo J. Fitzpatrick and I. R. Loussberry. The WGR-TV grant was made two years ago to merged applicants WGR and Niagara Falls Gazette principals. Some WGR principals have interests in WHAM-TV Rochester, N. Y., and WSVA-AM-TV Harrisonburg, Va.

Katz Adds To Tv Cost Summary

A COMPILATION called "Spot TV Advertising Cost Summary No. 20", an updated version of spot cost data which The Katz Agency has been providing to agencies at six-month intervals since 1949, is being distributed by Katz along with a new feature. "Formulas for Estimating Spot TV Budgets." The latter is made a part of the spot tv cost summary folder, which is based on published rates as of Sept. 10.

WILY Reports Doubled Sales

WILY Pittsburgh has more than doubled its national business this year in comparison with 1955, according to Ernie Tannen, vice president-general manager. According to Mr. Tannen, the more than 100% increase "indicates strongly that more and more national advertisers are becoming aware of the potency of Negro radio."

New York Fm Goes Commercial

WWRL-FM New York, a non-commercial outlet since its inception in December 1953, starts today (Monday) on an expanded broadcasting schedule with commercials. The station, hereafter the first from 6 p.m. to midnight, will commence operations at 9 a.m. and will continue to sign off at midnight.
KSWM-TV to Start; Harry Burke Appointed

KSWM-TV Joplin, Mo. (ch. 12), which along with KSWM recently was purchased by the Jack N. Berkman-John J. Laux interests [B*TV, Nov. 3], expects to go on the air tomorrow (Tuesday) morning under its new ownership and with new call letters, KODE (TV).

In January, following completion of a new 1,680 foot tower that KODE claims will be the highest man-made structure in the four-state region of Missouri, Kansas, Arkansas and Oklahoma, KODE will operate with a maximum radiated power of 316 kw. Other construction plans affect studio and transmitter buildings as well as office space currently being made.

No change in network affiliation status—CBS-TV—will be made. Austin A. Harrison, former president and general manager of the station, will continue in a consulting capacity for the next six months. Named vice president and general manager of the new Berkman property was Harry Burke, former vice president and general manager of KFAB Omaha who resigned that post earlier this year.

The Berkman-Laux interests comprise the Fountain Group consisting of WSTV-AM-TV Steubenville, Ohio; WPIT Pittsburgh; WBMS Boston; WFPG-AM-TV Atlantic City, N. J.; WBLK-AM TV Clarkburg, W. Va., and WPAR Parkersburg, W. Va., as well as the Joplin properties.

WGN-AM-TV Re-appoints Petry; Expands Scope of Representation

ENLARGEMENT of representation by Edward L. Petry & Co. for WGN and WGN-TV Chicago was jointly announced Thursday by William A. McGuiness and Ted Weber, radio and tv sales managers, respectively, of WGN Inc.

Petry had represented both Chicago Tribune broadcast properties in 11 western states under the old contract. It will now represent WGN in all areas of the U. S., save Chicago, New York, Philadelphia, Detroit, Milwaukee, St. Louis and Kansas City and WGN-TV everywhere except Chicago, New York, Philadelphia, Boston, Baltimore, Pittsburgh, Cleveland, Akron, Detroit, Cincinnati, Indianapolis, Milwaukee, Minneapolis, St. Louis and Kansas City.

In those cities, the stations will be covered by WGN Inc. Chicago headquarters staff or by its eastern office in New York.

Bahakel Stations to Convene In Roanoke, Va., Dec. 14-15

MANAGERS and staff of the seven Cy N. Bahakel radio stations will meet in Roanoke, Va., Dec. 14-15 for the organization’s annual conference. Augmenting the group of 80 Bahakel staff members will be the mayor of Roanoke, who will welcome them at a luncheon Dec. 14, agency, sales representation, wire service, legal and NARTB representatives and other multiple stations owners, including Charles B. Meader (WHXY Bogalusa, La.; WHNY McComb, WHSY Hattiesburg, both Miss, and WSFA Montgomery, Ala.

The group will discuss new program formats, programming innovations for the needs of individual communities, commercial service and engineering responsibilities. Coleman Austin Jr., manager of WRRH Roanoke, is handling convention arrangements. Other Bahakel managers to attend: Henry Hughes, WWOD Lynchburg, Va.; Phillip Bahakel, WKN Kingsport, Tenn.; Bob Proctor, WLBJ Bowling Green, Ky.; Chuck Kraue, WPLH Huntington, W. Va.; Don Neil, WABG Greenwood, Miss., and Mims Boswell Jr., WKOZ Kosciusko, Miss.

Fort Smith, Ark., VHF Commissions on Ch. 5

CH. 5 KNAC-TV Fort Smith, Ark., went on the air Saturday with regular programming as that city’s second tv station and first vhf outlet, according to General Manager Cecil Sansbury. The station received special temporary authority for operation from the FCC last week.

At the outset, KNAC-TV is operating from 4 a.m. to midnight with an interim power of 28.8 kw until its authorized power of 50.1 kw can be effected. Formal opening ceremonies are planned for early in January.

Mr. Sansbury joined the station from WEHT (TV) and WEOA Henderson, Ky.-Evansville, Ind., where he also was general manager. Other KNAC-TV officers include Roger Garrett, assistant manager, also formerly with WEHT (TV) and WEOA and Chief Engineer Claude Scott, formerly at KSLA-TV Shreveport.

The other Fort Smith tv station is ch. 22 KFSA-TV.

Coggleshall Retires from WGY

A. O. COGGEHALL, radio pioneer and one of the first WGY Schenectady announcers, retired Friday from the General Electric Co. station after 34 years of broadcasting service. Since 1946, Mr. Coggleshall had been WGY’s music supervisor, organizing the station’s music library and bearing responsibility for all WGY music programs.

Originally a G. E. accountant, Mr. Coggleshall joined WGY in 1922 as an announcer, and two years later was named program manager, a post he held for 22 years, until the end of 1946. He continued to be heard on the air.

N. C. Basketball on WPTF

WPTF Raleigh, N. C., will carry 48 basketball games of four state universities this winter under the sponsorship of Walker Martin Inc., General Electric distributor, six GE dealers and the Jesse Jones Sausage Co., Garner, N. C. WPTF Sports Director Jim Reid will do the play-by-play with Bill Jackson handling the color. The Pittsburgh U. North Carolina State game last Saturday night began the series.

West Coast Union Sponsors ‘Public Service’ Music Show

A LABOR UNION in the sponsor’s slot of a continuing musical program that has a symphony orchestra maestro as disc jockey—these are features of a weekly show currently being broadcast by three Washington State radio stations, KXX Seattle, KIMA Yakima, and KXLY Spokane.

The program, An Hour With Katims, conducted by Milton Katims, director of the Seattle Symphony Orchestra, consists of sections designed to please “listeners with haircuts of all lengths,” and is broadcast from 1 to 2 p.m. Sundays. The sponsor is the Community Service Dept. of the Western Conference of Teamsters (AFL-CIO), which makes no use of the program’s “commercial” time for itself; instead offering this time to civic and charitable groups in need of reaching the public with appeals.

KYTE Celebrates Its Opening

SEVERAL hundred persons attended an open house yesterday (Sunday) at KYTE Pocatello, Idaho, which began broadcasting on Nov. 21. The new music-and-news independent is a daytimer on 1290 with 1 kw. The station is owned and operated by I. Ronald Bayton, 50% owner and manager of KOFE Pullman, Wash., and applicant for a new station at Idaho Falls, Idaho. Jerry Fennel is KYTE general manager and his wife is traffic manager. Don Fuhrmann is program director.

WAPA-TV San Juan Sales Rise

INCIDING business volume with 1956 sales to date up 102% over the same 1955 period has been reported by ch. 4 WAPA-TV San Juan, Puerto Rico. Andrew N. Vladimir, WAPA-TV sales manager, who announced the business rise, said that November sales indicated a record month for the two-and-a-half-year-old outlet. WAPA-TV has been on the air since May 1954.

REPRESENTATIVE APPOINTMENTS


WOKO Albany, N. Y., names Breen & Ward, same city.

WWIN Baltimore, Md., appoints Meeker Co., N. Y.

WALA-AM-TV Mobile, Ala., has appointed, respectively, H-R Representatives Inc. and H-R Television Inc.

REPRESENTATIVE PEOPLE

Joseph Ruggiero, account executive, Forjo & Co., and manager of its N. Y. office, to Select Station Representatives Inc., same city, sales staff.

RALPH Jones, salesman, KTLA (TV) Los Angeles to Hollywood sales staff of Weed & Co.

Lois T. Morse, assistant editor, Sponsor magazine, to Blair Tv Assoc., N. Y., promotion department.

Bernard Howard, president, Star National Inc., N. Y., father of girl, Kathy Lynn, Nov. 15.
STATION PEOPLE
W. Irving Rose, commercial manager, WSKN Saugerties, N. Y., named executive vice president. Mr. Rose will continue as commercial manager of WSKN.

Louis W. Shapiro, with WSTV Steubenville, Ohio, in radio sales since 1945, named radio sales manager. He also handles tv sales for WSTV-TV and will continue this in addition to his new position.

E. J. Galbos, station manager, KVWO Cheyenne, Wyo., named general manager. Robert Rubin, assistant manager, succeeds Mr. Galbos.

Gene Ellerman, general manager, WWTW (TV) Cadillac, Mich., elected vice president and Daryl Sebastian, assistant general manager, named assistant treasurer. Clayton A. Roehl, producer-director WOOD-TV Grand Rapids, appointed production director of WWTW.

Leo Jylha, general manager, WBCM Bay City, Mich., named commercial manager in charge of local and national sales.

Ervin Siemoneit named chief engineer, KAWL York, Neb.

John H. Riedel, technical operations supervisor, WRCA-TV New York, appointed manager of studio technical operations.

Frank Cassidy, former publicity director for Woods Productions, Chicago, to KAIFY Bakersfield, Calif., as sales executive.

Richard T. McCue, assistant in NBC's radio-tv night operations department, to WRCA New York as radio director.

Jack Frazier, director of radio-tv merchandising for Crosley Broadcasting Corp. (WLW-AM-TV Cincinnati, WLWD TV Dayton, WLWC TV Columbus, all Ohio, and WLWA TV Atlanta), named director of client service, newly-created post.

Douglas LaMear, merchandising manager-sports director, KGW Portland, Ore., to sports director for KGW-AM-TV, and Charles D. Richardson, salesman-office manager, KPTV (TV) same city, to KGW-TV's sales staff. Sylvia Taylor, KPTV continuity director, to KGW-TV in similar capacity. Richard C. Ross, associate news editor, KING-TV Seattle, to KGW-TV as news director. Tom McCull, named news commentator-analyst, KGW-TV Portland.

Lynn Christian, producer-director, KNUZ-TV Houston, Tex., to KCEN-TV Waco-Temple, Tex., as operations director.

Audrey Rose succeeds Loretta Pemberton as traffic director of WHTN-TV Huntington, W. Va.; Jim Vermillion, sales staff, will resign to join service. Bill Love, sales service representative, WCMI Ashland, Ky., joins WHTN-TV in similar capacity.

Charles Vaughn, director, WKRC-TV Cincinnati, to educational WCET (TV) same city, as program director.

Robert Hanger, WSRW Hillsboro, Ohio, to WHTN-TV Huntington, W. Va., as local news director.

Dominic J. Farrell, account executive, Crosley Broadcasting Corp., to WKRC-TV Cincinnati sales staff.

Mark Munn, continuity editor-instructor in radio-tv writing, KWSC Pullman, State College of Washington educational station, appointed assistant sales promotion manager, WGN Inc. (WGN-AM-TV Chicago).

Kern Kath, general manager, KGOS Tupelo, Wyo., father of boy.

Charles J. Carey, program manager, WNEM-TV Bay City, Mich., father of boy, John Segers, Nov. 21.


Bob Reagan, publicity department, KTLA TV Hollywood, married Barbara Fitzgerald, Nov. 23.

Bob Mead, announcer, WMIX Mt. Vernon, Ill., married Gloria Gamage.

James R. Newcomb, 21, naval air cadet and son of Lamar A. Newcomb, president-general manager of WFAQ Falls Church, Va., killed a fortnight ago in Memphis, Tenn., when plane he was piloting crashed.

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Ready to use when Received...

THE CB-210 COMPLETE TRANSCRIPTION PACKAGE!

Connect to the turntable mixing channel — you are ready for operation. The Gates CB-210 complete transcription chassis includes: (a) preamplifier, (b) power supply, (c) transcription arm for all size discs, (d) dual cartridge, (e) dual stylus for both microgroove and standard, (f) variable equalizer, and (g) the famous CB-100 three-speed turntable, of which nearly 800 have been sold in the past seven months. Price is modest too. — Only $303.00 complete with dual sapphire stylus or $329.50 with dual diamond stylus. Fully described page 52 of catalog 81.

GATES
GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILLINOIS, U.S.A.
ABC's Video Upswing Starts With Sinatra

THE expected surge by ABC to hypo its TV programming next fall already was underway in earnest last week. The network reported it had outbid the two TV network competitors—CBS-TV and NBC-TV—for the talent services of recording-screen TV star Frank Sinatra.

The contract with Mr. Sinatra actually is between Kent Productions and ABC. Kent is owned by Mr. Sinatra and has exclusive rights to his services. Mr. Sinatra reportedly expects to net a possible $1 million each year for three years from the pact, which provides for ABC acquisition of a stock interest in Kent over that period.

The agreement was announced Wednesday by Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc., ABC's parent company, after it was concluded in New York by Mr. Goldenson and the William Morris Agency, acting as representative for Mr. Sinatra. Negotiations were handled on the West Coast by Mr. Goldenson and other ABC executives.

Under the pact, Mr. Sinatra will appear exclusively on ABC-TV in a weekly half-hour program series with a flexible format permitting the star to vary his talents in the dramatic, comedy and musical fields. He also would star on two one-hour special programs for each of the three years.

ABC rights to his exclusive services do not affect his motion picture obligations and activities. Mr. Sinatra had not been under contract in the TV field, although he has made frequent one-time appearances on network programs. At the time Mr. Sinatra was the rage as a crooner, he was heard regularly in radio series, including Your Hit Parade.

Melnick to Accentuate ABC-TV Live Day Shows

NAMING last week of Daniel Melnick, former CBS producer, to the newly-created post of manager of program development for ABC-TV presages that network's plans for live daytime programming.

Robert F. Levine, ABC-TV vice president in charge of programming and talent, in announcing Mr. Melnick's appointment, disclosed that one of his first assignments will be to "assist in the development of ABC-TV's contemplated live daytime network programming."

