Government files antitrust suit against RCA-NBC, affiliates celebrate network's 30th birthday
Screen Gems acquires Hygo, United, TV film
Agency timebuys on CBS-TV: a B•T analysis

The Storz Style . . . in public service

From the files of the five Storz Stations . . . here are two recent . . . and typical . . . examples of service in the public interest:

in Miami, WQAM helped get out the vote

at happened when WQAM decided to conduct a presidential straw vote? More than 50,000 phone calls swamped WQAM's facilities in the 5½ day "Election Poll." Hourly rage: 870 calls. Each of the 600 announcements WQAM noted to "Election Poll" urged listeners not only to take in the straw vote, but to exercise their franchise on election Day, as well.

official returns for Dade County, Florida, showed a balloting of more than 250,000 votes—representing a decided rease over the 1952 turn-out.

in New Orleans, WTIX comforted a mourning family

A poverty-stricken family had just buried its two youngest members, dead of rat-poisoning. One Sunday, WTIX devoted a full air day to mobilizing assistance for the desperate family. In cooperation with American Legion Post 203, WTIX personalities urged contributions of money, clothing and food.

The response was instantaneous. More than $2,100 . . . 400 items of clothing and 50 boxes of foodstuffs poured in to comfort the family in its unhappy hour.

The Storz Stations
Today's Radio for Today's Selling

WDGY
Minneapolis-St. Paul
WKBW
Kansas City
WQAM
Miami
KOWH
Omaha
WTIX
New Orleans

Represented by John Blair & Co.
Represented by Adam Young Inc.

TODD STORZ,
President
Come fill your Christmas stocking with profits that will linger throughout the coming New Year via usage of the "First Stations of Virginia." Sales power based on creative programming and public service renders Havens & Martin, Inc. a surefire bet for Santa's stop-over in Richmond and the rich surrounding area throughout Virginia. A prosperous advertiser's year to you from and with WMBG AM  WCOD FM  WTVR TV
First Stations of Virginia
...a New Hi-Sign on Michigan's Skyline!

Now...maximum tower (1023 feet)
maximum power (100,000 watts)
maximum outstate coverage

Located in the geographical center
of Michigan...completely surrounded
by populous cities and thickly settled
urban and farm areas...an enviable
spot occupied exclusively by WJIM-TV.

WJIM-TV

Channel 6 Lansing
NBC...CBS...ABC

Represented by
PETERS, GRIFFIN, WOODWARD INC.

Lansing
Saginaw
Bay City
Flint
Pontiac
Detroit
Ann Arbor
Jackson
Battle Creek
Kalamazoo
Grand Rapids
Mt. Pleasant
Midland
3½ million people... every one a prospect

Selling opportunities are rich and ready in America's 10th TV market. Its multi-city population consists of 3½ million people comprising 989,605 families, with a high TV set ownership of 917,320. These families earn $5¾ billion a year, spend $3¾ billion on advertised products.

**AMERICA'S 10th TV MARKET**

**WGAL-TV**
LANCASTER, PENNA.
NBC and CBS

**CHANNEL 8**
Multi-City Market

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Los Angeles • Chicago • San Francisco
DAMPENER ON TRADING? • With concern being evinced at FCC policy level on TV station sales, thought reportedly is being given to recommendation to Congress that law be revised to provide that no transfers shall come within regular license tenure except on “involuntary” basis (death of licensee principal, bankruptcy or other extenuating unforeseen development). Present broadcast license tenure is three years and FCC already is unofficially committed in favor of five-year license tenure. If “anti-trafficking” provision were incorporated in proposal, it would presumably run concurrent with license tenure.

THOUGH he now plans no announcement until after first of year, it’s understood that Sylverster L. (Pat) Weaver Jr., “between jobs” since resigning as NBC chairman in September, has decided he’ll go into business for himself, probably with shingle big enough to cover multitude of activities. Among those contemplated: independent production services, talent representation and consultancy to advertisers and agencies.

HOLIDAY DECISION • Whether FCC Chairman George C. McConnaughey will wish reappointment to FCC when his term expires June 30 won’t be made known until after first of year—possibly following inauguration, Jan. 21. Mr. McConnaughey, who assumed office Oct. 4, 1954, to serve unexpired term of George E. Sterling, who had resigned for health reasons, had pondered return to his law practice in Columbus, Ohio, in partnership with his eldest son. He is expected to “consult” with his family about future plans over Christmas holidays.

TALENT guilds are giving lukewarm consideration to lump sum offer of about $700,000 by Matty Fox for all TV rights to his syndicate’s backlog of 75 post-1948 RKO feature films since he leaves it up to guilds how money would be split. Screen Actors Guild wants to negotiate separately from Screen Directors Guild and Writers Guild of America for biggest share. Craft guilds are ignored. If guilds can work out lump sum agreement, policy could set pattern for stalemated talks on post-1948 formula at Assn. of Motion Picture Producers and free big Hollywood backlog for TV.

FORD & FRANKIE • Ford Motor Co.’s new Edsel car division (through Foote, Cone & Belding) has expressed interest in buying alternate weeks sponsorship of Frank Sinatra series in 1957 on ABC-TV. Ford bid, however, must hinge on Liggett & Myers (Chesterfield) decision on whether it would want co-sponsor. Chesterfield, through McCann-Erickson, New York, has contract with ABC-TV, pending formalities, for full Sinatra series. Contract reserves right for cigarette firm to offer half of series to another sponsor (also see story, page 44). ABC meanwhile was reported late Friday to have firm offer for half-sponsorship from cosmetic firm, if Chesterfield is willing to go along.

AS ABC-TV’s nightly lineup is now constructed, addition of Ford sponsorship would limit scheduling of Sinatra show to probably Thursday evening. Both Thursday and Saturday nights had been considered most likely for “beefing up” by strong, high-budgeted Sinatra show, but sprinkling of automotive shows through most of schedule (for example, Lawrence Welk Show on Dodge is on Saturday, 9-10 p.m. EST) would cause product conflict. There’s no automotive Thursday night.

BIDS FOR BITNER • Formal bids from at least two groups—Time Inc. and syndicate which would comprise Meredith Publishing Co. and Harold Gross (WJIM-AM-TV Lansing)—will be in hands of Consolidated Television & Radio Broadcasters Inc. (Bitner) this week, with prospects of action possibly before end of year. Offers followed collapse of Crowell-Collier $16.2 million agreement [BT, Nov. 26].

TIME Inc. offer, it is presumed, will be for whole package (WFBM-AM-TV Indianapolis; WOOD-AM-AM TV Grand Rapids; WTCN-AM-AM TV Minneapolis and WEDF Flint). This would entail selling off one of existing Time Inc.’s three properties in view of seven station multiple ownership limit. Gross bid apparently would be for Grand Rapids and possibly Flint, with Meredith interested in Minneapolis at $3.5 million, re-affirming former proposal. At least two important radio-tv groups reportedly are interested in Indianapolis property.

RESEARCH MONEY • More research to make more radio sales—that’s word at Radio Advertising Bureau, which is setting aside more funds for that purpose in 1957 than ever before. In addition to its usual research activities, which run to about $75,000 annually, RAB board has set up $52,000 research reserve for special project or series of projects as need arises, plus $50,000 earmarked for specific project which officials aren’t revealing yet but which they say could lead to changes in whole face of marketing.