Since the recent management shakeup at ABC-TV, emphasis has been put on more live shows. Except for its Sunday schedule, ABC-TV has no live daytime programming. The network programs Afternoon Film Festival and Mickey Mouse Club are film shows on weekday afternoons. On Saturday afternoons, its live shows are Johns Hopkins' File 7, College Press Conference, Medical Horizons and Dean Pike. Of these programs, Medical Horizons is sponsored (Chiba Pharmaceuticals).

Tobacco Network Names Williams; Plans N. Y. Sales Office in Jan.

ELECTION of Ray D. Williams, owner-general manager of WHIT New Bern, N. C., as president of the 14-member Tobacco Radio Network has been announced by the network. The election took place at the Tobacco Network's annual stockholders meeting, in Raleigh. It was also announced that the network, which is comprised of 14 eastern North Carolina am and fm stations, plans to open New York sales offices in January. The New York branch will be supervised by Ken Willson, who for the fifth year was re-elected executive vice president-general manager of the network.

Other officers elected were P. G. Sewell of WRCS Ahoskie, as vice president, succeeding Mr. Williams, and Hal Vester of WFTC Kinston, as secretary-treasurer. Elected to the board of directors were Allen Jones of Wgni Wilmington, and Victor Dawson of WFNC Fayetteville.

Tucker to Appear on NBC-TV Despite Disapproval of Met

NBC-TV reported last week that opera singer Richard Tucker was still set to appear on Sol Hurok's "Festival of Music" program on the network's Producers' Showcase Dec. 10 (8:9:30 p.m. EST), despite apparent efforts of the Metropolitan Opera Co. to block his performance. The opera company has a contract with The Ed Sullivan Show on CBS-TV to present four more opera excerpts on that program this season.

It is reported that the Metropolitan notified Mr. Tucker that he will not be permitted to appear on the Met's production to be staged on Mr. Sullivan's programs if he goes on the NBC show. A representative for Mr. Tucker last week said the singer still planned to appear on "Festival of Music."

Hoag Rejoins CBS-TV Sales

ROBERT HOAG, former president of Hoag-Blair, station representative, has rejoined CBS-TV sales, it was announced Thursday by CBS-TV Sales Vice President William H. Hylan. Mr. Hoag first joined CBS-TV after...
He forgot that "Scotch" is a brand name for tape!

It's easy for all of us to fall into bad habits! While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY
ST. PAUL 6, MINNESOTA
World War II, as commercial manager of the network's KTSL (TV) Los Angeles, now KNXT (TV). He transferred to New York in 1952 as a member of CBS Television Spot Sales and the following year became sales manager of KFMB-TV San Diego.

His association with Hoag-Blair, which began in 1954, ended this past summer with his resignation [B&T, Sept. 17].

Houseman Signed by CBS-TV
PRODUCER-DIRECTOR John Houseman, an outstanding veteran of motion pictures, radio and screen plays, was signed last week by CBS-TV as executive producer in charge of the network's new, hour-long series, The Seven Lively Arts, which is to be scheduled for the next fall season.

Robert T. Herridge continues as producer of the series on which he already has been at work. He will report to Mr. Houseman. Mr. Herridge formerly produced Camera Three and was a producer of Studio One, both on CBS-TV.

Schlatter to NBC-TV Hollywood
GEORGE SCHLATTER, former manager of Ciro's, Hollywood night club, has been named to an executive position with NBC-TV's program department there, it was announced last week by Harold Kemp, general program executive with the network's Pacific Div. Mr. Schlatter's duties will consist of scouting and auditioning new talent and assisting Mr. Kemp in securing guest stars for variety shows. Previously, Mr. Schlatter was booking agent for Music Corp. of America.

CBS Producer John Carney Dies
JOHN M. CARNEY, 60, CBS staff producer on the Arthur Godfrey programs since 1945, died Tuesday night in New York. Mr. Carney had been with CBS since 1945 and previously was associated with MCA Ltd. He had produced Mr. Godfrey's Talent Scouts up to last May, when he took a medical leave of absence, returning to the program on a limited basis a few months ago. Survivors include a wife and a son and a daughter, his parents and five brothers, one of whom is Art Carney, actor and co-star with Jackie Gleason on the latter's CBS-TV comedy show.

NETWORK PEOPLE
Richard W. Jolliffe, administrative manager of sales services, CBS Radio, named account executive.
Richard Dunlap, producer-director, Kraft Theatre (NBC-TV, Wed., 9-10 p.m. EST), to associate producer of Omnibus (ABC-TV, Sun., 9-10:30 p.m. EST).
David Orrick, named director on NBC-TV's Lux Video Theatre.
Ray Croset, scenario editor, Universal-International to CBS-TV's program department as executive editor.
Leonard H. Goldenson, president American Broadcasting-Paramount Theatres, re-elected to third term as board chairman of United Cerebral Palsy Assns.

PERSONNEL RELATIONS
ANOTHER BLUE NOTE FOR JIMMY
- Local 47 sues AFM for nearly $4½ million
- Diverson of fees for tv re-use of movies involved

SECOND major legal action against James C. Petrillo's administration of the American Federation of Musicians was filed in Los Angeles Superior Court Thursday as 22 musicians from AFM Local 47 there asked for damages of $4,468,950, money alleged to have been diverted by Mr. Petrillo to the AFM trust fund from old movies released to television.

The suit, filed in behalf of 2,400 musicians employed in the motion picture industry, also requested that the court issue an injunction to restrain over 100 movie producers and tv film distributors from making any further "re-use" or "royalty" payments to AFM, to the AFM music performance trust fund and to any persons other than the performing musicians themselves.


The papers were presented to the court by Los Angeles attorneys Harold A. Lendler and Daniel A. Weber, who earlier, on behalf of 91 other members of Local 47, and representing 6,000 musicians in the phonograph recording field, filed suit for $8,587,900 against AFM [B&T, Nov. 26]. A third legal action is to be taken later to challenge the AFM policies of trust fund royalties in films made expressly for tv.

FEES TO TRUST FUND
In the newest complaint, the motion picture musicians allege that collective bargaining agreements were negotiated for them by the federation in June 1952 and in December 1954 which specifically provided for additional wage payments to be made to all musicians performing services in motion pictures which were subsequently released for use on television. In June 1955, the complaint alleges that all of these additional wage payments were diverted from the musicians by Mr. Petrillo, who decreed that all future wage re-use payments should be made to the trust fund originated by him for the purpose of contributing to the public knowledge and appreciation of music.

Mr. Petrillo's action is alleged by the musicians to have been a "breach of the fiduciary obligation owing to them."

The complaint asserts that $1,495,000 in additional wage payments was diverted from the 2,400 musicians to the trust fund, and that the federation, in addition, negotiated collective bargaining agreements, purportedly on behalf of the musicians, which required the motion picture producers to pay to the trust fund amounts equal to 5% of the gross revenue received from sale or license of the motion pictures to television, and that during the last four years such royalty payments have aggregated $2,973,950. Before the termination of the existing agreement on Dec. 31, 1958, these payments will aggregate a total of $10,000,000, the court was told.

These royalty payments are alleged to constitute money which belongs to the plaintiffs because it arises from the plaintiffs' services, and if the federation had exercised loyalty and good faith in its collective bargaining agreements, the motion picture companies would have agreed to pay amounts equivalent to such royalty payments to the plaintiffs as increased wages.

The complaint asks for a declaratory judgment declaring the various rights, duties and liabilities of all parties and specifically declaring the provisions of the 1955 amend-

REVOLT REVIEWED
STORY of the musicians' revolt against James Caesar Petrillo within AFM Local 47 at Los Angeles, led by Cecil Read, is told by Lester Velie in the December issue of Reader's Digest. The story, "The Union That Fights Its Workers," relates that when Mr. Read took Local 47's trust fund appeal to Mr. Petrillo and the International Executive Board in New York, the AFM president "ragged at him for three hours" but finished with a plea "that naked his fears." Mr. Velie writes that Mr. Petrillo asked Mr. Read: "Please, go back and be president of your local if you want to. But, I beg of you, don't take the federation into court."
and the re-recording sessions having degenerated into "dummy" sessions, a new agreement was reached as follows:

(A) Payments to the trust fund of 5% of gross revenues as before.
(B) $25 to be paid to each musician who had recorded the original music for these films. (This was a one-time payment made on the sale or release of the film to tv exhibition, although the 5% royalties to the trust fund was to be on all showings of the film on tv.)

The provision for the $25 payment to the individual musician was and is in accordance with past AFM policy and that of related actors and singers guilds, which require additional payments for the use of a recorded or filmed performance in more than one medium.

In 1954, this agreement was renewed for five years with substantially the same provisions, but in June 1955, the suit alleges, Mr. Petrillo and the international executive board arbitrarily changed this contract (which had 3½ years to run) and instructed the film producers and their assignees that these $25 payments were now to be made to the trust fund and not to the individual musicians whose work was being reused.

"Prior to this ruling of the IEB in June of 1955, our members had received about $7,000,000 from this source. In case a musician was deceased, his widow or heirs had been paid. Since June of 1955, our members or their heirs have been deprived of over $4,000,000 in re-use payments. This $4,000,000 may not have been paid to the trustee as yet, because payments are not due until 60 days after the film appears on tv. Many of the 4,000 films released to tv have not been shown yet, hence the difference between $4,000,000 due to musicians on films released to tv and the $1,495,000 amount alleged in the complaint for films already shown" the plaintiffs explained.

New AFTRA Pacts in Chicago Raise Announcers Pay to $170

SEVEN Chicago radio and television stations, including five network-owned and two independents, have come to terms with American Federation of Television & Radio Artists following local membership ratification of national two-year contracts negotiated with the networks and transcription companies [B&T, Nov. 26, 19]. Contracts are to be signed this week.

Agreements completed with the network-owned stations—WBKB (TV), ABC; WBBM and WBBM-TV, CBS; WMAQ and WNBQ (TV), NBC—call for $20 increases in staff radio-tv announcer fees (from $150 to $170 weekly) and a 10% boost in freelance rates for performers and models, plus incorporation of pension-and-welfare benefits (5%) in radio pacts. New contracts are retroactive to Nov. 16.

Terms of the two-year contract with WGN and WGN-TV, independent outlets, were announced by Ward L. Quaal, vice president and general manager of WGN Inc. Negotiations with WGN Inc. were concluded Nov. 16 providing for a $5 increase in base salary for staff announcers (from $165 to $170) and for a 5% raise in fees of local tv performers and models.

Negotiations were still underway last week with WLS, Prairie Farmer station affiliated with both ABC and MBS. Other independent radio stations were not involved in negotiations, since their contracts do not expire until next February.

AFTRA Chicago's original demands, it was understood, called for boosts of 20% (or $30) in weekly minimum salaries for staff radio and tv announcers and of 25% for television models.

Seattle Announcers Compromise

AFTRA announcers in Seattle accepted a compromise proposal Nov. 24, ending a strike threat involving KOMO, KJR, KING and KIRO. The compromise involved an increase in weekly base pay from $110.60 to $115, retroactive to Oct. 1, increasing to $117.50 Oct. 1, 1957, and to $120 nine months later, according to AFTRA. The contract expires in April 1959.

WGAW to Meet on Contracts

A SPECIAL membership meeting of the Television-Radio Writers Branch of the Writers Guild of America West has been called for Dec. 13 in Los Angeles to approve proposed staff contracts for live tv and radio so that the guild's negotiating committee can proceed with final signing of free lance contracts with the networks.
Radio Set Shipments Increase in September

SHIPMENTS of radio sets to dealers in September totaled 335,025 units, well ahead of the 359,102 shipped in August of this year and the 757,196 in September 1955, according to Radio-Electronics-TV Mfrs. Assn.

Cumulative radio shipments for nine months of 1956 totaled 5,326,820 sets, a substantial gain over the 4,197,081 shipped in the same 1955 period. Number of radios shipped to dealers by states during the first nine months of 1956 follows:

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<th>State</th>
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<td>Nevada</td>
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Midwestern Instruments Inc.

Nears Merger With Magnecord

MAGNECORD INC., Chicago, and Midwestern Instruments Inc., Tulsa, have approved terms of a merger of the two companies, according to a joint announcement by M. E. Morrow, chairman of the board of Midwestern, and Barrett Wendell, Magnecord chairman. The merger plans, which have been approved by both boards of directors, will be submitted to stockholders of both companies for immediate action.

Terms of the agreement call for an exchange of securities, with issuance of Midwestern Instruments common stock in exchange for all Magnecord common stock. American Research and Development Corp., Boston, is a major investor in Magnecord.

Present plans are for operation of Magnecord as a division of Midwestern Instruments, with integration of personnel of both organizations.

Midwestern, with annual sales at the rate of $4.5 million, manufactures oscillographs, galvanometers, torque motors and other industrial electronic equipment. Magnecord, noted largely for its professional and industrial magnetic tape recording equipment, reports annual sales in excess of $2.5 million.

General Precision Laboratory Makes Executive Promotions

DR. RAYMOND L. GARMAN, vice president of General Precision Laboratory Inc., Pleasantville, N. Y., has been elected to the new position of executive vice president and technical director, and James W. Murray, vice president, was named executive vice president and general manager. Another new post, it was announced last week.

Dr. Garman will be responsible for technical administration of the company, including research and development, and Mr. Murray for all phases of manufacturing and administration.

Richard W. Lee, director of GPL's Avionic Engineering Div., and William J. Tull, director of Avionic Sales Div., both were elected vice presidents. William P. Hilliard, vice president of Pleasantville Instrument Corp., GPL's manufacturing subsidiary, was named PIC president, and Raymond G. Johnson, PIC controller, was named to the additional office of assistant treasurer.

RCA Announces 'Super Brain' Electronic Computer System

DEVELOPMENT of a new electronic "super brain" that will enable electronic computers to store more than a million bits of information in a space slightly larger than a shoe box was announced last week by the RCA David Sarnoff Research Center, Princeton, N. J.

The new device, developed by a group of scientists under the direction of Dr. Jan A. Rajchman, is also capable of recalling any or all of the items in a "few millionths of a second."

In announcing the new unit—which consists basically of thin, printed plates of a special magnetic material perforated with small holes—Research Vice President Dr. Irving Wolfs declared that it is a modified and improved version of the high-speed magnetic core memory system developed a few years ago by Dr. Rajchman.

DuMont Labs Ships to KTCA (TV)

A 25 KW transmitter and complete multi-scanning equipment for color tv was sent last week by Allen B. DuMont Labs to KTCA (TV) Minneapolis (ch. 2), educational tests early next year. KTCA (TV) is owned and operated by the Twin City Educational Television Corp.
Advertising, Sales Personnel
Reassigned at RCA Tube Div.

REASSIGNMENTS of advertising and sales promotion staff of RCA Tube Div. have been announced by Manager Harold S. Stamm.

G. G. Griffin, for the last two years manager of distributor advertising and sales promotion, becomes manager of product advertising and sales promotion. R. A. Huff, administrator of distributor advertising and sales promotion, responsible for receiving tubes and kinescopes, becomes manager of advertising and sales promotion, entertainment market, and will be assisted by S. T. Vanascore as administrator of renewal advertising, kinescopes.

F. X. Banko, administrator of advertising and sales promotion, equipment market, becomes manager of advertising and sales promotion, industrial market, assisted by C. E. Howard as administrator of renewal advertising, cathode-ray and power tubes, and by George Sapin as administrator of equipment advertising, cathode-ray and power tubes.

A. J. Jago, with RCA since 1953, becomes administrator, budgetary and cost controls.

E. B. May, manager, advertising and sales promotion, electronics, components and test equipment, becomes administrator, advertising and sales promotion, semi-conductors.

J. J. Phillips, administrator, advertising and sales promotion, power tubes, becomes administrator, shows and exhibits.

H. M. Slovik, editor of the house organ Huddler and Tube Tips, becomes administrator of publications, assisted by Robert L. S. Ledy.

Allen B. DuMont Jr. Promoted

ALLEN B. DU MONT Jr., an executive with Allen B. DuMont Labs, has been named assistant manager of the electronics firm's receiver division. F. P. Rice, division manager, announced last week. In his new post, Mr. DuMont will supervise product development from a technical and styling standpoint of such items as TV sets, radios, phonographs and high-fidelity components. Mr. DuMont, son of the firm's board chairman and founder, joined Allen B. DuMont Labs as a sales trainee in the cathode-ray tube division, and successively held various posts in sales, tube and receiver divisions.

$250,000 Kay Lab Expansion

A $250,000 expansion program for Kay Lab, San Diego, has been announced by President and Board Chairman LaMotte T. Cohu. Construction is to start immediately on an addition to the present plant to house engineering, sales and administrative personnel. Included in the expansion plans are a new customer-service department for field service engineering, equipment repair and maintenance and graphic arts facilities.

MANUFACTURING PEOPLE

Arthur V. Loughren, former vice president in charge of research, Hazeltine Corp., Little Neck, N. Y., to Airborne Instruments Lab Inc., Mineola, N. Y., as vice president. He is also president of Institute of Radio Engineers.

George D. Rice, production manager, Kay

From where I sit by Joe Marsh

The Kid's Learned to "Take Charge"

I was down at Buck Benson's store the other day when a fellow came in with a six-year-old boy—obviously his son.

While the fellow was looking over some stuff on the counter, Buck handed a free peppermint stick to the boy, who promptly tore off the wrapper and went to work on it.

The father seemed quite put out about his son's lack of manners and held up his hand to stop him. "What do we say when Mr. Benson gives us something?" he demanded. "Charge it," replied the kid without hesitation.

From where I sit, children aren't the only ones who "repeat things" without knowing what they're talking about. For instance, I'm convinced that many of those who speak out against the old American custom of enjoying a glass of beer after work are just parroting what they've heard others say. It's better to get the facts—then make up our own minds—and permit our neighbors to do the same.

Joe Marsh

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Lab, San Diego, elected vice president in charge of manufacturing and member of board of directors.

Joe H. Morin, Howard W. Sams & Co., Indianapolis, named sales head of company's newly created Industrial Service Department.

Matthew J. Hughes, electronic product district sales manager in Teterboro, N. J., Sylvania Electric Products Inc., to electronic product special sales representative for national accounts in N. Y.


Leon Seldin, engineering manager, low frequency instruments, Allen B. DuMont Labs, to assistant engineering manager, instrument div., Federal Telephone & Radio Co., Clifton, N. J.

Jack Behrend, Tv Equipment Co., Chicago, father of girl.

MANUFACTURING SHORTS

RCA reports live color studio camera shipment to WTMJ-TV Milwaukee and 12-section superturnstile antenna to WAVY-TV Portsmouth, Va.

Westinghouse Electric Corp. has placed three vhf and three uhf 17-inch portable aluminum-cased tv sets on market. Designed by Raymond Loewy, sets retail at $54.95 for vhf, $79.95 for uhf.

Sylvania Electric Products Inc., N. Y., and Corning Glass Works, Corning, N. Y., announce plans to form Sylvania-Corning Nuclear Corp. Each company will own one-half of stock and will conduct research and engage in development and production activities in atomic energy.

Hancock Electronics Corp., Redwood City, Calif., announces new closed circuit tv camera designed for complete remote control. Five adjustments may be made from one or more remote control points. Adjustments include remote pan and tilt, optical focus, rotation of lens turret and Delta-Lite (light control).

ORRadio Industries Inc., Opelika, Ala., announces its "no-spill reel" for tape recorders which utilizes rubber bands slipped over two notches on opposite ends of tape holding it securely in place.

Bell & Howell, Chicago, announces portable version of Miracle 2000 tape recorder model incorporating four speakers with sound reproduction described as "unusual" in such models. Unit includes two eight-inch "woofers" and two electrostat "tweeter" speakers. Unit has three separate motors as in professional recorders and features "drop-in" threading, dual speed operation and program indicator for locating recording on tape. Price is $299.95.

Aveo Mfg. Corp., N. Y., announced its research and advanced development division, will construct a $15 million research and development center at Wilmington, Mass.

Standard Electronics Corp., Newark, N. J., announced shipment of 500 watt transmitter to CHEK-TV Victoria, B. C.

BAYUK CIGARS Inc. (Phillies), Philadelphia, through Al Paul Lefton agency has signed to sponsor the basketball games of the professional Philadelphia Warriors on WCAU that city. Present for the contract signing are (1 to r) seated, Eddie Gottlieb, owner-manager of the Warriors; E. Archibald Mushkin, bayuk president; Donald W. Thorneburgh, president-general manager of WCAU-AM-TV; Bill Campbell, WCAU sports director who will do the play-by-play; standing, Winstrow P. Martin, Al Paul Lefton, Bernard Sless, bayuk general sales manager, and Joseph T. Connolly, vice president in charge of WCAU Radio.

PLANNING a nine-day promotional campaign on WSUX Seaford, Del., to open the new B. F. Goodrich Store there, in cooperation with Motorola tv, are (1 to r) W. C. Evans, co-owner and chief engineer of WSUX; Phil Adams, WSUX commercial manager; Elizabeth Evans, co-owner and manager of the station, and James H. Nichols, manager of the Goodrich Store. The saturation campaign included 12 teasers, 172 spot announcements, 15 musical and sports programs, 12 weather reports, 49 five-minute newscasts and seven hillbilly programs.

FOR A SECOND YEAR, Greiner Bakery of Parkersburg, W. Va., renews its contract for nightly sponsorship of The World Tonight on WTAP-TV, that city. At the contract signing are (1 to r) seated: Allan Land, general manager of WTAP-TV and WHIZ, and A. L. Greiner, bakery president, and standing: Stuart Leslie, WTAP-TV account executive, and Milton Komito, the tv station manager.

ROBERT VAN WORK, president of Mary Carter Paint Factories, signs for sponsorship on WTVJ (TV) Miami of three Sunday afternoon CBS pro football games. In back are John S. Allen (l), WTVJ vice president in charge of sales, and Win Clark, station account executive who sold sponsorship of the games.
Smith Announces Formation Of Research Consultant Service

ESTABLISHMENT of a new broadcast research consultant service for station management effective Dec. 1, with headquarters in Minneapolis, has been announced by Charles H. Smith, research director of WCCO-AM-TV that city and veteran in the radio-tv industry.

Mr. Smith announced he will continue to serve as consultant to WCCO and WCCO-TV and that his services have been retained by the J. H. Whitney & Co. stations—KOTV (TV) Tulsa, KGUL-TV Galveston (Houston), WISH-WISH-TV Indianapolis, WINT (TV) Waterloo (Fort Wayne) and WANE Fort Wayne, both Indiana.

Establishment of the business by Mr. Smith was attributed to a "realization of the increasing need of stations for more and better research on a scale short of providing their own research departments."

Mr. Smith has been chairman of Television Bureau of Adv.'s Research Committee since April and recently served on Adv. Research Foundation committees dealing with radio-tv problems.

Burke, Grove to D. C. Law Firm

DOW, LOHNESS & ALBERTSON, Washington radio-tv law firm, announced that attorneys Julian Burke and William J. Grove have joined the firm. Mr. Burke, a 1954 Georgetown U. Law School graduate, was law clerk to Circuit Judge E. Barrett Prettyman and to Supreme Court Justice Stanley F. Reed before joining the Washington law firm. Mr. Grove, a 1941 Temple U. (Philadelphia) Law School graduate, was assistant general counsel, Federal Power Commission, 1953-56.

PROFESSIONAL SERVICES PEOPLE

Albert W. Bates elected vice president of Selvage & Lee Inc., public relations firm with offices in Washington, N. Y., and Chicago.

Robert Queen, staff writer, Journal of Commerce and freelance tv writer, to Greater New York Fund as radio-tv director.

Edward McDonald, news-special events director, WAKR Akron, Ohio, to Carl Byoir & Assoc., New York.

James W. Blackburn, Blackburn-Hamilton Co., station broker firm, hospitalized in Buffalo, N. Y., (Mercy Hospital), with heart attack described as mild. Mr. Blackburn suffered attack Nov. 20.

PROFESSIONAL SERVICES SHORTS

David J. Jacobson & Co. and Smith, Rose & Co. have merged to become United Public Relations Inc. David J. Jacobson, president and Harold A. Smith, vice president. Address of new firm is 120 E. 56th St., N. Y. 22. Telephone: Plaza 1-3950.
GREAT BRITAIN'S TV HOMES UP 25% SINCE ADVENT OF COMMERCIAL TV

THE NUMBER of television homes in Great Britain increased by 25% during the first year that commercial television was in operation there, and the average tv home—since it's had a choice—has almost consistently spent more time with commercial tv than with the state-owned, noncommercial British Broadcasting Corp.

Data to support these conclusions is contained in a compilation of audience research information, *Measuring Up*, prepared by A. C. Nielsen Co., Ltd., British arm of A. C. Nielsen Co.

Compared with U. S. ownership and viewing patterns as reflected in Nielsen measurements in this country, however, the British not only fall short of the U. S. in the percentage of tv-equipped homes, but also lag in average hours of viewing within the homes that are equipped.

*Measuring Up* places the number of tv homes in Britain at 6,040,000 as of September 1956. This represents 41.6% and compares with 4,820,000 or 33.3% in September 1955, when independent (commercial) tv was getting started there. In the U. S., there were almost 35.5 million tv households last March, representing 73% of the country's total, and Nielsen figures for September 1956 put the tv homes total at 37.7 million.

Total tv ownership in British areas served by Independent Television Authority, according to *Measuring Up*, runs 6% to 75% higher (in relation to total homes) than in Great Britain as a whole. Example: Estimates for September 1956 indicated that 47.4% (or 3,683,000) of all homes in the ITA areas had television sets, as against the 41.6% reported for Great Britain as a whole.

Home Viewing About Same

While British set ownership has gained steadily, the average viewing time per home has changed little. As a "brief, general answer," the Nielsen booklet reports that the average tv home in Britain watches television "from three to five hours a day." But breakdowns on viewing in the three principal ITA-BBC cities show it generally to be well under five hours—in September in London, for example, weekday viewing per home per day is shown as 3.1 hours, as against 3.0 in September 1955; in Birmingham, where ITA has been operating a shorter time, it was 3.6 as against 4.4 in February, and in Manchester, newest ITA area, 3.4 against 3.5 in May.

In the U. S., Nielsen figures show viewing averaged 4.43 hours per home during September (based on a full week's computing), and Nielsen authorities report that in other months of the year U. S. viewing per weekday runs one to two hours over the figures for London, which went from September 1955's 3.0 hours per home per weekday to a high of 4.3 in February and since then have ranged between 3.0 and 3.5.

The September data in *Measuring Up* makes it clear that "in every area, both on weekends and weekdays, in homes able to receive both services, viewing to [independent television] is between two and three times as great as viewing to BBC and, indeed, occasionally exceeds this ratio." In London in September, for instance, the average home spent 2.3 hours per weekday watching ITA, as against 0.8 hours with BBC.

The study shows that "women tend to predominate" in the commercial tv audience. A Nielsen study in London during July showed that children form the biggest blocks between 4 and 6 p.m. (41% of the audience between 4 and 5 p.m., 48% between 5 and 6 p.m.), but women lead from then on, rising from 42% of the 7-8 o'clock audience to 47% between 10 and 11 o'clock. Men comprise 36% of the audience at 7-8 p.m. and gradually increase to 45% at 10-11 p.m.

**Consumer Products Dominate**

More than 60% of all commercial time in the three areas—London, Birmingham and Manchester—is sponsored by general consumer goods. In London, for instance, household commodities were represented in 20% of the total commercials delivered; beverages in 16%; food in 14%; and toilet preparations in 11%. Substantially the same pattern was found in the two other areas, although "food" edged out "household commodities" for first place in Manchester. (Comparable data for the U. S., according to Nielsen spokesmen, is not available for publication).

*Measuring Up* shows the 15-second spot to have gradually established itself as the most frequently used commercial length in the London area and the booklet points out that "the same trend is noticeable in the shorter experience of Birmingham and Manchester, especially Manchester." In London a year ago, 60-second announcements represented 33% of the commercials; 30-second spots represented 26%; 15-second spots, 18%; 7-second spots, 9%, and other lengths, 14%. For June-August 1956, the 15-second length was first with 30%; 30-second spots were next with 27%; 60-second spots had dropped to 16%; 7-second announcements represented 11% and all others totaled 16%. 
Regular Programming Begun
By CHEK-TV Victoria, B. C.
CHEK-TV Victoria, B. C., was scheduled to begin regular programming Saturday on ch. 6 with 1.8 kw video power. The station will be on the air eight hours daily, carrying three hours of network shows, an equal amount of syndicated films and two hours of local live programs.

The station occupies a new $90,000 building covering 6,950 sq. ft., and the main studio has an area of 3,000 sq. ft. CHEK-TV will be able to carry live network shows via a microwave link.

The ch. 6 outlet is headed by David M. Armstrong, owner-manager of CKDA Victoria. Other officers include Vice-President-General Manager Charles R. White, former manager of KLEW-TV Lewiston, Idaho: Secretary-Treasurer Dr. M. M. Mathisen; Sales Manager Doug W. Keough, former sales manager of CJIL-TV Lethbridge, Alta.; Program Director Robert Hallock, who formerly held the same position with KLEW-TV, and Promotion Director Harry O. Watts, formerly with CKV Winnipeg, Man.

An affiliate of CBC, CHEK-TV is represented by Tv Reps. Ltd. and Forjoe and has a highest one-time hourly rate of $210.