COLUMBIA Records reportedly has picked up sponsorship of Arthur Godfrey’s Talent Scouts for Dec. 12 and 26 for holiday season. Although Columbia phonographs have used network TV before, this will be first time for records. McCann-Erickson, New York, is agency.

PAY-TV TIME-TABLE • Complete digest of subscription TV data, including testimony before committees of Congress, should be in hands of FCC from its staff by mid-January. FCC then is expected to begin consideration of hotly controverted topic and determine whether: (1) it has jurisdiction under existing law to authorize subscription method; (2) whether it should allow experimental operation to test public reaction, or (3) whether it should pass back to Congress for consideration of legislative action.

FCC feels its pay-TV timetable is in keeping with Congressional attitude, since Commission was told last year that it’s first and foremost problem was TV allocations, with which it is grappling.

RADIO RATE RISE • WGN Chicago shortly will announce daytime rate increase, averaging 22% with maximum of 40%, effective Jan. 1. Usual six-month protection will be given, with nighttime rates remaining unchanged. Ward Qual, vice president and general manager, increased WGN-TV rates effective Sept. 1 (average of 20%), establishing top rate at $1,800 per hour.

BELLEING “tight money” market, Stauffer Publications Inc. last Thursday completed transaction with Kidder, Peabody & Co. for $2 million loan to run 10 years at 5 1/2% interest for its $6.5 million-plus acquisition of Capper Publications’ properties, including W1BW-AM-TV Topeka [BT, Nov. 5]. Another Capper station, KCKN Kansas City, Kans., has been sold for $110,000 to Cy Blumenthal (WARL Atlanta, Va.) and associates in transaction subject to FCC approval. Loan was negotiated by Robert E. Grant, Kidder vice president, with Oscar Stauffer.

HELP WANTED • Expansion of NBC News personnel is planned in immediate future to staff NBC Radio’s new hot news format. Also imminent are several appointments on foreign staff, which would be accomplished through replacements and transfers.
Ratings proved it a year ago—they're still proving it today! Ever increasing viewership, exciting programming, top-flight facilities keep WISH-TV the dominant station in Indianapolis.

For availabilities, see the Bolling Company.
Cunningham & Walsh Takes 3 Agencies Under Name; Will $50 Million

NEW CONCEPT of national advertising agency service announced Friday by John Cunningham, president of Cunningham & Walsh, New York, in disclosure that C&W, Brisacher & Wheeler & Staff, San Francisco, The Meyers Co., Los Angeles, and C&W Chicago (formerly Ivan Hill Inc.) will be consolidated as of Jan. 1 into one national advertising agency under Cunningham & Walsh name with an estimated $50 million in billing and 500 employees. C&W board will have representatives from each office: Franklin C. Wheeler and Robert Brisacher from San Francisco; Henry Meyers, Los Angeles, and Ivan Hill, Chicago.

Mr. Wheeler continues as president of Brisacher & Wheeler Div. of C&W, Mr. Meyers as president of Mayer Co. Div., and Ivan Hill as executive vice president of C&W.

New concept, Mr. Cunningham said, was result of advertisers' need of agency with country-wide knowledge of local and regional markets. Under consolidation there will be one class of common stock, one board of directors, and national management committee will be formed with representatives of each office which in turn will be responsible for interoffice policy, recommendations and operating procedure. One feature of new plan will be exchange of marketing, merchandising and creative personnel between offices for from two to three months. All offices will participate in C&W's promotion, "The Man from C&W."

Brisacher & Wheeler & Staff brings $5 million in billing. Agency was formed in 1919 by late Emil Brisacher. President Franklin C. Wheeler, Executive Vice President Walton Purdon, Vice Presidents Robert Brisacher, Clifford Ball, Bradford Collins, Etienne Firenze, Lester Freedman and Howard Cousage remain in office. Richard Ide, who has been vice president and manager of New York office of B&W&S, becomes executive of C&W in New York. Meyers Co. brings $3.5 million in billing, which includes recently acquired Sears, Roebuck account plus other food, financial, industrial and public utility accounts.

Kintner to Miss NBC Meet; 9 Major Pronouncements Scheduled

One top level executive face will be missing at NBC celebration at Miami this week—that of Robert Kintner, former ABC president who joins NBC as executive vice president Jan. 1. He's staying away in scrupulous compliance with terms of his departing agreement with ABC which prevents his going to work for NBC before first week of January.

Highlights at Miami meeting (see story page 32), according to insiders, will be: (1) address of President Robert W. Sarnoff at 30th anniversary banquet Thursday night, slated to offer more than flag-waving over three decades of achievements. He plans to address himself to number of major industry problems, including government investigations, future of radio and network coverage of top-magnitude public affairs; such as U.N. crisis sessions; (2) word on major changes in NBC-TV's nighttime programming and some morning and afternoon changes at Friday business session—Emanuel (Manie) Sacks, new tv program vice president, planned to take his key executives to Miami at weekend for concentrated skull sessions to complete thinking on revised lineup; (3) NBC officials expect all NBC-TV basic stations, 85% of all tv affiliates and 80% of all NBC Radio affiliates to attend Miami convention.

BROADCASTING • TELECASTING

Big Ten Again Will Fight NCAA Football Restrictions

BIG TEN promised Friday it will carry fight for loosening NCAA football tv restrictions to latter's university telecasting committee and perhaps floor of association's national convention in St. Louis Jan. 9-11.

Western Conference tv group authorized to recommend that NCAA controls be limited to designating number of appearances (three) any school may have on tv, whether national, regional or local. Individual NCAA members would negotiate own tv arrangements. Big Ten team appearances past year were limited to one national and five regional dates by NCAA television committee's recommendation adopted by Big Ten's faculty representatives and athletic directors. Doug Mills, U. of Illinois, is district representative on NCAA-TV committee.

Move to Plug Tax Loophole Alarms Coast Star-Producers

NEW personal holding company tax law regulations, proposed by Treasury Dept., have caused stir in Hollywood star and independent production circles. Regulations seek to plug loopholes in personal company tax laws whereby such firms now can use own personal services of star-owner and outside money to package complete programs (both motion picture and tv) independently. Public has to Dec. 15 to protest, after which Treasury's Internal Revenue Bureau issues final rules.

Regulations would be retroactive to 1954, it is understood, and would wreak financial havoc with number of Hollywood entities who have formed such companies to produce tv shows or movies for themselves—rather than for third party networks or studios, according to observers. Star normally has been taking less salary from his firm than that which net-work or sponsor pays to corporation for package, thus obtaining more favorable tax position. Hollywood's proposal is discriminatory to entertainment industry and will destroy artistic initiative.

RCA Board Declares Dividends

RCA board has declared extra 50-cent dividend and regular quarterly dividend of 25 cents per common share, Brig. Gen. David Sarnoff, board chairman, announced Friday. Dividends are payable Jan. 28 to stockholders on record at close of business Dec. 19. Also declared was 87 1/2 cent dividend per share on First preferred stock for Jan. 1-March 31, 1957, payable April 1 to stockholders on record at close of business March 11.

Business Briefly

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

Daly's Sponsor • General Cigar Co. (Robert Burns cigars and cigarellos, White Owl cigars, other tobacco products), N. Y., signed effective today (Mon.) for all of John Daly and the News (ABC-TV, Mon.-Fri., 7:15-7:30 p.m. EST). Reportedly contract would represent more than $2 million gross. Agency: Young & Rubicam, N. Y.

Fills Breach • Interim sponsorship of CBS-TV's Phil Silvers Show by J. B. Williams Co. (Lectric Shave, Ice Blue Aqua-Velva), Glastonbury, Conn., for six weeks (three full shows, three "cross-plugs"), effective Jan. 8, expected to be announced this week. Williams will "relieving" Amana Refrigeration Inc., Amana, Iowa, regular alternate sponsor (with R. J. Reynolds Tobacco Co.). It's understood Amana wants to let up on advertising following Christmas season. Refrigeration firm is expected to return to series after 6-week hiatus. J. Walter Thompson Co. is agency for Williams.

Again • Seeke & Kade (Pertuszin) planning second group of secondary radio markets to start Dec. 31, using about 60 stations for 13 weeks. McCann-Erickson, N. Y., is agency.


Pinkham Spots • Lydia Pinkham Medicine Co., Lynn, Mass., through Harry B. Cohen, N. Y., buying radio spot announcement campaign to start Jan. 7 and run for 20 weeks.

Listerine Buying • Lambert Pharmaceutical Co. (Listeric antiseptic), N. Y., buying radio spot announcement campaign to start Jan. 1 for 13 weeks in 38 markets. Lambert & Feasley, N. Y., agency for Listerine, also mulling radio network participations.

Delayed • Chesterfield cigarettes, N. Y., through McCann-Erickson, N. Y., originally planning to start 13-week radio spot announcement campaign Jan. 6, has delayed starting date to Feb. 4. Approximately 100 markets involved.

Compton for Hines • Duncan Hines cake mix, formerly serviced by Gardner Adv., St. Louis, has named Compton Adv., N. Y., to handle advertising. Other Duncan Hines mixes, for muffins, etc., will remain with Gardner. Procter & Gamble now owns Duncan Hines Co. Cake mix will run approximately $900,000 in billing.
Phoenix children are eager-beaver followers of the "It's Wallace?" Show. Wallace Snead, Goldust Charlie and Ladmo, stars of the show, sell, sell, SELL throughout an hour of first run Warner Brothers Cartoons. Two Phoenix stores sold 1,440 pairs of Gold Rivet Jeans as a result of only three weeks' promotion.

The Wallace show enjoys the highest cumulative daytime rating in Phoenix — topping KPHO-TV's "Trailtime" in second place. "It's Wallace?" is the ONLY local TV show in the TOP TEN.

In less than a month Wallace received over 4,000 membership applications to the "Wallace Watchers" club. Each contained 25 cents club fee.

"It's Wallace?" is SRO for sponsors now, but make your reservations early for this "eager-buyer" audience.

June '56 ARB"
Daly Hits Back at Critics Of Network Crisis Coverage

UNSCHEDULED blast at anti-network criticism for not programming full coverage of United Nations deliberations last month on Middle East crisis voiced late Thursday by ABC’s John Daly, vice president in charge of news, public affairs, special events and sports, at Sylvia television awards banquet in New York (see story, page 92).

Mr. Daly, in accepting ABC’s award for political convention coverage, took occasion to answer, noting “we do not feel that the industry or the networks have received fair consideration in criticism of U. N. coverage” and defended networks’ position because of “issue of balance involved.” Sylvia’s judges panel had pointed to failure of tv networks in U. N. coverage.

Sold: KWRN Reno, KROG Sonora

AMONG applications filed with FCC Friday seeking approval to station transfers was $37,275 sale of KWRN Reno, Nev., from KWRN Inc. to Radioreno Inc. Radioreno is comprised of equal partners James F. Hadlock, owner of Los Angeles advertising-production agency; William H. Welsh, director of special events, KTTV (TV) Los Angeles, and Gerald A. Simmonds, KTTV account executive. KWRN, 250 WABC affiliate on 1230 kc, had $7,372 deficit through last June, according to station’s June 30 balance sheet.

Also sold Friday, subject to FCC approval, was KROG Sonora, Calif., for $30,000. Brewer E. Ferrel is selling 250 KROG (1450 kc) to Walter T. Eggers, chief engineer of station, and George E. Johnstad, San Francisco water company employe.

ABC to Cover Sugar Bowl

ABC reported Friday it will carry Sugar Bowl football classic (Tennessee vs. Baylor), exclusively, on radio and TV Jan. 1 (beginning at 2 p.m. EST).

Investment Fund Assets Up 25%

TELEVISION Electronics Fund Inc., investment organization, Friday reported net assets of $132,618,446 for fiscal year ended Oct. 31, representing over 25% increase over total year ago. Net asset value per share rose from $11.06 to $11.97, according to Chester D. Tripp, TEF president.

• BUSINESS BRIEFLY

Continues from page 7

DENTYNE TV • American Chicle Co. (Dentyn chewing gum), N. Y., planning television spot campaign after first of year. Dancer-Fitzgerald-Sample, N. Y., still has specific details under wraps.

CRANBERRY CAMPAIGN • National Cranberry Assn., Hanson, Mass., buying two-week pre-Christmas radio spot announcement schedule in 13 markets through BBDO, N. Y.

RADIO FOR SANKA • General Foods (in- stant Sanka coffee), N. Y., buying two-week radio announcement campaign starting Dec. 19 on West Coast.

Film Quality Problems Go Before Professional Meets

FILM PRODUCERS Assn. of New York announced Friday it has scheduled meetings with some of various film crafts in order to solve some of mutual problems relative to film production quality. Committee already has met with group of 12 New York film laboratory executive and plans to confer later with other crafts.

FPA, which is cooperating with Lever Bros. in project to upgrade film quality [B'Tov, Nov. 5], has scheduled second subject for early next year and will provide Leverage agencies with preview of seminar on Dec. 17. FPA committee members include Robert Lawrence, president, Robert Lawrence Productions, and FPA president W. C. J. S. W. L. U. S. N. Y. director; Walter Kutler, general manager, Sound Masters Inc. Committee of laboratories created to work with FPA group consists of Robert Crane, Color Service Labs, chairman; Arthur Miller, Pathe Labs; Sam Schlein, DeLuxe; L. Feldman, Du Art; Ben Bloom, Movielab; Douglas Yates, Consolidated, and Paul Guftant, Guffant Labs.

Am Actions Argued in Court

FCC’s grant of new am outlet in Hartselle, Ala., last January (now WHRT on 860 kc with 250 kc, daytime) and denial of application by WERD Atlanta, Ga., for increased power on same frequency (it operates with 1 kw) argued in U. S. Court of Appeals in Washington Friday. Commission maintained Hartselle grant in public interest because it brought first station to community. WERD claimed modification should have been granted because of its specialized service for Negro populace of Atlanta and environs. FCC counsel questioned by bench as to whether FCC considered this factor in arriving at decision. Sitting were Circuit Judges Henry W. Edgerton, Charles A. Danaher and Walter M. Bastian.