Bavarian Commercial Tv Questioned in Bundestag Inquiry
A GROUP of 16 Bonn Bundestag (lower house) delegates have prepared an inquiry to the government concerning the recent introduction of commercial television. Inquiry is scheduled to be discussed in the Bundestag shortly.

Introduction by Bavarian Radio and Radio Free Berlin of commercial segments into their otherwise non-commercial schedules has met fierce opposition from various quarters as existing stations are not privately-owned and have a monopoly in broadcasting.

The group which has drafted the inquiry is doubting Bavarian Radio's right to use its facilities for commercial purposes. The claim is based upon a legal regulation which forbids control (operated in Germany by postal authorities) to be used for commercial purposes without express sanction from the government. Latter was, however, neither requested nor granted.

Second part of the inquiry deals with the "legal instability" which is noted in German Broadcasting. German Government is requested in the inquiry to create a clear legal situation in the broadcasting field by having Bonn officials either sanction the commercial operations of the existing monopoly stations, take commercial tv away from them and give to a future net of private stations or forbid commercial broadcasting altogether.

Bavarian Commercial Tv Begins
THE COMMERCIAL segment in Bavarian Radio's schedule operation registered approximately 55% of Bavaria's television homes tuned in to the program during its first week of operation. According to Infratest, German rating service, cost per thousand view- ers for the 30-second commercials the first night of commercial tv in Bavaria was the equivalent of about $4.75 in U.S. money. Cost per thousand sets reached was $13.33. Costs went up at the second night to $5.95 and $16.20, respectively. Commercials are confined to start and end of the 30-minute commercial slot in BR's schedule. Programs range from German version of 5640 Question (only $1,400 in Bavaria) to sports and detective drama.

British Order Ampex Recorders
LONDON'S Commercial Television News reports that Ampex's video tape recorder will be utilized in British television. According to the newspaper, both Assoc. Redifusion Ltd. and British Broadcasting Corp. have ordered sets from Ampex costing $75,000 each. Bill Cheevers, A-R chief engineer, plans a trip to the U. S. next month to see the video tape in action.

INTERNATIONAL PEOPLE
Major James Baxter, chairman of board, McKim Adv. Ltd., Toronto, retired. Mr. Baxter has been in advertising business for past 40 years.

INTERNATIONAL SHORTS
Nestle (Canada) Ltd., Toronto, Ontario, has appointed F. H. Hayhurst & Co. Ltd., Toronto and Montreal, to handle nine of its food products, and E. W. Reynolds Ltd., Toronto to handle five.

CKSF Cornwall, Ontario, has issued rate card No. 12, effective Jan. 1 with base of $60 for one hour class A time.

Broadcast Advertising Bureau, Toronto, Ontario, mailing to automobile dealers brochure pointing out size of Canadian radio audience as prospective car buyers. Promotion emphasizes number of radio listeners who listen while they drive.

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact — they're all wove into every hour of every broadcast day. This inspired local program- ming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griff, Wood- ward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
in the Heart of America

WHBF coverage area has
1,102,500 people who spend
$1,339,059,000.
(Total retail sales. (S. M. Buying Power))

CBS for the
TV in Quad-Cities

December 3, 1956 • Page 107

Broadcasting • Telecasting
IN THE PUBLIC INTEREST

Aid to Civil Defense Education
Given by Los Angeles Stations

EIGHTEEN area radio stations and the seven Los Angeles tv stations are aiding the Los Angeles City Office of Civil Defense in educating the public to civil defense. In addition to making a strong pitch for a locally-produced brochure, "Stay Alive," the broadcasters are informing the public as to the "sound" and meaning of attack warning sirens, a strong departure from the general policy of the past, which forbade the use of emergency sirens on the air. Maurice Webster, director of operations for KNX and the Columbia Pacific Radio Network and chairman of the Southern California Broadcasters Assn. Civil Defense Committee, said that "lead-ins" to prevent any "scare" are included in the warning transcriptions.

In addition to donating substantial amounts of air time, the stations have backed the civil defense campaign production-wise. Frank Goss of KNX and Pat Bishop of KFI recorded 30 announcements for radio and filmed five spots for tv. KABC-AM-TV provided studio facilities and NBC the sound effects. The spots cover such subjects as action to be taken after the warning sounds, the contents of emergency food supplies and use of the family car in an emergency.

WHAS-AM-TV Show Distributes 31 Grants to Charitable Groups

THIRTY-ONE Crusade for Children grants were distributed to charitable organizations in Kentucky and Southern Indiana in a special broadcast a fortnight ago by WHAS-AM-TV Louisville, Ky., entitled "Crusade Report."

This year's Crusade for Children was staged in Louisville on Sept. 22 by means of 16-hour tv and radio marathon, and contributions totaled $187,060. To the net proceeds was added $3,959 in saving from previous grants.

As a result, Kentucky agencies received a total of $152,185 in grants and Indiana agencies got $12,404. The Welfare Funds of Theatre Authority received a donation of $12,867 under the required agreement that governed the appearance of visiting performers and $15,561 went for program expenses.

Tv Filmed Programs Double
Their Public Service Spots

TWICE as many filmed tv programs produced by Hollywood for network exposure have public service spots this year as before, the Advertising Council reported Monday at a West Coast meeting to encourage even wider support of council campaigns. The mechanics of oil shows, particularly syndicated packages with multiple sponsors, provide the biggest problems since the pattern for live tv and radio has been perfected, it was acknowledged.

The conference, attended by Hollywood radio-tv agency executives, network officials and producers, heard James Lambie Jr., special assistant to the White House, relate the importance of the voluntary campaigns to the U. S. government and the desirable effect this all-industry cooperation has had in reducing any need for the government itself to enter the mass communication business as a commercial customer.

Edwin W. Ebel, vice president in charge of advertising and consumer relations for General Foods Corp. and chairman of the council's radio-tv committee, announced the selection of Walter Bunker, vice president of Young & Rubicam, Hollywood, as chairman of the Hollywood radio-tv committee succeeding Frederic W. Wile Jr, former program vice president of NBC Pacific Div. Success of the "Register and Vote" campaign and other drives receiving heavy support from broadcasters and sponsors was related by Gordon C. Kinney, radio-tv director, and Robert Coleson, Pacific Coast representative, both Advertising Council.

During discussion to widen the exposure of Advertising Council messages, Wayne Tiss, manager of BBD's Hollywood office, noted radio's growing audience and warned against overlooking the medium in the tv rush. He suggested mailing materials directly to disc jockeys in addition to normal station mailings.

Holman Again to Head Crusade

EUGENE HOLMAN, board chairman, Standard Oil Co. of New Jersey, has accepted the chairmanship of the Crusade for Freedom, parent organization of Radio Free Europe, for the second year. Arthur W. Page, director and former vice president of American Telephone & Telegraph Co., was elected president, succeeding William A. Greene who has resigned. Elected executive vice president of Crusade for Freedom was John M. Patterson, a former U. S. State Dept. official, and more recently an official of Colonial Williamsburg Inc.

CARE Seeks Ad Council Support

THE Advertising Council last week was asked to support a $2 million campaign to aid refugees and victims of the Hungarian revolt, by Cooperative for American Remittances to Everywhere Inc. (CARE). In effect, CARE asked the council to lend its weight to the charitable organization's drive to make CARE packages available inside Hungary proper. First internal Hungarian distribution of food parcels was made Thanksgiving Day, and subsequent aid in the form of food and clothing is being extended daily in Austrian and Yugoslav refugee centers. The campaign will mark the first time in seven years that CARE has gone behind the Iron Curtain.

duPont Awards

DEADLINE

December 31 is the final date for forwarding presentations in support of nominations for the 1956 radio and television awards of the Alfred I. duPont Awards Foundation.

Presentations should be addressed to the Curator, Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Virginia.
11 U.S. Stations Cited By AP For News Work

ELEVEN U. S. broadcasting stations have been cited by the Associated Press for providing "many early tips and follow-ups...[and] producing outstanding beats."

At an annual AP Managing Editors Assn. in Philadelphia, last month, these stations were among the AP members receiving citations, awarded annually to those "who go far beyond the usual obligations of membership to supply AP with news and pictures." In making the awards, A. M. Glassberg, chairman of the APME Citations Committee and an executive of the Everett, Wash., Herald, noted that one-sixth of the 1956 awards went to broadcasters. He asked, "Is there cooperation between radio stations, tv stations and newspapers? The answer is in the affirmative...such cooperation reached a new high this year."

Those cited included:
- KDDD Dumas, Tex., and KFDA-AM-TV Amarillo, Tex., for providing sufficient information on the Dumas, Tex., explosion, permitting AP to score a news beat. Mentioned were KFDA-AM-TV news director Jack James and KDDD's Les Sabo.
- KICD Spencer, Iowa, in cooperation with the Spencer Daily Reporter for "achieving a victory for the right to know," that is arousing sufficient community sentiment opening to the public, sessions of the Spencer City Council, and sharing this enterprise with AP members.
- WSVA Harrisonburg, Va., for covering the death of Sen. Alben W. Barkley during his speech at a mock Democratic Party convention and making a tape recording of his last words available to AP members. Mentioned for "exceptional work." WSVA news director, Wip Robinson.
- KAGH Croset, Ark., and owner-manager Julian Haas for "alertness in the station's own area and awareness of AP needs" in the shooting of a Louisiana state trooper and the death of four in a highway accident.
- WCTW (FM) New Castle, Ind., in cooperation with the Courier-Times, owner-operator, for scoring a 40-minute beat on the rioting at the Perfect Circle Corp., and feeding the story on successive days to AP members. Mentioned: WCTW's news director Jamie Cunningham and manager Howard A. White.
- KSCO Santa Cruz, Calif., KUHM Eureka, Calif., and KMYC Marysville, Calif., for "extraordinary service" on the.

**BRONSON HONORED**

EDWARD H. BRONSON, NARTB tv code affairs director, was named Catholic Man-of-the-Month for December by National Council of Catholic Men. Announcement was made in Catholic Men, council's official publication. Award was made for "an excellent job in a tough assignment."

**experts tv lighting**

**low cost...flexible**

One of the largest suppliers of temporary lighting facilities anywhere in the U. S. and Canada.

Rental equipment Service includes installation and removal at one low cost.

free estimates

Write for Free Catalog of Equipment

**JACK A. FROST**

Department BT
234 Piquette Ave.
Detroit 2, Michigan
AWARDS

1955 California floods. Mentioned: KSCO news director Gloria Lorenzo, KMYC program director Bill Cleveland, and KUHM program-news director Frank Brown.

* KGW Portland, Oreg., in cooperation with the Portland Oregonian and Oregon Journal, for keeping a steady flow of details and photographic coverage coming to AP members of the amateur mountain climbing disaster atop Mt. Hood in the summer of 1955 that accounted for the loss of several teenagers.

* WTMJ-AM-TV Milwaukee in cooperation with the Milwaukee Journal "for the alertness of WTMJ's Ross Brewender and the Journal's Harry Hill" in supplying information and pictures on the Lake Michigan dredge disaster to AP members.

National Safety Council Seeks Radio-TV Safety Award Entries

ENTRIES for non-competitive public interest awards to radio-tv networks and stations and other public information media for "exceptional service to safety" last year are being accepted by the National Safety Council.

Deadline for entries has been advanced to Feb. 1, 1957, to speed up issuance of awards for radio-tv networks and stations and for five other categories: advertisers, daily and weekly newspapers and syndicates, consumer and trade magazines, outdoor and transportation advertising companies. Blankns may be obtained from the council at 425 N. Michigan Ave., Chicago, and entries may be self-made or submitted by any "logically associated group or individual." Awards probably will be announced next April. A board of judges will be set up for radio-tv advertiser groups.

Simultaneously, the council announced that, at the request of the Alfred P. Sloan Foundation, it will again administer the Sloan Radio-TV Awards for highway safety, selected by a jury from among recipients of public interest certificates in the radio-tv advertiser categories. They are expected to be announced next May. Blanks may be obtained from NSC.

Another set of awards, for farm safety, were presented to radio-tv stations and farm newspapers during the National Assn. of Televison and Radio Farm Directors' annual convention in Chicago [B* T, Nov. 26].

WDBJ Roanoke, WRAD Radford Win Virginia's Freeman Awards

WDBJ Roanoke and WRAD Radford are winners of the Douglas Southall Freeman awards for public service through radio journalism presented Virginia stations by the Virginia Associated Press Broadcasters Assn. Presentations were made at the associations semi-annual meeting at Roanoke a fortnight ago.

WDBJ received the award in the metropolitan station class for its 15-minute Saturday night shows explaining to its audience the report of the Virginia Public Education (Gray) Commission. WRAD won in the non-metropolitan class with a series of public service entries.

EXECUTIVE vice president of KFH Wichita, Kan., since 1929, Marcellus M. Murdock receives a service pin from John Rigby, of Beverly Hills, Calif., company president, at the organization's board of directors' meeting a fortnight ago. With them (l) is Frederick Bullard, of Tucson, Ariz., a director. Mr. Rigby has been president of KFH since he founded the broadcasting company in 1925.

AWARD SHORTS


James H. Connolly, vice president-general manager, KGO-AM-TV San Francisco, received citation from Redwood Empire Assn. for having "contributed materially to the progressive development of Redwood Empire, both sides of the Golden Gate Bridge."

KGW Portland, Ore., cited by Associated Press Managing Editors Assn. for "outstanding membership participation."

WSAZ-TV Huntington, W. Va., has won Wiedemann Award for 1956 given by Wiedemann Brewing Co. for station's "outstanding merchandising service."

WWYA Wheeling, W. Va., honored by local Community Chest at a luncheon for "successful conclusion of its silver anniversary drive for funds" in that area.

Jay E. Raeben, writer for ABC-TV's Medical Horizons received Russell L. Cecil Award for Science Writing in Rheumatic Diseases for his script, "Arthritis, The Sly Crippler."
HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Station ( ): station on air with regular programming. Date of grant is shown for permits followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated set in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figure should be directed to stations.

Asterisk (*) : non-commercial outlet.

Dagger ($) : not interconnected.

Date: station color equipment: N, equipped for network color; LS, local color slide; LF, local color film; LL, local live color.

TO READ THIS LISTING

Total Cities

January 1956

December 1956

Total U.S. Stations on Air: 490

Total Cities with TV Stations: 310

Broadcasting • Teletcasting

A monthly situation report present and planned tv stat. and television network sh.

December 3, 1956 • Page 111
New TV Stations

The following tv stations started regular programming within the past month:

- CHEK-TV (ch. 6) Victoria, B. C., KICA-TV (ch. 12) (Clavos, N. M.), KNAC-TV (ch. 5) Ft. Smith, Ark., and KWGH-TV (ch. 10) Goodland, Kan.