Niles to Gross $1.2 Million

FRED A. NILES Productions, Chicago-Hollywood film company, will gross slightly less than $1.2 million for 1956, it was announced Friday by Fred A. Niles, president of firm. In review-

PEOPLE

LAWRENCE TIBBETT, opera singer, reported by Mutual Friday to be considering weeknight MBS “good music” feature. Mr. Tibbett would act as host and moderator.

EVANS NORD, KEOLO Sioux Falls, elected president of South Dakota Broadcasters Assn. He succeeds RAY EPEL, KORN Mitchell.

ROSS CASE, KWAT Watertown, elected vice president; JAMES SLACK, KUSD Vermillion, secretary-treasurer.

JACK TRINDEL, formerly in writing and production capacities at Vogue-Wright Studios, WVITV and WNBRQ (TV) Chicago, to creative staff of Kring Film Enterprises Inc., same city.

AL MANUTI re-elected, without opposition, to another two-year term as president of New York Local 802, American Federation of Musicians. Others re-elected: AL KNOFF, vice president; JAY JAY, treasurer; DOO RICCI, incumbent secretary who won over ANDY PINO.

CHARLES A. PALMA, assistant film editor, Transfilm Inc., promoted to editor, and ROBERT FIRESTONE, apprentice at company, named assistant film editors.

BILL FISCHBACH, continuity director, WMLW (TV) Dayton, to traffic manager. MAR- JEAN BAUMGARDNER, formerly with WTHI-TV Terre Haute, named as his successor.

In first year of operation, he expressed belief best future prospects lay in “greater creativity” in tv spot production, offering of additional services and “greater attention” to tv shows with midwestern flavor.

Tv Film Producers Elect

ALLIANCE of Television Film Producers, Hollywood, Friday announced following new officers: president, John Zinn, general manager of Chermak Productions; vice president, Maurice Unger, vice president of Ziv TV Programs Inc.; secretary, Jack Findlater; vice president of Revue Productions; treasurer, Maurice Morton, vice president of McCadden Corp. Named to serve on executive committee were Hal Roach Jr., president of Hal Roach Studios; Armand L. Schaefer, president of Flying A Pictures Inc., and Rudy Abel, associate producer of Robert Maxwell Assoc. ATFP represents majority of tv film producers on West Coast.

Tru-Sonic Microphone System

STEPHENS TRU-SONIC INC., Culver City, Calif., has completed major production run on new wireless microphone system, President Bert Berlant announced Friday. Miniature fm transmitter system is designed for radio-tv use.
the week in brief

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SUBSCRIPTION INFORMATION
Annual subscription for 22 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook ($3d issue) $9.00, or TELECASTING Yearbook (5th Issue) $9.00. Annual subscription to BROADCASTING + TELECASTING, including 52 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 55¢ per copy; 53d and 54th issues: $1.00 per copy.

ADRESS CHANGE: Please send requests to Circulation Dept., Broadcasting + Telecasting, 1750 F Street, N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Past notice will not forward issues.

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in fact...

The only independent in the country able to do a color remote

The only independent station in California able to originate both live and filmed color shows.

KTLA CHANNEL 5 LOS ANGELES
Represented Nationally by Paul H. Raymer, Co.
In Miami...

To Jack Sandler, General Manager; and ALL THE STAFF, at WQAM, Miami

I want to offer my heartiest congratulations to you on the latest Hooper survey for Miami which covers the months of October-November, 1956. As you know, the phone WQAM in first place, first place in the morning, 7:00 A.M. to 12:00 noon. First place in the afternoon, 12:00 noon to 6:00 P.M., and, of course, first place in all-day average.

This has been accomplished in just a little over 90 days. Frankly, I can hardly express in words the pleasure and satisfaction this great achievement gives me.

To see how great an accomplishment it is, let’s look at it in light of history. The objective of Storz Station programming has always been to provide the people served by our stations with programs of maximum interest and entertainment value. Pursuing this basic objective, each of our stations became-and remained-the most listened to station in its area, according to numerous surveys and audience reports.

In the past we also broadcast several contests and “give-away” programs, feeling that in proper ratio to the overall broadcast day, these, too, had interest and entertainment value for our listeners. However, it was always our contention that contests and give-aways of themselves could not, and should not, build and maintain station audience. Unless overall station programming philosophy were sound, contests would add little, if anything, to the audience.

Shortly before our company took over the operation of WQAM, we became aware of information leading us to conclude that the Federal Communications Commission frowned on the broadcasting of contests and give-aways. Immediately, on all of our existing stations, we discontinued broadcasting such features. Under our ownership, WQAM, as you know, has never broadcast any give-aways, or any contests requiring the listener to be tuned in in order to win a prize.

This fact itself underscores the fabulous job done by WQAM. The credit for this achievement goes justly to every member of the WQAM staff. The tremendous and rapid growth of WQAM to a position of first place domination is a direct result of the enthusiasm and dispatch with which you have executed the creative ideas. I know of no parallel anywhere in the radio industry. Again, my hearty congratulations for a difficult job, well done.

Our present audience position is reassuring, with an all-day average of almost 50,000. While the second station has 18%. But we are hopeful that this is only the beginning. Greater Miami has now grown to a population in excess of one million, is entitled to the best radio that our ability, interest and creative effort can produce. The programming committee has now developed 36 new programs, which will be put into effect on WQAM as quickly as possible. Some will go on the air immediately. All should be in effect by next Spring.

TS/rep
The Storz Stations

Today's Radio for Today's Selling

WDGY
WQAM
Whb
Kansas City
Miami

Represented by John Blair & Co.

KOWH
Wtix
Omaha
New Orleans

Represented by Adam Young Inc.

HOOPER SAYS:
A Decisive First, All Day:
WQAM . . . 28.4%

Station "A" . . . . 18.3% Station "E" . . . . 5.0%
Station "B" . . . . 16.2% Station "F" . . . . 3.4%
Station "C" . . . . 11.1% Station "G" . . . . 2.6%
Station "D" . . . . 8.0% Station "H" . . . . 1.6%
Station "E" . . . . 5.2% Others . . . . . 2.4%

"Hooper, Oct.-Nov., 1956
7 a.m.-6 p.m. Mon.-Sat.

a runaway without a give-away
TOP RATING IN CINCINNATI!

THE JAZZ AGE

PLOT-WISE, as they say in certain gray-flanneled precincts, NBC-TV's Project XX couldn't have come up with a better story than the period F. Scott Fitzgerald dubbed "The Jazz Age." It began with the bang of the last bullet fired Nov. 11, 1918, and died with the whimper of the Dow-Jones tickers on Wall St. 10 years later.

As the companion piece to Project XX's earlier venture this season, "The Great War," last Thursday's hour-long reconstruction of 1919-29 proved that Henry (Pete) Salomon & Co. could do just as well—if not better—with topics that did not deal almost exclusively with war, dictators and military might. Moreover, as contrasted with some of their earlier efforts, which tended to be somewhat overwritten, "The Jazz Age" was tied together by prose that was eloquent in its simple witty style. Samples: of Queen Marie of Romania—"she could smell the money of ballyhoo way off in the Balkans"; of prohibition—"the rum-runners obeyed the law of supply and demand. But broke all others"; of the "vamps"—"they were Shebas looking for their sheep."

Yet, what made "The Jazz Age" was not so much the script as its delivery. It seems ironic that the late Fred Allen, who simply couldn't make a go of television while he was alive, should have come out so well after death. It was not just luck that made NBC-TV pick Mr. Allen for the role of social commentator; it was showmanship.

When all was said and done, we had but one reservation: namely, that the producers spent too much time (and film) trying to prove that this was, indeed, the Era of Wonderful Nonsense.

That's all we have to say, except for a note of caution to you parents of the Presley cult: you're going to have to do an awful lot of explaining in the weeks to come...

Production costs: Approximately $125,000. Sponsored by North American Philips Co. (Norelco shavers) through C. J. LaRocke & Co., Thurs., Dec. 6 (10-11 p.m. EST) on NBC-TV. Produced by Henry Salomon; script by Mr. Salomon and Richard Hansen; assistant producer: Don Hyatt; editor: Isaac Kleinerman; narrator: Fred Allen; score: Robert Russell Bennett.

SECRET LIFE OF DANNY KAYE

ON DEC. 2, CBS-TV let the American public in on a hitherto unrevealed international secret which also is being disclosed to the tv public of 22 other countries, from Australia to Yugoslavia, by their own television broadcasting organizations.

The secret is simple: The children of the world have unanimously united into a global Danny Kaye fan club. The potential impact of that simple secret could be a mammoth political force for world peace.

What was shown in the 90-minute program filmed by the See It Now staff was Danny Kaye entertaining the children of the world, with words where the hands of the children could understand, without words where he didn't have them, but always with magnificent success. Well or sick, whole or maimed—and many of the performances were put on in hospitals, clinics and the like—all the kids loved every minute of Mr. Kaye's inspired clowning.

Here, for the most part, was 90 minutes of laughter that was never far from tears, 90 minutes of Danny Kaye and hundreds of youngsters, some crippled with polio, some blinded with trichoma, some eaten with leprosy and some healthy, but all with smiles that revealed teeth in a condition that would be deplorable by American standards.

Here, for every second of the 90 minutes, was the kind of propaganda every cause dreams of; here were thousands of children whose momentary happiness in the presence of Danny Kaye underlined their permanent helplessness; here, as they drank UNICEF milk, used UNICEF salve or bared their arms for shots of UNICEF vaccine, these children told the UNICEF story so plainly that no appeal had to be spoken. Here was tv at its public service best.


TRIBUTE TO T.D.

"DIGNIFIED" hardly be the word to describe the hour-long musical wake Herbert John Gleason held for his fellow Irishman, the late Tommy Dorsey, a week ago Saturday night. In contrast to the tribute NBC-TV's Tonight paid the late Fred Allen earlier this year, the Gleason-CBS-TV stanza was hamstrung with a maudlin script simply oozing with trite platitudes and punctuated by cliches. (But then, Mr. Dorsey was a bandleader, while Mr. Allen was only a brilliant humorist, and we know how welcome they are on tv, alive or dead.)

Once Mr. Gleason stopped talking, things got better. Loud, brassy and memory-provoking, here was a spectacle that would probably have delighted the Sentimental Gentleman of Swing. Gathered on two soundstages, in New York and Los Angeles, were most of T.D.'s old colleagues, running the gamut of his band's repertoire, from "Royal Garden Blues" to "Opus No. 1" and back again. Frankly, we weren't half as impressed by the names of those Hollywood and Tin Pan Alley stars—twinkling and extinguished—who dropped in to do their bit, as by their vast number. That most of them had been spawned by the Dorsey organization during the past two decades was almost unbelievable. There were not only such stars as Jo Stafford, Bob Crosby, Connie Haines, Tex Benecke, Dick Haymes, the Pied Pipers, Charlie Barnet, Count Basie, Sy Oliver, et., al., but more orchestra sidemen than you could shake a baton at.

IN REVIEW
You feel very special on Red Carpet* flights

When you walk along the Red Carpet to your waiting United DC-7 Mainliner® of course you feel like a star of stage or screen! And you’re greeted like one, too. That’s only a part of Red Carpet Service!

Here, on the world’s fastest airliner, you’ll find luxurious, relaxing surroundings. Like a pre-dinner cocktail? It’s served in an individual decanter. Dinner? M-m-m-m! Especially prepared for you by United’s own master chefs.

Then a restful doze ... You can’t be there already! You are.
And after you leave your big Mainliner your luggage is brought to you extra-fast. What a wonderful way to travel—Red Carpet Service!


**Red Carpet** is a service mark used and owned by United Air Lines, Inc.
OPEN MIKE

Newspapers and TV
EDITOR:
I was very interested in the article in your Nov. 19 issue comparing tv and newspaper audiences and costs. I would like to pose a question with respect to the statement (quoted from Pulse study) that "the findings show that on an all-home basis the average person spends 34 minutes a day with newspapers and 1 hour 45 minutes with television...": How much advertising exposure opportunity is represented (out of the total daily advertising content of the two media) by 34 minutes a day with newspapers, and 1 hour and 45 minutes a day with tv?

I think the Pulse survey and the interpretation of the findings are guilty of a critical omission on this score. An individual can be (and usually is) exposed to most ads in an issue of a newspaper. Naturally, the quality of the copy and layout and a reader's needs and interests will determine which ads actually are read, to what extent, and by whom. On the other hand, an individual cannot possibly be exposed to the total advertising content of tv in an hour and 45 minutes. It's a matter of chance whether a given advertiser's commercials are seen or not. Thus, an inherent advantage of print media, particularly newspapers, shows up quite clearly.

This letter is not intended to minimize the selling power of tv. The record speaks for itself. I simply felt compelled to point out, in specific connection with the Pulse study in your article, that there is another side of the coin...in favor of newspapers.

Arch Crist
BBDO, Minneapolis, Minn.

[EDITOR'S NOTE: To present both sides of the coin, B-T showed Mr. Crist's letter to TVB, whose presentation to a New York advertiser-agency group touched off the discussion. Here's are TVB's comments:]

EDITOR:
It is important to Mr. Crist and anyone else learning of the recent TVB national study, as conducted by Pulse, to realize that fundamentally, in an advertising world of mixed metaphors, apple-and-pomegranate research and elastic yardsticks, TVB has developed a basic, primary tool of media measurement-time spent. This is as far as the current study is intended to go. Subsequent studies will investigate other areas of media comparisons—from the standpoint of direct comparability, a quality hitherto lacking in "incomparable comparisons."

Mr. Crist's commentary, however, does invite some philosophizing: First, in regard to newspapers; the average individual spends 34 minutes per day with this medium; about 61% of all newspaper space is devoted to advertising (Media Records); 15% of all readers of a paper recall "glancing" (noting) at the average advertisement of 140 lines or more (Starch). With these facts in mind, it is conjectural that if equivalent time were devoted to every line (editorial and advertising) of a newspaper by the average reader, this would result in about 18 minutes of "advertising exposure opportunity" per reader per day; but, this figure should be appreciably reuced, for we all know that people, in reading newspapers, spend disproportionate time with editorial material (news, sports, comics, columns, cross-word puzzles, etc.); the 15% "glancing" figure clearly indicates that while all readers of a paper may have the opportunity of being exposed to all ads, all readers simply don't avail themselves of the opportunity...in fact, see only three out of every 20 ads (Starch).