- WAVE-TV (ch. 5) NBC, ABC; NBC Spot: 506,- 906, N. $1,020
- WARD-TV (ch. 11) CBS, Harrington, Richter & Parsons (last reported set count in July 1952 was 395). N. $1,150
- WWKL-TV (41) Forage, 1/15/53-Unknown
- WKLYO-TV (21) See footnote

Broadcasting • Teletalking
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**FOOTNOTES:**

- Programs in italics, sustained; Times, CR: 5:10 a.m.; NBC: 5:15 a.m.; ABC: 5:20 a.m.; CBS: 5:15 a.m.; L: live; R: Rito; M: minute, recording; E: Eastern network; W: Western network.

**SATURDAY AM**

- CBS: Pinky Lee Show, 10:00-11:00 a.m.; Johnny Coons, 11:30-12 noon.

**SUNDAY**

- CBS: Lamp Unto My Feet, 10:00-12:00 noon; Look And Live, 10:30-11:00 a.m.; Camera Three, 11:30-12 noon; UN In Action, 11:30-12 noon.

**FOOTNOTES:**

- Explanation: Programs in italics, sustained; Times, CR: 5:10 a.m.; NBC: 5:15 a.m.; ABC: 5:20 a.m.; CBS: 5:15 a.m.; L: live; R: Rito; M: minute, recording; E: Eastern network; W: Western network.

**CBS—Garry Moore M-F 16 min. segments sponsored by Campbell Soup, Lever Bros., Tenet, General Mills, Best Foods, Hyatt, Yardley, Bristol-Myers, Stater, Chevrolet, ABC, ABC, Inc.**


- House Party—18 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup, Simon's, Standard Brands.

Mark of Integrity
...in reporting circulation facts

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

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

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

*The Audit Bureau of Circulations, founded in 1914, is a cooperative, nonprofit association of the leading buyers and sellers of advertising space. A.B.C. sets standards for net paid circulation, audits and reports circulation facts. To be sure of what your print media dollar buys—look for the A.B.C. symbol.

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

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

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

* B•T is the only ABC publication in its field.
Financial Troubles Delay
Phila. Educational TV Start

FAILURE of educational ch. 35 WHY-Y
TV Philadelphia to get $100,000 reportedly
pledged by the Philadelphia Board of Edu-
cation has kept the station from going on
the air as planned Nov. 26. A spokesman
said last week that the board had denied
making a firm commitment for that amount
and feels that there has been inefficient busi-
ness management on the station's corporate
level.

The school board also expressed doubt
that there were enough uhf receivers in the
Philadelphia area to make it feasible for the
station to begin programming and wanted
more voice in the station's operation.
WHYY-TV Managing Director Richard
Burdiick said that "We have felt all along
that the Board of Education should be a part
of the programming of an educational sta-
tion in Philadelphia."

The board gave the station $10,000 Nov.
23. The city of Philadelphia has donated
$100,000, with another $100,000 to be
raised through other means.

In efforts to resolve the dispute, a three-
mediation committee composed of
area college presidents is studying the prob-
lem and the New York engineering firm of
Cresap, McCormick & Paget is conducting
a survey of the station's activities. The com-
mittee is working with Dr. Leon J. Ober-
mayer, president of the school board, and
Walter Biddle Saul, president of Metropoli-
tan Philadelphia Educational Radio & TV
Corp. (WHYY-FM-TV).

Mr. Burdiick said that a drive for public
funds has been launched and that the sta-
tion would go on the air as soon funds were
available, although no definite date has been
set. The station has been sending out a test
signal for over a month.

Educational Grants Honor
Women Employes of CBS Inc.

GRANTS totaling $7,000 will go to five
privately-supported colleges and universities
based on length of service records of five
women graduates employed by CBS or its
divisions for 15 or more years, CBS Founda-
tion Inc., CBS' agency for educational and
charitable grants, announced last week. The
grants are made on basis of $1,000 for 15
years CBS employment of a woman grad-
uate, and $500 for each additional five years
employment. College or universities can use
the funds as they see fit.

New grants, indicating employe, position,
institution and amount are as follows: Agnes
Law, librarian, CBS Reference Dept., Syra-
cuse U.; $2,500; Esther Dobbins, manager,
program information division, CBS Refer-
ence Dept., Oberlin College, $1,500; Alice
Santi, manager of contract division, CBS
Radio Spot Sales, Simmons College, $1,000;
Olive Tracy, graphics presentation specialist
at CBS Radio, Eastern Nazarene College
(Quincy, Mass.), $1,000; and Emma Schau-
mann, supervisor in accounting of Columbi-
a Records, Bridgeport, Conn., Connecticut
College for Women, $1,000.

'See It Now' In Classroom

CBS-TV's 'See It Now' staff and the National
Education Assn. joined hands in an un-
usual classroom venture in connection with
the showing of the program yesterday (Sun-
day) dealing with comedian Danny Kaye's
world tour on behalf of the U. N. Interna-
tional Children's Emergency Fund
(UNICEF).

Under terms of the project, NEA (with
help from 'See It Now' researchers) prepared
50,000 eight-page classroom discussion
guides to be used by more than one million
NEA members in discussing the program
in classes after showing on the network.

U. of Ky. Students Get Awards

TWO Kentucky U. radio arts students—
a senior woman and a man engaged in gradu-
ate study—have been named recipients of
scholarships provided by off-campus donors.

David Dick, Lexington, Ky., was named
winner of a $1,000 grand award by the Du
Pont Foundation through WHAS Louisville,
and Mary Ann Kullack, Dayton, Ohio, re-
ceived a Kentucky Broadcasters Assn. schol-
arship for $75.

RCA Institute Graduates 177

ONE HUNDRED and seventy-seven stu-
dents of radio and television were graduated
Tuesday from RCA Institutes Inc. at New
York U. Students included representatives
from the U. S., British West Indies, Canada,
Hawaii, Liberia and Puerto Rico. The prin-
cipal graduation address was given by Dr.
C. S. Jones, president of the Academy of
Aeronautics at LaGuardia Airport, New
York.

EDUCATION PEOPLE

Elspeth Simmons Corley, WLWA (TV) At-
lanta, Ga., named director of program co-
ordination and public information for Al-
abama Educational Commission in Birming-
mham.

Dr. Donald K. Reynolds, head of electrical
engineering department, Seattle U., named
executive engineer representing Stanford Re-
search Institute in Seattle area.

Chapin Ross appointed assistant director of
radio for Abilene Christian College, Abilene,
Tex.

EDUCATION SHORTS

RCA Institutes making available 16-mm mo-
tion picture in color titled Your Career in
Electronics. Produced by RCA, and running
24 minutes, film is designed to familiarize
students with technician's role in electronics
industry.
Broadcasters, Baseball Look to 1957 Season

WITH the ink not yet dry in the 1956 World Series record book and with baseball still in the headlines, broadcasters are busy lining up coverage of the 1957 national pastime activities. Joining WKRC Cincinnati in announcing plans to cover the Cincinnati Redlegs [B&T, Oct. 22] and WBLA Baltimore in signing Gunther Brewing for the 1957 Orioles, are WGN-TV Chicago, Pittsburgh Pirates Network, KOOL Phoenix, The Yankee Network and WBRC Birmingham, Ala.

The Hamm Brewing Co., St. Paul, and Oklahoma Oil Products Co., Chicago, have signed to co-sponsor all Chicago White Sox and Chicago Cubs home day games on WGN-TV for the third consecutive year, according to Ward L. Quaal, vice president and general manager of WGN Inc. Agencies are Campbell-Mithun Inc. for Hamm and Maryland Adv. for Oklahoma.

Atlantic Refining Co. and Pittsburgh Brewing Co. will co-sponsor tv and radio coverage of the Pittsburgh Pirates, with the number of games telecast to be doubled. The radio broadcasts will be carried by a network of stations in four states:

Narragansett Brewing Co. for the tenth straight year will sponsor broadcasts of the Boston Red Sox on the Yankee Network. Nighttime and weekend games of the Red Sox will be telecast. Cunningham & Walsh is agency.

KOOL-AM-TV Executive Vice President and General Manager Tom Chauncey announced that the radio outlet has gained exclusive rights to the New York Giants 17-game spring exhibition schedule. KOOL carried the entire schedule of the minor league Phoenix Stars during 1956.

Storer Broadcasting Co.’s WBRC will broadcast the Class AA Birmingham Barons baseball games for the next two years, according to Eddie Glennon, general manager of the Barons, and George B. Storer Jr., vice president of Storer.

Color TV Party Held for Tots

WKTY-TV Oklahoma City, Okla., took advantage of NBC-TV’s presentation of “Jack and the Beanstalk” to give a color tv party for local youngsters. The children were invited to the station’s Little Theatre to see the show and meet 3-D Danny and Foreman Scotty, local tv personalities. The party was promoted with but a few on-the-air announcements as the theatre’s seating is only 200. When the co-sponsors, Dunley’s, a local RCA distributor, discovered the theatre was filled, they invited the overflow to its showrooms to watch the colorcast.

When still more room was needed, the station arranged with downtown dealers to bring in a color tv set which was placed in the lobby for standing patrons.

WALTER DRISKILL, vice president of the Gunther Brewing Co. (Gunther beer and ale). Baltimore, signs for sponsorship of 1957 Baltimore Orioles baseball on WBLA there. Gunther also will sponsor selected exhibition games [B&T, Nov. 5]. Witnessing the contract-signing are W. C. Geoghegan (1), advertising director of the brewing company, and Leslie H. Pear Jr., manager of WBLA.

Chicago Livestock, 4-H Meets Get Broad Radio-Tv Coverage

RADIO-TV stations joined with International Harvester Co. in coverage of International Livestock Exposition and 4-H Club Congress events in Chicago the past 10 days.

Coverage included direct remotes, live studio shows, films and recordings by local stations, while International Harvester made available recording facilities for interviews at the International Amphitheatre. The 4-H Club Congress also maintained facilities in the Conrad Hilton Hotel.

Broadcast coverage reported to B&T by broadcasters:

NBC Radio’s National Farm & Home Hour interviewed winners of the National 4-H Citizenship and Leadership awards Nov. 24 and reported on Congress and exhibition activities Dec. 1. WGN-TV presented 4-H projects on its RFD Chicago-land and film highlights of the exposition Nov. 24. WGN carried daily remotes from the exposition on its Norman Kraft Show.

WBBM originated its noontime Julian Bentley news program from the Amphitheatre Nov. 26-30 and Farm Editor George Menard produced tapes for his early-morning Country Hour during the exposition. WLS also reported extensive coverage of the two events.

WJAN’s Starr Writes Miller Show

ABC RADIO’S Tribute to Major Glenn Miller last Thursday (10:30-11 p.m. EST) was written, produced and emceed by Ray Starr, former Glenn Miller announcer and now manager of WJAN Spartanburg, S. C. The program, which originated from Memorial Auditorium, Spartanburg, featured Ray McKinley and the Glenn Miller Orchestra and top recordings of the late Mr. Miller’s band [B&T, Nov. 19], in addition to Mr. Starr.

WSTV Celebrates Anniversary

In celebration of its 16th anniversary last month, WSTV Steubenville, Ohio, distributed a three foot by six feet cake to passers-by in front of the station’s downtown offices. More than 800 pieces of cake were given away. During the celebration, Harry Birrell, program director, conducted his Man About Music program from a street platform.

Do-It-Yourself House Kit

In a special promotion for the feature film, Mr. Blandings Builds His Dream House, which will be shown on WOR-TV New York’s Million Dollar Movie program, the station has sent to radio-tv editors and trade press writers all parts of a scale-model house that they can assemble into a complete two-story house. WOR-TV also will advertise the program this week in the real estate and advertising news sections of major newspapers in the New York area.

Holds Annual ‘Doll House’ Drive

WRC-AM-TV Washington has dedicated its 21st annual Christmas Doll House campaign to collect toys for needy children. The goal this year is 22,000 toys. Brig. Gen. Thomas A. Lane, a D. C. commissioner, presented the station with an official proclamation in which the commissioners urged public support of the Doll House and praised the management and staff of WRC-AM-TV for “splendid contribution of time, energy and effort” in behalf of needy children. The Doll House is set up in downtown Washington where shoppers are invited to present gifts of new toys or cash while they are shopping in the area. Disc jockey slows are used to plug the campaign and the Timekeeper program is broadcast daily from the Doll House.

In Cincinnati—Get All Four

Personalities Ratings

Audience Power

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

Page 120 • December 3, 1956
KOCs Interviews Refugee
KOCs Ontario, Calif., broadcast a long distance telephone conversation between Manager Pete Odens and one of the Hungarian refugees who arrived in this country. The interview was conducted as the refugees were preparing to eat a Thanksgiving dinner. The station is also conducting a "Bundles for Hungary" drive in its area asking for winter clothing to be forwarded to Hungary through the American Friends Service Committee of Pasadena, Calif.

WTMJ-TV Shows Color News Film
WTMJ-TV Milwaukee claims to be the first station in Wisconsin to use successfully a single system sound color news film. The film was shown a fortnight ago on the station's Sunday evening Newsroom program. Tony Neuman, of Album Photo Co., was photographer.

Tribute to Tommy Dorsey
WOZK Ozark, Ala., received the news of Tommy Dorsey's death at 2:50 CST and cancelled a regularly scheduled program at 3:00 to present a salute to the late bandleader. The half hour tribute to Mr. Dorsey featured his top recordings and historical data about him.

Drinks Are 'On the House'
KRUX Phoenix offered to pick up the bill for its listeners' final Thanksgiving drink. Only catch was, the final drink had to be coffee. This was done in conjunction with KRUX's year round highway safety campaign. More than 50 restaurants offered "one for the road—on KRUX." The station's mobile units were on 24-hour duty with the Arizona Highway Patrol and Arizona claimed a fatality free Thanksgiving Day.

Flying Money Causes Traffic Jam
WHEN WSKY Asheville, N. C., built its Lucky Jackpot up to $250, disc jockey Bob Cain decided to take $100 of it in $1 bills as a gag. He walked out of the studio with the money and later overheard a fellow disc jockey telling listeners that the money had been stolen. Deciding to go one step farther with the joke, Mr. Cain climbed up on the marquee of a local theatre and sent dollars fluttering to the street below. Traffic finally became so jammed it required several police cruisers to restore everything to order.

BABY RUTH OUT IN COLD
DISC JOCKEYS on WBZ-WBZA Boston-Springfield have been instructed not to play the pop tune, "A Rose and a Baby Ruth," on the grounds that the tune constitutes an "obvious plug" for Baby Ruth candy bars, a Curtiss Candy Co. product. Grady Edney, program manager, said the stations' policy is based on the belief that "if one record like this one slips through, a rash of follow-ups plugging retail products is sure to follow."