One other point is important: The myth, not math, of the longevity of the newspaper—and the "additional advertising exposure opportunity" that this affords the advertiser. But, and the national finding is corroborated by what TVB discovered in Chicago last March—90% of all references to newspapers during a 24-hour period were one-time-only references.

On the "tv side of the coin," it should be noted that the TVB study reported time spent with television on an all-home base. This includes the steadily-shrinking segment of the population, the non-tv home. On a television home base, the figure is projectible to over two and a quarter hours per person per day.

Applying a figure of 15% commercial time—of all broadcast time—to this viewing, then, the average person in the average day has an "advertising exposure opportunity" of 21 minutes of television commercials and actually sees these commercials.

One other point of philosophy—which of the two media does Mr. Crist feel the average individual will be more relaxed with, more susceptible to; which medium will be more persuasive; which medium will merit his attention and gratitude—the one with 60% "commercials" (newspapers) or television, with 15% commercials?

Gene Accas, Vice Pres.
Television Bureau of Advertising
New York, N. Y.

Powerful Tool
EDITOR:
Who says radio has to take a back seat? On Nov. 1, a severe snow storm hit the Rocky Mountain Empire. In fact, blizzard conditions prevailed for two days. Roads were blocked—people were stranded. The only form of communication was radio. The KGOS news room was flooded with phone calls—people wanting to know if there would be school today, were the roads open. For two days KGOS informed the people of eastern Wyoming and western Nebraska of road conditions, helped find missing persons and relayed messages via the air. Here is one of many letters received after the storm was over.

"We wish to give our sincere thanks to KGOS and your staff for the kind help you gave to help find our parents and husband and son who were stranded in the More Springs area. You spared us many hours of worry." I think many of us fail to realize the powerful tool which we have in radio and the services which we can render in time of need.

Kerm Kath, Mgr.
KGOS Torrington, Wyo.

Broadcasting • Telecasting
Radio — and only radio — can sell your potential customer while she is occupied with other things. Radio is her constant companion, following her wherever she goes.

The Nation's Voice is the technique of concentrating your advertising on a relatively small number of great radio stations in the important population centers. Among the 2,833 radio stations operating today, only 48 are needed to bring 85% of all America's millions within your reach.

Alfred Politz Research Inc. collected the important facts on which this new technique is based. This highly respected research firm discovered that even in areas where television is most highly developed, two-thirds of the adult population listen to radio on any given day. Within a week, 87.8% listen!

Not in just one — but in 5 separate markets, the Politz studies show that people trust, respect and listen most to one great station . . . by such surprising margins as 11 to 1 over the next station.

The Nation's Voice Story is in a presentation which is now ready at all Christal offices. Call now and arrange for a demonstration.

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

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

WHAT WILL $100,000 BUY IN THESE 4 EXCELLENT MEDIA?

THE LARGEST WEEKLY MAGAZINE — using color pages, your message will go out just 3 times to homes where only 15% of the people in America live.

THE LEADING NEWSPAPER SUPPLEMENT — your money is not quite sufficient for 3 color pages — delivered to less than 25% of the homes in America.

A GOOD TELEVISION PROGRAM — your talent bill alone, with a medium-priced half-hour, would use all your money in less than 3 shows, and you'd still have to pay for your time.

THE NATION'S VOICE — your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made.

HENRY I. CHRISTAL CO. INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO
for January release!
52 true dramas
of suspense, fear, and fighting courage...
from TV's most successful adventure series!

**CRUSADER**

starring BRIAN KEITH ...a man with a mission

Local and regional advertisers will welcome this opportunity to catapult their sales with a great network hit.

**CRUSADER** is rounding out 65 smash weeks for Camels and Colgate-Palmolive on CBS TV. Its 12-month average

Nielsen rating of 22.1 tops the average rating for all other dramatic series. Each half hour is beautifully cast and produced ... based on official records ... packs a terrific wallop for the entire family. High drama, high

ratings, higher and higher sales!—all yours when you say **CRUSADER** to MCA. Say it today.

*Flash! Latest October Nielsen: 28.3*

**MCA TV**

America's
No.1 Distributor
of TV Film Programs
AT THE TIME Paul J. Miller moved to Wheeling, W. Va., 25 years ago, he already had spent more than a dozen years in the entertainment and business ends of radio dating back to 1918. Today, the Storer Broadcasting Co., vice president and managing director of WWVA-AM-FM Wheeling is sometimes known as Ohio Valley's "Mr. Radio," having spent the greatest part of his lifetime in radio in that region.

Paul John Miller, who was born Oct. 24, 1904, in Pittsburgh, knew more about radio than a high school lad of 14 than he did about the sketchy rules governing it when in 1918 an older fellow amateur warned him that World War I security efforts prohibited the operation without a license of his spark coil transmitter.

Not long afterward he again was on the air with his amateur W8AGX and later held broadcast licenses for WMBU and WCBF Pittsburgh, both short-lived efforts because of lack of financing. Upon his graduation from high school in 1922, he went to KQV, a pioneer station in Pittsburgh, to begin his commercial broadcasting career.

At KQV, Mr. Miller was operator, announcer and entertainer and he did everything around the station from tuning up the transmitter to announcing and playing the piano. When the station went on a commercial basis in 1926, he knew enough about engineering, although he had not completed studies at Carnegie Tech, to build the transmitter.

Mr. Miller continued to operate his W8AGX, and it was one of the few stations in the world that was heard by WNP, the MacMillan Arctic Expedition, in its explorations near the North Pole in 1925.

During those days one Pittsburgh newspaper said about him: "There may be more versatile individuals in Pittsburgh radio circles than Paul J. Miller of KQV, but we don't know them. Paul can perform almost any duty that arises around a broadcasting station. He plays the saxophone and piano and sings. . . . He designed the control panel in the new studios . . . and he has worked in the commercial end of the business, selling both time and receiving sets. In addition to all this, he is the station's principal sports announcer."

This sports chore was one of Mr. Miller's loves and he set out to make KQV a sports station. As one of radio's first sportscasters, he originated ideas that since have become standard in broadcasting. He began regular broadcasts of college football games played by Carnegie Tech, Duquesne and Pitt. When he couldn't attend games personally, he "re-created" broadcasts from the wires of Western Union, and with addition of band music and crowds cheering they sounded so much like the actual thing that his followers bet each other on whether he was actually at the field of play. He also had a pioneer quiz broadcast with prizes and made a broadcast from an Ohio River steamer. He became manager of KQV in 1928.

In 1931 he went down the river to join WWVA, Wheeling, which had been on the air several years, as an announcer and entertainer, and helped originate the station's still-popular Inquiring Mike. There he met Vivian McDonald, then doing an organ program on WWVA, and married her. They live across the Ohio River at Martins Ferry. At WWVA, the "Friendly Voice," he also worked in engineering, announcing and entertaining and continued until a few years ago to conduct the station's Ohio Valley Football Reporter. He later became production manager, then assistant managing director, and in 1953 was named managing director. A year ago he was elected a Storer vice president.