Season's Greetings

NEW CAMART DUAL SOUND READER
- Edit single and double system 16mm or 35mm optical sound!
- Edit single system Magnastripe or double system magnetic sound!
- Use with any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track!
- Works from left to right or right to left!
- Optical Model, $195.00  Magnetic Model, $185.00

For descriptive literature, write
the CAMERA MART inc.
Media Buyer Sold on Audit Bureau of Circulations

Edward A. Fonte
Director of Media
The Joseph Katz Company

"ABC is the accepted source of circulation figures and its prestige stands alone in the publication field. An advertiser can buy an ABC publication with more confidence because every subscription is a paid subscription. ABC audits are severe and accurate."

BET is the only paper in the vertical radio-tv field with A.B.C. membership... your further guarantee of integrity in reporting circulation facts. BET, with the largest paid circulation in its field, is basic for subscribers and advertisers alike.

Programs & Promotions

Promote Mental Health Program
WIBW-TV Topeka, Kan., mailed 1,000 reprints of an article that appeared in Topeka State Hospital's publication The Statesman concerning a survey of the Kansas State Hospital program which was presented in a series of five 15 minute shows over WIBW-TV. The reprint was mailed to doctors, employees of state hospitals and persons interested in mental health. The station also mailed a postcard to 4,000 relatives of patients, newspapers and interested persons inviting them to view the show and saying "we know that you are interested, but you can help us by getting an uninterested neighbor to watch the series."

'Tic-Tac-Dough' Contest
NBC-TV sales department is inviting over 1,000 agency and advertiser executives to enter a special Tic-Tac-Dough promotion contest. The contest is based on NBC-TV's noontime audience participation program. Participants are asked to correctly fill in a number of tic-tac-toe squares containing answers to questions regarding NBC-TV's daytime program and sales status. The contest closes Dec. 10. The three top winners will receive an RCA Victor portable tv set.

'Workshop' Scripts in Japan
TWO radio scripts originally aired on CBS Radio Workshop have been included in a package of programs written by American, British, French and German authors to be aired the week of Dec. 10 on NHK-TV (Nippon Hoso Kyokai) network in Japan. They are Arthur Miller's William Ireland's Confession and Vernon Delston's Three Strikes, You're Out. Mr. Delston also is radio-tv director of Kamyen Assoc., New York, advertising and public relations agency for Canon Camera Co., Japan.

Letter Cites Market Changes
SOME 2,000 advertiser, agency and network executives throughout the country have been sent a promotional letter on behalf of KROC-TV Rochester, Minn., by Elizabeth Beckjorden, network-station representative, highlighting changes in the Rochester market with particular attention to industrial expansion in the area. The letter cites a new $10 million IBM plant which will open in March 1957 with about 5,000 employees; plans for building 5,000 new homes in Rochester by next spring and new schools to cost about $5.5 million; plans for new $2.5 million airport building and new $2.5 million four-lane belt highway, plus expansion into the cities by other industrial companies.

Stations Aid Snowbound Erie
TYPICAL of all stations' services during the recent snow storm in Erie, Pa., were reported last week to BET by WLEU, WSEE (TV) and WICU-TV. The stations carried emergency bulletins as soon as it was apparent that this was more than an early seasonal fall. They all issued warnings to viewers and listeners, relayed pleas for help, answered thousands of phone calls and broadcast on an around-the-clock schedule.
Swift Plans Special Drive To Support Retail Grocers

TELEVISION—both spectaculars and regular program series—will be the focal point of an estimated $8 million "Operation Consumer Impact" campaign to be launched by Swift & Co. for retail grocers early in 1957. Of the estimated $8 million, less than $1 million will be used in radio-tv.

Highlight of the advertising-merchandising-promotion drive, which will accent coupon redemptions and dealer contests, is that the Chicago meat packer will sponsor a complete hour-and-a-half spectacular on NBC-TV Feb. 3 with Imogene Coca and other stars. Titled Ruggles of Red Gap, the program will be the first of three such programs to be sponsored by Swift, with two other spectaculars scheduled later in the year in support of similar promotions.

The campaign also will be pushed on Swift-participating programs, including ABC-TV's The Lone Ranger and Disneyland; CBS-TV's House Party, Bob Crosby and Garry Moore shows; NBC-TV's Tennessee Ernie Show, and CBS Radio's House Party. Agency: McCann-Erickson, Chicago.

Telecasts Church Services

WSPA-TV Spartansburg, S. C., has begun weekly telecasts from the First Baptist Church in that city. This is the first church service telecast in the area, according to Walter J. Brown, WSPA-AM-FM-TV president.

Live Telecast from Theatre

A LIVE telecast of Act II of Mozart's Cosi Fan Tutti as it was being presented before an audience in Cleveland's Karamu Theatre was recently made by WEWS (TV). The director of the play at Karamu sat in WEWS' remote truck and described the action to the station crew so that the cameras could focus the right shots as they came up.

Toastmaster Offers Promotion Kit

A CHRISTMAS promotion kit, including a plan book with radio spots and other material, is being distributed by Toastmaster Products Div. of McGraw Electric Co. to retail dealers to be used with company's national advertising activities. The kit is designed to help dealers tie-in with a national advertising program, which includes three network shows and more than 30 advertisements in leading national magazines. Also included in the gift-buying promotion kit are window streamers and product spots on all Toastmaster appliances, three-dimensional toaster display piece, suggested newspaper ads and the plan book with instructions and illustrations, direct mail material and suggested telephone sales approach as well as radio spots.

Give the Gift you'd like to get yourself...

THE NEWSMOBILE of WICE Providence, R. I., goes to sea on an aircraft carrier. The USS Leyte, attached to the Atlantic Fleet's submarine unit and based at Quonset Point, R. I., loads the station's transmitter-equipped mobile unit for a 50-mile "good-will" tour on which 175 officials of the Rhode Island Chamber of Commerce were guests. Bob Lape, WICE's news director, assisted by Oliver Adams, station engineer, supplied the station and its audience with on-the-spot reports of the day's action aboard the carrier.

“I'm amazed that KRIZ Phoenix would say it's suitable for all occasions—”
Station Authorizations, 
(As Compiled by B • T)

November 21 through November 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine station modifications.

Abbreviations:


FOR THE RECORD

Birmingham, Ala.—Announced changes. Announced Nov. 22.


Am-Fm Summary through Nov. 28

<table>
<thead>
<tr>
<th>On</th>
<th>Appla. In</th>
<th>NEEDED</th>
<th>Licensed Cps</th>
<th>Inging</th>
<th>Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am</td>
<td>2,981</td>
<td>2,594</td>
<td>171</td>
<td>311</td>
<td>125</td>
</tr>
<tr>
<td>Fm</td>
<td>175</td>
<td>22</td>
<td>9</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FCC Commercial Station Authorizations

As of October 31, 1956

| Licensed (all on air) | 2,940 | 217 | 276 |
| Cps on air | 179 | 20 | 114 |
| Cps not on air | 152 | 14 | 14 |
| Total authorized | 2,990 | 200 | 323 |

Applications in hearings | 163 | 156 | 31 |

New station requests | 285 | 9 | 36 |

New station bids In hearing | 111 | 6 | 30 |

Facilities change requests | 156 | 3 | 31 |

Total applications pending | 899 | 93 | 373 |

Licenses deleted in October | 0 |

Cps Deleted in October | 3 | 0 |

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, existing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of Am and Fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

New Tv Stations ...

ACTION BY FCC


APPLICATIONS AMENDED


Elmira, N. Y.—Application of United Bcstg. Co, seeking new tv amended to furnish new financial data, change estimated cost construction and programming; change ERP to 150 kw vis., 76.8 kw auro., trans. to On North Lane Rd., off N. B. Rte. 117, Rocky Point, N. C., change type trans., ant. (661.15 ft.) and make other equipment changes. Announced Nov. 27.

Sioux Falls, S. D.—Application of Morton H. Henkin seeking new tv on ch. 13 amended to change applicant to KXO0 Tv Inc, change ERP to 28.97 kw vis., 17.38 kw auro., trans. location to

Tv Summary through Nov. 28

<table>
<thead>
<tr>
<th>Total Operating Stations in U. S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vhf</td>
</tr>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Noncommercial</td>
</tr>
</tbody>
</table>

Grants since July 1, 1952:

(When FCC began processing applications after tv freeze)

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>211</td>
<td>21</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>23</td>
<td>44</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>1,043</td>
<td>337</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>83</td>
<td>36</td>
</tr>
</tbody>
</table>

Total | 1,126 | 373 | 1,504 |

1,173 cph (32 vhf, 140 uhf) have been deleted.
1 One applicant has not filed.
1 One applicant has not filed.
1 Includes 44 already granted.
1 Includes 76 already granted.

1.3 m. N. of Rowena, Split Rock Twp, in Minnehaha County, 9 mi. B, of center of Sioux Falls change type trans. and ant. and make other equipment changes. Announced Nov. 23.

Existing Tv Stations 

APPLICATIONS

WMSL-TV Decatur, Ala.—Seeks mod. of cp (which authorized new tv) to change ERP to 9.46 kw vis., 5.54 kw auro., change type trans. and make other equipment changes. Announced Nov. 27.

KBTN-TV Jonesboro, Ark.—Seeks mod. of cp (which authorized new tv) to change ERP to 48.5 kw vis., 24.3 kw auro., change type trans. location to 41 ft. S. of Jonesboro Courthouse, Jonesboro, install new trans. and ant. system and make other equipment changes. Announced Nov. 20.

KKR—TV Little Rock, Ark.—Seeks mod. of cp (which authorized new tv) to make minor equipment changes. Announced Nov. 22.

WINT (TV) Waterloo, Ind.—Seeks mod. of cp (which authorized new tv) to change station location from Waterloo to Fort Wayne, Ind. Successor to report application. Effective 12-10-57 and to change station location to "to be determined," Fort Wayne. (Announced Nov. 22.)

WRS–TV Des Moines, Iowa.—Seeks mod. of license to change auro. ERP to 158 kw. Announced Nov. 22.

WTPA (TV) Harrisburg, Pa.—Seeks cp to replace expired cp (which authorized new tv).Announced Nov. 22.

WRS–TV New Castle, Pa.—Seeks cp to change trans. location to Midlothian Blvd., Youngstown, Ohio, change ERP to 198 kw vis., 119 kw auro., change type trans. and make ant. and other equipment changes. Announced Nov. 22.

ERGO—TV West Lafayette, Ind.—Seeks cp to change to ERP to 100 kw vis., 50 kw auro., studio location to 311 Missouri Ave., Westco, change type trans. and make other equipment changes. Announced Nov. 28.

Allocations ...

ACTION BY FCC


PETITION

Cape Girardeau, Mo.—By W. L. Lillard d/b a Cape Girardeau Telev. Co., requests amendment of Sec. 306 to permit it to add cp ch. 2 to Cape Girardeau. Announced Nov. 23.

Translators ...

APPLICATION

Modras, Ore.—Jefferson County Television Inc., ch. 7, for license to operate translator, to be granted by the Commission. Announced Nov. 26.

Manson, Wash.—Application of Manson Commun. Co, seeks new translator for station amended to change ERP from 171 to 175 kw. Announced Nov. 26.

APPLICATIONS AMENDED

Maupin, Ore.—Application of Jefell L. Stovall seeking cp for tv translator for station amended to supplement legal, financial data and to correct geographical coordinates. Announced Nov. 27.

NEGLIGENCE 

NEGOTIATIONS • FINANCING • APPRAISALS 

BLACKBURN-HAMILTON COMPANY 

RADIO • TV • NEWSPAPER 

WASHINGTON, D. C.
James W. Blackburn
Jack W. Norrey
Washington Bldg.
Bldg. 3-4342

NATION-WIDE SERVICE

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755

ATLANTA
Clifford S. Marshall
Healey Bldg.
Jackson 5-1576

SAN FRANCISCO
William T. Stubbsfield
W. R. Tuning
111 Sutter St.
Exxon 2-5671

BROADCASTING • TELECASTING

Page 124 • December 3, 1956
APPLICATIONS

Walsenburg, Colo.—Floyd Jeter 1320 kc, lk D, p. O. 1000 W. Letter from Walsenburg, ELC. Estimated construction cost $7,500, first year operating expenses estimated to be $2,100. Engineering is-engineer-announcer, KRKC ELC. Announced Nov. 23.

Columbus, Ohio—North American Bestco, Co., 520 kc, 500 w, w. n. L. W. P. P. 310 W. Columbus, E. 1325 Sunbury Rd, Columbus. Estimated construction cost $94,412, first year operating cost $10,000, revenue estimates are $12,930. Includes Mr. Mitch. (pres-gen mgr-25.5%), sales representative. WCHC Columbus and WTGC Cincinnati (11.6%), Robert H. Fergus, sports car dealer (11.6%), and Mr. After, insurance agent (11.6%), and Mr. D. M. DeCort (ctl). Published Nov. 23.

Marion, Ill.—C. F. Pee Dee Bestco, Co., 110 kc, 1 k w, d. c. P. O. address Mr. David G. Stanley, 514 Goodwin Ave, Carbondale, Ill. Estimated construction cost $16,472, first year operating cost $36,000, revenue $50,000. Principal stockholders are Mr. D. Stanley (23%), Mr. F. Stanley (4%), and WTHS Carbondale. Announced Nov. 26.

Huntingdon, Tenn.—Robert G. Watson and John M. Latham db. The Huntingdon Bestco, Co., 1400 kc, 160 w unil. P. O. address Mr. Latham, 207 W. South St, Mayfield, Ky. Estimated construction cost $9,000, first year operating cost $22,400, revenue $24,000. First year operating expenses estimated to be $22,400. Principal stockholder is Mr. Latham who is 50% owner. WFAL Camden, Tenn. Announced Nov. 26.

APPLICATIONS AMENDED

Grants Pass, Ore.—Application of James O. Wilson Jr. and Jim T. Jackson db. as Grants Pass Bestco, Co., for new AM station. 1150 kc, 1 k w, d. A. Amended Nov. 23.

Gresham, Ore.—Application of C. H. Fisher and Enea D. Darien, Jr., db. as Gresham Bestco, Co., seeking for new AM on 1250 kc, 500 w. Amended Nov. 22.

KQWR Coquille, Ore.—Application seeking cp to replace existing cp (w. authorized changes in frequency, increase power, change hours, change ant.-trans. location. by remote control and make changes in ant.-trans. system) returned. Amended Nov. 22.

CALL LETTERS ASSIGNED

KCWS Kalmiopsis, Ore.—Garden of the Gods Bestco, Co., 1450 kc.

KMMA Miami, Fla.—Frieda Bestco, Corp. 1350 kc.