A past president of West Virginia Broadcasters Assn., active in the Masonic organization and in almost all local civic affairs, Mr. Miller plays a golf game in the high 80s. He is a believer of the "personal touch" approach in broadcasting and is known throughout the business as a master of mail order advertising. An example of the WWVA mail pull is a recent announcement on the station's Saturday night "WWVA Jamboree" (7:30 p.m.-midnight), which drew 10,000 pieces of mail from 550 counties in 23 northeastern states. Mr. Miller appeared as announcer and entertainer on the first Jamboree program 23 years ago and a week ago last Saturday the show counted its two millionth member of the studio audience.

For his quarter-century in area broadcasting the Wheeling Advertising Club presented Mr. Miller with a giant certificate honoring his 25 years of service to the Ohio Valley community.
WBAL and WBAL-TV in Baltimore, proud to be NBC affiliates, extend hearty and sincere congratulations on your 30th Anniversary. The years of your past have been consistently marked with distinguished accomplishment. We all look forward eagerly to the challenging years ahead, confident they will add many more new milestones of outstanding achievement.
CLEAN UP... On Friday morning, and even during the storm swept darkness of Thanksgiving Night, many people grabbed available equipment and worked desperately to clear drive ways and fire hydrants, after an appeal over WICU "Storm Central" by City Fire Chief Peter Kuhn.

FROM FRONT ROW CENTER
A PACKED HOUSE

WICU has consistently headlined a marquee of ratings, stars and properties... today, the headline comes straight from the Associated Press!

"Stations WIKK and WICU (TV) served as emergency message centers when telephone lines were down in parts of Pennsylvania, New York and Ohio... pleas for help, messages to stranded and missing persons and instructions from civic officials were taken by phone and relayed in special broadcasts... the WICU switchboard handled more than 10,000 phone calls in a 24 hour period."

The "Storm Central" pictorial documentary ranges from lake line snow scenes to behind the studio scenes at WICU: routing thousands

WICU
An Edward Lamb Enterprise — Ben McLaughlin, General Manager
New York • Chicago • Atlanta •
STORM CENTRAL went into actual operation at 6:45 PM when Newsman Van Cantfort, in introducing his Dateline Erie News Telecast said, "Welcome to News Central, or should I say Storm Central." From that moment WICU began a news coverage operation which was to last 78 hours and 22 minutes and contain 10 hours and 52 minutes of simulcast public service announcements over WICU-TV and WIKK radio.

CRISIS: . . .
30 inches of snow in 30 hours covers Erie area.

CALLS: . . .
10,000 phone calls routed in 24-hour period.

COMMENDATION: . . .
An adequate supply of blood was assured St. Vincent Hospital as a result of appeals over station WICU.

TO STORM CENTRAL . . .
EVERY PERFORMANCE!

of phone calls . . . relaying urgent appeals . . . while maintaining 78 hours of news and simulcast public service.

The "Storm Central" impression of WICU is indelible: reliable eye and ear reporter, trusty shoulder in emergency, helping hand in the community, sun-shine entertainer and storm-time friend.

"Storm Central" indicates that around Erie, WICU combines instantaneous reporting with vital public service programming — a minor marketing fact perhaps, but a major factor concerning advertisers, their product distribution programs and their spot segment campaigns.

ERIE, PA.
CHANNEL 12

Represented Nationally By EDWARD PETRY AND CO., INC.
Detroit • San Francisco • St. Louis • Los Angeles

CIVILIAN DEFENSE MOBILIZATION . . . Announcer Dave Forsyth (in boots) meets with local CD officials in restaurant where first efforts were made to mobilize the local units. With many people away from their homes for the Thanksgiving Holiday and communications lines jammed, WICU-WIKK handled the brunt of CD communications for the first thirty hours.
We don't like to rest on our laurels... but this was one time we couldn't help ourselves. A leading advertiser in the Saginaw-Bay City-Midland area wanted the best buy for his radio dollars. Our surveys showed WSAM to be the best buy. However, taking nothing for granted, this advertiser conducted an independent survey in this rich Tri-City Michigan area to be absolutely sure which radio station reached the most prospects for the least amount of money. Needless to say, WSAM led all the rest in his survey, too, and WSAM got the order—for the entire year! Proof again that WSAM's progressive programming of the big three in radio today—news, music, and sports—is what it takes to get and hold most of the listeners!

By Buying 2 or More of these Powerful Stations

**WSAM**

SAGINAW, MICHIGAN

KNORR BROADCASTING CORP.

**SAVE UP TO 15%**

Fred A. Knorr, Pres.
Richard Sparlin, Mgr. Director
Represented by HEARDLEY-REDD

Don't miss the story of Donald H. Quinn!

WHEN Donald H. Quinn moved to New York in 1946 following his release from the Navy, he decided to look for a job that was "interesting." A family friend suggested that he might like the advertising business.

Today Mr. Quinn is gratified that he accepted the friend's counsel. In the intervening 10 years, he has progressed from mail boy at Lennen & Mitchell (now Lennen & Newell) to vice president in charge of media for Doherty, Clifford Steers & Shenfield, New York.

Mr. Quinn was born in Northampton, Mass., Aug. 11, 1923, and attended local schools. Shortly after graduation from high school, he entered the New York State Maritime Academy at Fort Schuyler, N. Y., and the following year (1943) was graduated as an ensign in the U. S. Naval Reserve, remaining on active duty until 1946.

His first post-war job as a mailroom boy for Lennen & Mitchell lasted four months, and then he was shifted to the agency's research department. Several months later, he was named an assistant timebuyer. He remained with the agency until the spring of 1949, when he resigned to join the time-buying department of Ruthrauff & Ryan, New York. In 1951, he became a timebuyer for Pedlar & Ryan, New York, and in October 1952 he was appointed head timebuyer at DCS&S. He was promoted to director of media in April 1954 and was named a vice president last spring.

Mr. Quinn heads a staff of 19 people in the media department of Doherty, Clifford, Steers & Shenfield, of which six are timebuyers. Mr. Quinn realizes the useful purposes to which radio and tv can be utilized on behalf of clients, though he also recognizes the value of other media, depending on marketing requirements. As an indication of DCS&S' confidence in radio and tv, Mr. Quinn points out that in 1956 approximately $6.7 million (about 50% of the agency's total billings) was allocated to the broadcast media.

In April 1951, Mr. Quinn married Margot Ryan of Larchmont, N. Y. They live in Bronxville, N. Y., with their two children, Susan, 4, and Douglas, 3.
New York to Paris to Seattle...

SEATTLE, SEPTEMBER 13, 1927: Lindbergh, the "Lone Eagle," spoke over KOMO microphones to thousands who idolized his courage...the same thousands who had breathlessly followed his perilous progress over the Atlantic...who heard history being made when "WE" settled at Le Bourget Aerodrome...and who had shared in his triumphal return to the nation's capital—events swiftly, accurately related to the nation by NBC and brought to the Pacific Northwest by KOMO.

On Wings of NBC Sound!

For thirty years, America has consistently received the peak of public service...top entertainment value...on-the-scene reporting of history-making news...first in radio, then in television, now in both...thanks to NBC.

KOMO and KOMO-TV are happy to share this Thirtieth Anniversary of NBC. KOMO began operations thirty years ago, too—December 31, 1926—and in April, 1927, first to bring network radio to Seattle and the great Pacific Northwest...the personalities, the programming, the concept that has kept NBC and its affiliates in the deserved position of leadership.