WJJC Commerer, Ga.—Albert S. Hardy, 1770 kc, w. n. 1622 W. 16th St, Columbus, ELC. In its letter of Nov. 26, 505 w. P. O. address Mr. W. Mitchell. (See story, this issue Stovemay 1956 Section.)

KQWO Coquille, Ore.—Application seeking cp to replace existing cp (w. authorized changes in frequency, increase power, change hours, change ant.-trans. location by remote control and make changes in ant.-trans. system) returned. Amended Nov. 22.

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WKBW Buffalo, N.Y.—Seeks assignment of license from William L. Blackledge Jr. and F. Smith d/b/a WKBW-Bestg. Co. to Deep South Radio Inc. Corporate change; no change in ownership. Announced Nov. 27.

WAIR Jacksonville, Fla.—Seeks assignment of license from WSSJ-Wilkes-Barre, Pa. for exchange of stations. Wilkes-Barre family owns WBBK-TV. Announced Nov. 20.


WXJ Gainesville, Fla.—Seeks transfer of control from David M. Baltimore to WBKB-AM-TV Inc. (WBKB-AM Wilkes-Barre, Pa.) for exchange of stations. Baltimore family owns WBET-AM-FM. Announced Nov. 20.

WXJ Gainesville, Fla.—Seeks assignment of license from William J. Wagner and William D. Reynolds. License from William J. Wagner of KLLI Estherville, Iowa, and WMNA Macomb, Ill., assigned to William J. Wagner of WKBW Buffalo, N.Y. to offset changes in ownership. Announced Nov. 27.

KRTV Hillboro, Ore.—Seeks assignment of license from Harold C. Bingleman d/b/a underwear Valley Builders, to Tuatullin Valley Builders, Inc. Corporate change: no change in ownership. Announced Nov. 28.

WCSR Carson, Pa.—Seeks transfer of control from David M. Baltimore to WBKB-AM-TV Inc. (WBKB-AM Wilkes-Barre, Pa.) for exchange of stations. Baltimore family owns WBET-AM-FM. Announced Nov. 20.

_LIST OF COMMISSION'S ORDERED ACTIONS WHERE NOT DESIGNATED OTHERWISE_
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Address/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY INC.</td>
<td>Executive Offices</td>
<td>1725 De Sales St., N.W.  NE. 8-5411  Offices and Laboratories 1539 Wisconsin Ave., N.W.  Washington, D.C.  Adams 4-2414</td>
</tr>
<tr>
<td>GOERGE C. DAVIS</td>
<td>CONSULTING ENGINEERS</td>
<td>101-514 Munsey Bldg.  Sterling 3-0111  Washington 4, D.C.  Member AFCCE</td>
</tr>
<tr>
<td>Commercial Radio</td>
<td></td>
<td>Equip. Internationt Bldg.  Dill. 7-1319  Washington, D.C.  P.O. Box 7037  Kansas City, Mo.  Member AFCCE</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td></td>
<td>114th St., N.W.  Skidmore 869  Washington 6, D.C.  Republic 7-3964  Member AFCCE</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>INWOOD POST OFFICE  DALLAS 9, TExAS  JUSTIN 618  Member AFCCE</td>
</tr>
<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>Consulting Engineers</td>
<td>Radio-Television  Communications-Centronics  404 New St., N.W.  Washington, D.C.  Executive 3-1299  Executive 3-3651  Member AFCCE</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td></td>
<td>1401 Cherry St.  Hillard 4-7910  KANSAS CITY, MISSOURI  Member AFCCE</td>
</tr>
<tr>
<td>VIR N. JAMES</td>
<td>SPECIALTY</td>
<td>Directional Antenna Proofs  Mountain and Plain Terrain  1316 S. Kearney  Slater 4-1603  Denver 22, Colorado  Member AFCCE</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg.  Wash. 4, D.C.  Telephone District 7-1205  Member AFCCE</td>
</tr>
<tr>
<td>A. D. RING &amp; ASSOCIATES</td>
<td></td>
<td>30 Years’ Experience in Radio Engineering  Pennsylvania Bldg.  Republic 7-5347  Washington 4, D.C.  Member AFCCE</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>Consulting Radio &amp; Television Engineers</td>
<td>Washington 4, D.C.  Dallas, Texas  1001 Conn. Ave., 421 S. Buckner Blvd.  Member AFCCE</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td></td>
<td>P.O. Box 32  Crestview 4-8721  1100 W. Abram  ARLINGTON, TEXAS  Member AFCCE</td>
</tr>
<tr>
<td>ROBERT M. SILLMAN</td>
<td></td>
<td>John A. Maffet—Associate  1455 G, St., N.W.  Republic 7-6646  Washington 5, D.C.  Member AFCCE</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer</td>
<td>3802 Naylor Rd., N.W.  Wash., D.C.  Phone Emerson 3-6071  Box 2668, Birmingham, Ala.  Phone 6-2924  Member AFCCE</td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>Consulting Radio Engineers</td>
<td>4900 Euclid Avenue  Cleveland 3, Ohio  Phone Emerson 2-1777  Member AFCCE</td>
</tr>
<tr>
<td>A. E. TOWNE ASSocs., INC.</td>
<td>TELEVISION and RADIO</td>
<td>ENGINEERING CONSULTANTS  420 Tayler St.  San Francisco 2, Calif.  PR. 5-3100  Member AFCCE</td>
</tr>
</tbody>
</table>

**PROFESSIONAL CARDS**

**SERVICE DIRECTORY**

<table>
<thead>
<tr>
<th>COMMERCIAL RADIO ENGINEERING COMPANY</th>
<th>Precision Frequency Measurements</th>
<th>P.O. Box 7037  Kansas City, Mo.  Phone Jackson 3-5202</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAPITOL RADIO ENGINEERING INSTITUTE</td>
<td>Accredited Technical Institute Curriculum</td>
<td>3236 14th St., N.W.  Wash., D.C.  Practical Broadcast, TV Electronics engineering home study and resident courses. Write for Free Catalog, specify course.</td>
</tr>
<tr>
<td>COLLECTIONS</td>
<td>For the Industry</td>
<td>ALL OVER THE WORLD</td>
</tr>
</tbody>
</table>

Broadcasting • Telecasting  December 3, 1956 • Page 127
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
Situation Wanted 20¢ per word • 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 replies to
BROADCASTING & TELECASTING, 1725 DeSales St. N. W., Washington 6, D. C.
Applicants: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, or notices should be sent to box number. No transcriptions—Telephone express repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New group ownership has just taken over low fulltime station operating studios in two prosperous towns of 25,000 and 20,000 in Gulf Coast Texas area. We are reprogramming and restaffing and need chief engineer, sales manager, salesmen, announcer—salesman, announcer—copywriter. Top pay, incentive bonus, insurance plus promotion opportunities in six station group. Write full details first letter. Box 586C, B.T.

Managerial

General manager—for well established regional radio station southeast. Excellent opportunity for aggressive man who knows how to sell and can encourage others to likewise. Give complete resume and qualifications in first letter. All replies strictly confidential. Box 586C, B.T.

Help wanted: Commercial manager wanted for Southern California independent. State experience and sales record first letter. This is an immediate opening. Box 591C, B.T.

Local sales manager wanted by central Illinois radio station, city over 100,000. Reply Box 586C, B.T.

Sales manager—strong on sales for major Ohio market. Real financial opportunity for right man. Please write full details to Box 662C, B.T.

Sales manager or salesmen. One of America's most progressive, largest and fastest growing station representatives is looking for a man with proven experience to manage its midwest office. The successful applicant will have had experience selling either local radio and/or television or has had equivalent experience with a national spot representative. In your application state your past and current affiliations and what compensations you would require. Address your reply to Ted Oberfelder, 60 East 56th Street, New York 22, New York.

Salesmen

Top-notch salesman for South Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 484C, B.T.

DO YOU HAVE ALL THREE?

1. CHARACTER
   If you can answer YES there is a strong active demand for your services. But NO can take more than a quick yes to land the better positions.

2. ABILITY

3. EXPERIENCE
   The successful marketing of one's services requires the application of scientific selling practices by a professional organization, with national wide contacts, exclusively dedicated to the broadcast industry.

We invite confidential inquiries, with your resume, for analysis of advancement opportunities.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.
333 Trans-Lux Bldg., 724 Fourteenth St., N. W., Washington 5, D. C.

Page 128 • December 3, 1956
Immediate opening for experienced announcer. Strong on news and records. Good salary, talent. Send background information to Station WDFD, Flint, Michigan.

Combo man with first class ticket for daytime station located in upper Midwest. Must have good news background. Must be capable of news, move, sales and special programming. Excellent running conditions. Send resume. Kersh Waters, WDKL, Clarkdale, Mississippi.

Clear channel announcer. Staff audition at WLW, Cincinnati. "The Nation's Station" if off and running. Openly married, market-minded. Good schedule loaded with personality shows, remotes, etc. Must be experienced newscaster-announcer who can handle interviews, studio work. Prefer ability to sell on this medium. Kersh Waters, WLW, Cincinnati, Ohio.

Sports director needed at once. Football, basketball play-by-play, some staff. Contact Program Director, WMAN, Mansfield, Ohio.

Increasing our staff. Must have minimum one year commercial station experience. Send complete details and tape to WXNT, Portsmouth, Ohio.

Experienced combo man. Must be capable announcer and have knowledge of technical maintenance. Contact Bill Steward, WPBC, Minneapolis, Minn.

We're expanding...top pay for hot personality DJ's preferably with show biz or musical background. Top rates in Kansas City, Miami, New Orleans and Minneapolis. Come to Todd Storz—Kilpatrick Building, Omaha, Neb.

Technical

Experienced chief engineer for 1000 watt directional station in Lebanon. Box 571C, B-T.

First ticket, good maintenance engineer, with fair voice, for big market am-fm. Opportunity to become chief. Full details first letter. Box 563C, B-T.

Chief engineer for fulltime 1kw in prosperous Gulf Coast Texas city of 25,000 people. Lots of sunshine, ideal living conditions in friendly community. Good base salary, annual bonus, health insurance, fringe benefits. Immediate opening. Write giving full background. Box 594C, B-T.

Immediate opening for a qualified chief engineer familiar with daytime remote control, night-time directional station. 2000 watt RCA equipment. Pleasant living and working conditions in medium-sized community. Capitol Radio-Baltimore area. No board work. We're ready to talk terms. For interview, all information, personal data, recent photograph, references and salary expected. Box 519C, B-T.

Chief engineer—DJ combination. Must be able to handle entire studio and field. Capable, steady man with reliable habits and good character. Salary $5000. Equipment in good working order. Salary starts at $5000 if can qualify. Two openings, one in California and other in Pacific northwest. Send complete information, picture and experience, references and tape. In hurry. Reply Box 615C, B-T.

First class engineer-announcer combination man for progressive am-fm combination—excellent opportunity strong independent—will pay price for right man. Box 625C, B-T.

New station needs combination man first ticket, good engineering background and excellent voice. Send details and tape. Good salary. KAPA, Box 782, Colorado Springs, Colorado.

Engineer-announcer. KBMW Radio, Bozeman, Montana. Engineer must be proficient and have good voice. Salary commensurate with ability. Send audition tape, full particulars, and recommendations to Bozeman, MT.

Have immediate opening for daytime operation. Apply Clint Formby, Manager, KFAN, Breezefield, Texas.

Wanted: combo 1st phone, top pay, daytime station. Send tape and picture to WBEV, West Bend, Wisconsin.

First class engineer...combo man preferred but not obligatory. New five thousand watt operation. In new State's beautiful north country. Send background, references. WEAJ, Pittsburgh, New York. Car Necessary.

Announcers

Radio

Help Wanted—(Cont'd)

Name

Address

City

State

Zip

Ring

Continuity and Traffic Jobs Open at CALIFORNIA NETWORK TV

Two positions open in California vhf network located in medium market on California coast. Outstanding opportunity to the right girl, experienced in TV traffic (Cardex System). Also need versatile, experienced, detail-minded continuity writer (man or woman). Send full details, all references, photo and samples first letter.

Box 581C, B-T
Radio

Situations Wanted—(Cont'd)

Announcers

Six years radio programming and announcing—one year television on-camera, news weather, commercials—resume and tape on request. Box 822C, B-T.


Disc jockey combo man, presently employed metropolitan area. Own show, prefer east coast. Box 486, 1474 Broadway, N. Y. C.

Looking for help? Write us! We have the "right" person for the "right" position! Commercial Employment, 622 Chestnut Street, Gadsden, Alabama.

Technical

1st phone, 4 years 5kw experience, desires permanent position kw or better. Married. Box 128A, RFD 11, Ludlow, Vermont.

Programming-Production, Others

Trained, experienced, single, male. 32...experienced all programming...far north, deep south...anywhere. Car. Two weeks notice...samples on request. State salary first letter. L. Greene, P. O. Box 27, Denison, Iowa.

Idea man, now in agency copy. Job may terminate soon. Box 601C, B-T.

Television

Help Wanted

Salesmen

Wanted: Television time salesman who can also do some on-camera work. Excellent opportunity in most beautiful section of Texas. We want a man who is on the way up, and who wants to be a part of our area. Must have car and be willing to work. Write Richman Lewin, Vice President, and General Manager, KXEX-TV, Channel 9, NBC-TV, Lufkin, Texas. (Prefer man from southwest but will consider others.)

Announcers

Need qualified staff announcer. Prefer south- wester or midwestern. Would consider experienced radio announcer seeking opportunity with permanence and excellent living conditions. Complete details should include picture, tape, minimum salary. Manager, KSWS, Radio and TV, Roswell, New Mexico.

Technical

Technician with first class license for Gulf Coast vhf station. Emphasis on operating ability. Salary dependent on experience. Send resume, photo and references. Box 806C, B-T.


Experienced tv transmitter operator for station in midwest market. Scale depends upon experience. Box 620C, B-T.

Immediate opening for technically minded studio engineer with first class license and at least two years experience. Must have vhf experience, education and recent photo to Engineering Department, WNB-F-M-AM-FM-TV, Binghamton, New York.

Studio technician—must be resident course graduate of recognized technical school. Prefer man 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, WHYN-TV, 733 Harmon Ave. Columbus, Ohio.

Television

Help Wanted—(Cont’d)

Technical

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXXE-TV, Pittsburgh, Pennsylvania.

Experienced studio maintenance man for Florida basic CBS station. One familiar with 4V color equipment preferred. State experience and minimum starting salary first letter. Engineering Dept., P. O. Box 1198, Tampa, Florida.

Chief engineer—small new vhf, Casper, Wyoming. Air date February 1, 1957. Send resume to Har- ristop, Ind., 355 North Beverly Drive, Beverly Hills, California.

Programming-Production, Others

Wanted immediately. Experienced tv continuity writer. Salary open. Send experience, resume and references to Tom Matthews, WREM-TV, Bay City, Michigan.

Situations Wanted

Managerial

Experienced general manager, or sales manager. Young, aggressive, with outstanding sales record and excellent industry references. Have constructed money making tv station. Am currently looking for challenging position where fine sales, organization and administrative experience can be utilized. Box 396C, B-T.

Sales manager-manager: There's no substitute for experience! Earning figures substantiating over $100,000 yearly personal sales selling radio intangible. Also, tv experience. Now employed but looking for tv sales manager-manager future. Opportunity to discuss and negotiate appreciated. Box 846C, B-T.

Announcers

Announcer, MC, 4 years experience all phases tv, desires greater opportunities in large market. Box 247C, B-T.

CHICAGO

HOLLYWOOD

PORTLAND

TELEVISION PRODUCTION EXPERIENCED

Professionally trained, well qualified Personnel. Classes in TV Production have just completed their training in three of our four schools' completely equipped studios. A Portland Television Production class is pictured here. Highly trained adaptable people for all phases of TV production are now available in YOUR area. Call Northwest FIRST! Write, wire or call, John Birrel, Employment Counselor, for immediate details.

NORTHWEST

RADIO & TELEVISION

SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7245

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Broadcasting • Telecasting
TELEVISION

Situations Wanted—(Cont’d)

Programming-Production, Others


Ages;—ty stations. Looking for rare species of sales-minded continuity writer, experienced radio, tv, newspaper. Box 606C, B-T.

Film director of large eastern station would like position in northwest or west. Eight years tv film experience. Film experience—precision, direction, etc. A glance at family necessitates move. Box 598C, B-T.

Young woman experienced on-camera, production and sales, desires immediate on-air promotion or programming position northern valley. Box 597C, B-T.


Production manager: 7 years experience in tv medium, all phases. Studio, film, photography, directing, coordinating, switching, engineering, and would like similar position in future. Please state salary. Box 695C, B-T.

ADVERTISING AGENCY

Situations Wanted

Many years experience includes: Sales, client contacts, supervision, creative in tv, radio, agency, network. Reliable, best references. Contact me in N. Y. week of December 3rd, through B-T N. Y. office. Box 526C, B-T.

FOR SALE

Stations

Northeast single station market: $9,000—half cash. Must sell quick. Box 333C, B-T.

For sale: Prosperous. Texas. 250 watt with good gross. Prospects for next year good. Box 599C, B-T.


South Texas. Established Am operation. Absentee owned. City of 10,000-plus, Ralph Erwin, Broker. No information by telephone. Box 537C, B-T.

Southwest Diversified Center. Recreational, industrial, military. Year-round recreation facilities with 30' Dee Dee's, white town 

market in excess of 75,000. Requires $22,500 cash to handle. Ralph Erwin, Broker. 144 South Trenton, Tulsa. No information by telephone.

Southwest cultural center. Fine college, two private schools, plus active military facility. Delightful mild year-round climate. Active community, served by two main-line railroads. Takes $13,000 cash down, Ralph Erwin, Broker. No telephone by information.

Southwest—100 single station—fulltime. Opportunity to earn $18,000 down. Write Bob Johnston, 513-54 Oklahoma Natural Building, Oklahoma City, Oklahoma. Knight Business Brokers.


FOR SALE

Equipment

Approved am broadcast frequency monitor. Western Electric Model 1-C, $75, RLEX, Box 341, Lexington, Missouri.

2 complete BCA field camera chains including cable and switcher. We purchased for closed circuit operation which we lost. Practically brand new. Will sell for 75% of cost. Contact Bill Antony, KWKH, Shreveport, La.

For sale: Gates remote control RCN-14 unit with metering system. Just taken out of service due to move to transmitter. WCVS, Springfield, Illinois.

Five RCA 44 BX two. Two of these were new in 1955. One chipped. RCA new price $500.00. For owner-managers. Box 535C, B-T.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. B. and Biddle holders: regrinding, repair, etc. Also A.M. Monitor service. Nationwide unsolicited testimonials praise our products and services! Send for catalog, Edwin Electronic Co., PR3-3901, Temple, Texas.

For sale: One 500 watt am transmitter, type RCA BT 5G. Complete with console and plate transformer; equipped to broadcast on any frequency for 350 to 1000 kc. Excellent condition—never been used. For inspection or additional information, contact Bruce Linton, School of Journalism, University of Kansas, Lawrence, Kansas. Bid blanks may be obtained from William F. Perkins, Director of Purchases, State House, Topeka, Kansas. Provided until 7:00 p.m. December 27, 1955, and then publicly opened. If bid is accepted, you will be notified of the bid, or all bids or parts of bids and to waive information therein. Signed: William F. Perkins, Director of Purchases.

WANTED TO BUY

Stations

New station to be erected. Wanted engineer with capital to become partial owner. West Virginia market. Box 599C, B-T.

Desire to purchase single station in southeast or far west. Box 644C, B-T.

Immediate interest: Seeking station buy within approximately 100-mile radius N. Y. C. Send information. Box 599C, B-T.

Wanted immediately: Financially responsible party interested in $250 to $5000 operation in south or southeast. Replies confidential. Box 600C, B-T.

Wanted: Single station vicinity New York. Principals only. Reply in confidence to Box 604C, B-T.

Wanted to buy. Small station in Arkansas or Oklahoma. Write P. O. Box 555, Fort Smith, Arkansas.

WANTED TO BUY

Equipment

FCC first phone in 12 weeks, Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1956 N. Western Avenue, Hollywood, Calif., 27, Calif. WEK 575.


RADIO

Help Wanted

Salesmen

ACCOUNT EXECUTIVES

Top-notch 1000 watt fulltime independent in Indiana’s second market looking for two account executives for January 1st starting date. This is sales force addition brought about by increased business and part of planned 1957 station expansion. Our Account Executives are averaging $10,000 and better yearly. Guaranteed against 15%. These are top sales positions backed by promotion and merchandising—so do not answer unless you are an account executive in the true meaning of the word. Write full details and minimum starting draw to Boyd W. Lawlor, Manager, Radio Station WWCA, Hotel Gary, Gary, Indiana.

SOUTHWEST VHF TELEVISION STATION

SINGLE STATION MARKET

Metropolitan-cosmolopolitan market in excess of 100,000. Trans-continental gateway city, direct access by air, deluxe train, express bus. Delightful climate, palm trees and semi-tropical flora in profusion. Station fully established, generous daily schedule. Absentee-owned. Cash requirement is $100,000. Written inquiries from qualified principals are cordially invited.

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Tulsa, Oklahoma
**RADIO**  
**Help Wanted—(Cont’d)**

**Announcers**

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**Combo Men**

wanted immediately at top-rated station in Michigan’s second market. Top disc jockey quality. Excellent wages. Wire collect immediately.

**WTAC**  
**The Big Station**  
**Flint, Michigan**  
Owens 4-4146

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**TOP ANNOUNCERS**

Leading Eastern independent needs two top-notch men. Clever morning DJ and versatile all-around man for another slot. Also wants good continuity director with original ideas and ability to write “gimmick” copy. Box 612C, B*T

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**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, no floaters 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.

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**RADIO**  
**Help Wanted—(Cont’d)**

**Technical**

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**CHIEF ENGINEER**

Wanted — Permanent — Experienced  
—for California FM Station. Good pay  
—Good future. Send recent photo and details to:  
Box 555C, B*T

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**TELEVISION**

**Situations Wanted**

**Programming-Production, Others**

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**AMEN, SOL TAISHOFF!**

Veteran news director agrees with Nov. 19 B*T editorial. Let me help make your TV-AM operation the leader in your area with a vigorous, dynamic and responsible approach to news and public affairs. Thoroughly experience in all aspects of TV-AM news coverage and production, including newsreel. Proven performance, A-1 references. Now employed. Box 618C, B*T

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**FOR SALE**

**Equipment**

**GO TO HIGH POWER AT LESS THAN 40 PERCENT OF ORIGINAL COST**

General Electric TF-4-A 20 KW High Channel VHF amplifier Available for immediate shipment. Box 552C, B*T

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**WANTED TO BUY**

**Radio-Tv executive desires to purchase all or substantial interest in Florida radio station, with object of joining station in any capacity for which qualified. Over score of years’ experience in radio sales and station management, several years in TV. Direct or through your broker. Replies confidential.**

Box 580C, B*T

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**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.

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**NEED NATIONAL REP**

Big aggressive station will require big aggressive sales rep. Application on file for 5000 watts at 620 kc, daytime non-directional. Terrific coverage over America’s richest natural resources. Contact E. Anson Thomas, 1102 Elm Avenue, Grand Junction, Colorado.

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**INSTRUCTION**

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Reservations Necessary All Classes—Over 1700 Successful Students

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**SERVICES**

**WE KNOW WHAT STATIONS WANT**

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JU 6-1918
ASCAP's Juicy Melon

The Shortcut on Uhf

If this comparison is odious, it is intended to be.

The comparison is between an announcement of 1956 payments to members by the American Society of Composers, Authors & Publishers [B&T, Nov. 26] and testimony of various ASCAP officials and members before the House Antitrust Subcommittee last September.

ASCAP announced a fortnight ago that this year it would distribute about $20 million to members, the most in any year of its history.

ASCAP testimony before the Celler committee was that ASCAP was the victim of a giant conspiracy among broadcasters to force ASCAP music off the air and replace it with Broadcast Music Inc. works.

The nicest thing to be said about this comparison is that it betrays an inconsistency between the facts of ASCAP collections and disbursements and the fancies of its officials and members who testified before the Celler group.

The inconsistency is made the more glaring in information filed by BMI with the Celler committee, as reported elsewhere in this issue. BMI says that from 1951 through 1955, ASCAP was paid a total of nearly $25 million by CBS and NBC. In the same period, BMI was paid $8.4 million.

If a conspiracy is going on among broadcasters, it is proved by the figures to be a total flop.

The Shortcut on Uhf

While the experts desperately seek a way to an vexatious problems of the uhf station operators, they apparently are all but ignoring the one sure way in which to bring a large measure of prompt relief. That is the elimination of the 10% excise tax on tv receivers which will tune the entire tv range so that manufacturers will find it just as profitable to make and merchandise the non-taxed all-band receivers as to manufacture uhf-only sets on which excises would still be paid.

This approach isn't new. Several efforts have been made in past sessions of Congress to get favorable action, but it always has been a case of too little to too late. Both the Treasury and Congressional committees are loath to lift off any tax, and unless the job is done early and with conviction, it will be the same story next year.

The opportunity is here. The House Ways & Means Subcommittee on excise taxes already has begun hearings, preparatory to the opening of the new Congress next month. The Treasury, at the very first day of hearings last week, argued against any excise tax cuts, including those which had been slated for next April under the present law. The odds then would be against a cut.

But who has a better case than television? It is a vitally important pursuit. There is need for competition. It is a growth field that gives employment to hundreds of thousands and, through its impact as an advertising vehicle, moves the goods that our factories produce. It is important to the national defense. And what is involved? The possible loss of a few million dollars in excise taxes against the probable gain of many more millions in corporate taxes. All this in an economy that is approaching $500 billion in national product.

This is the time to open up. It is a job, not only for the uhf operators who can ill afford to pay the bill, but for the uhf licensees, the FCC, the NARTB, and, if you please, both the Senate and House committees which have been grappling with the allocations problem with a vague hope that some miracle will be passed to make uhf good as uhf overnight. The FCC is involved in deintermixture proceedings which at best can supply only a partial solution and, at worst, can become hopelessly enmeshed in litigation.

Because of past experiences in Congress, there are those who despair of favorable action. But the motion picture exhibitors two years ago succeeded in knocking off the old "wax" excise taxes. Isn't healthy competition in tv as important as increasing movie attendance?

The answer is obvious. What isn't obvious is that the movie exhibitors lobbied for years to achieve a result. They did it at the local, state and federal levels.

Set manufacturers are business people. They hold no government license. It costs less to make a single band vhf receiver than a continuous band combination uhf-uhf set. But if the cost is equalized, or nearly so, through repeal of the excise tax on all-band receivers only, it then will become economically expedient to make those sets. Competition will take care of it too, because far-sighted manufacturers will begin to promote the all-band sets, and others will have to fall in line.

If the excise tax on all-band sets is withdrawn at the next session, we predict most of those 83 non-operating uhfs that have been given an ultimatum by the FCC on further extensions will reactivate, and that new applications will be filed in increasing numbers. The deintermixture problem will all but evaporate in time.

The locations then would follow the radio pattern. Am stations have varying coverages, ranging from the 250 w local to the 50,000 w clear. But it's all radio, picked up on the same receiver. TV, once the all-band receivers come into general use, would not distinguish between uhf and vhf; it would all be television, receivable on the same set.

This tv Utopia would not come overnight. It would take many months. The experts, now pondering the uhf-vhf enigma, have no timetable. The shortcut is by way of the all-band receiver. By going all out—everybody—for elimination of the 10% excise tax on all-band receivers, and the retention of the tax on vhf-only sets, the simple, quick, economic answer would be within reach.

Lots in a Name

A GRASS-ROOTS movement to change NARTB back to plain old NAB, which had served for years as the landmark and trademark of organized American Plan broadcasting, is gaining momentum. Various state associations and all of the recent NARTB area meetings developed discussions for a return to the old order. The contention is that "National Assn. of Radio & Television Broadcasters" is unnecessarily cumbersome, and that "broadcasters" is all-inclusive anyway, embracing all modes of aural and visual transmissions for the public.

The 1951 change gave recognition to television and, in some measure, was the price of fusion of the then separate television association with the then NAB. Perhaps it was worth the price, since the union is working. At the time we commented that NARTB, spelled out, was "an almost unpronounceable mouthful."

Restoration of "National Assn. of Broadcasters" as the official name would not be difficult to achieve; it requires only the affirmative action of the association's board of directors, and the changeover of stationery, bronze name-plates and code insignia as well as calling cards. But what about the nickname "NAB"? Since the 1951 changeover, there has come into being the National Audience Board—NAB, in short.

It may not get nowhere, but since there is the well-supported proposal to cut back on the name, why not look ahead to the inevitable and do it in one fell swoop? Make it the "National Federation of Broadcasters"—NFB. One day all must be under one tent—a confederation of the entities that live under broadcasting by the American Plan.
George Roesner, dean of Texas farm broadcasters, and his sidekick "Buck" Buchanan are the most widely travelled and best known farm reporters in the Southwest. When they offered seeds on their daily shows recently, they were literally swamped with requests. A total of 41,081 packages of seeds were ordered by ranchers and farmers living in 128 counties... proof again of KPRC-TV's tremendous rural audience in the Houston Gulf Coast area.
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