With pride in our participation...with gratitude for the leadership NBC so generously shares with us...we offer sincere congratulations on thirty years of progress.

30th Anniversary Year KOMO-RADIO
Charter Affiliate NBC Pacific Coast Network
First With Full Color KOMO-TELEVISION
Is Radio Important To You In Planning Farm Work?
88% said Yes

Are The Broadcasts At Times Most Convenient For You?
95% said Yes

What Stations Do You Listen To Most?
78% said WPTF
4% Station A
3% Station B
2% (each) Stations C, D, & E
1% (or less) Each of 9 Stations
2% Stations on local 10-Station Network

Name The Farm Radio Person In Whom You Have The Most Confidence
89%
named WPTF personalities
including Earl Hostetler, Bill Jackson,
Jim Reid, John Harris, Sam Beard

WPTF
50,000 Watts 680.KC
NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

R. H. MASON, General Manager  GUS YOUNGSTEADT, Sales Manager
Peters, Griffin, Woodward, Inc., National Representatives

MARKET DATA*

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* 1956 SRDS Estimates of Consumer Markets
JUSTICE DEPT. HAULS NBC INTO COURT

- Antitrust complaint charges coercion in stations swap with WBC
- Threat to entire fabric of network operations posed by action

THE Justice Dept. threw a noose around the NBC-RCA corporate neck last week. It asked the courts to draw it tight.

By week's end, other broadcast entities were holding their breath.

After 18 months of rumors, innuendos and public utterances of its concern with broadcast network practices, the department filed a civil antitrust complaint against NBC and RCA for alleged coercion against Westinghouse Broadcasting Co. in the Philadelphia-Cleveland stations swap. The suit, filed Tuesday in Philadelphia federal district court, asked the divestiture of the assets of NBC "as the court may deem necessary and appropriate."

RCA-NBC issued a statement the same day claiming that they were the victims of an inter-agency squabble over jurisdiction. They pointed out that the FCC has investigated the allegations and had found it in the public interest to approve the transfers (see text, page 29). Full page ads quoting this statement appeared in Philadelphia newspapers last Friday.

The exchange of stations between NBC and WBC was approved by the FCC last December. NBC traded its owned Cleveland outlets (W T A M - A M , F M , and W N B K [T V]) for WBC's Philadelphia outlets (K Y W and W P T Z [T V]). WBC also was paid $3 million.

Although the government complaint stressed the alleged conspiracy on the part of RCA-NBC in the Philadelphia situation, the broad language of some of its sections, plus the unexplained vagueness of some of the "prayers for relief" caused alarm in many network offices.

One non-NBC network official termed the charges "frightening" in their implications.

There was no question, in other quarters, that last week's action should be considered as "only the beginning." This was more or less confirmed by government sources.

Back of the general alarm were the months of grand jury investigation in Philadelphia on the NBC-WBC transaction and the warning given publicly last September by Asst. Attorney General Victor R. Hansen that Justice was intensively investigating the whole area of network practices. The antitrust chief made these observations before the Celler antitrust committee in New York [B T , Sept. 24].

The Justice Dept.'s complaint last week referred pointedly to such significant sectors of network practices as the importance of affiliations to tv stations, the representation by networks of not only their owned stations but of independent stations, and the income of networks in 1954 and 1955.

The status of the Philadelphia grand jury investigation was not disclosed. It was noted by some observers that normally a government civil and criminal action is begun at the same time. In this case the civil action was filed alone.

It was observed by knowledgeable antitrust attorneys that a grand jury investigation is sometimes used by the Dept. of Justice to cross-examine witnesses and to secure documents. The Justice Dept. has no power to subpoena witnesses or documents.

One of the first casualties of the government's action was the NBC purchase of W K N B - A M - T V New Britain, Conn. The FCC on Thursday announced that on its own motion it was postponing the effective date of the initial decision favoring approval of the $600,000 transaction. The FCC said it had insufficient time to consider the sale. Unless exceptions are noted to an initial decision within 40 days, the recommendations are made final. They would have become final Dec. 10, under these terms [B T , Nov. 5].

One of the major questions which immediately arose following the filing of the suit was how the Justice Dept. could charge antitrust violation on a matter already considered and approved by the FCC. It was pointed out that this is not a new problem in government circles. It was observed that similar conflicts of jurisdiction had involved Justice with the Maritime Board, Civil Aeronautics Board and Interstate Commerce Commission. In one of the latest such decisions the government suffered defeat, the Supreme Court in 1952 asserting that the Maritime Board's approval of a shipping agreement removed the shippers from prosecution under the antitrust laws (Far East Conference case).

The question also was raised as to whether the Justice Dept. had offered RCA-NBC a settlement under its avowed policy of pre-filing negotiations. This policy was made public by then Asst. Attorney General Stanley N. Barnes in an appearance before a House Judiciary subcommittee in 1955. It was understood that this policy had been honored more in the breach than in the observance and that RCA-NBC had not been approached.

It also was observed that if the government wins this suit, Westinghouse could file
suited against broadcast networks. The Justice
radio networks
been appealed to
and the Kansas
which was followed by similar actions
against
likened
television
An analogy
millions.
for antitrust

28
primary
concert
bination
of
plaint
Following is the
filed an
ated
station
to
power of
RCA
NBC
have
been
engaged
in
an
unlawful
combination
or
conspiracy
in
unreasonable
restraint
of
the
aforesaid
interstate
trade
and
commerce
in
violation
of
Section
1
of
the
Sherman
Act.

The
aforesaid
combination
or
conspiracy
has
consisted
of
a
continuing
agreement
and
concert
of
action
between
the
defendants
RCA
and
NBC
to
obtain
vhf
station
ownership
for
NBC
in
five
of
the
eight
primary
markets
by
the
unlawful
use
of
the
power
of
the
defendant
NBC,
as
a
network,
to
grant
to
or
withhold
from
non-network
station
owners,
NBC
network
affiliation
for
their
television
stations.

Defendants
RCA
and
NBC
have
effectuated
this
combination
or
conspiracy
in
part
by
depriving
WBC
and
Westinghouse
Electric
of
WBC's
vhf
station
in
the
Philadelphia
market
by
the
following
means:

(a)
Threatening
to
cancel
or
to
refuse
to
renew
WBC's
affiliation
with
NBC
in
Boston
and
Philadelphia
if
WBC
refused
to
negotiate
with
NBC
for
the
transfer
of
its
vhf
station
in
Philadelphia
to
NBC;

(b)
Withholding
affiliation
with
NBC
for
a
vhf
station
about
to
be
acquired
by
WBC
in
Pittsburgh,
until
WBC
agreed
to
transfer
its
vhf
station
in
Philadelphia
to
the
defendant
NBC;

(c)
Threatening
to
withhold
affiliation
with
NBC
for
WBC's
fifth
vhf
and
two

suit
for
antitrust
violation
and
stand
to
collect
treble
damages—which
could
run
into
the
millions.

An
analogy
was
seen
between
this
first
television
network
case
and
the
government's
antitrust
moves
against
newspapers.
It
was
likened
to
the
Justice
Dept.'s
successful
move
against
the
Lorain
(Ohio)
Journal
in
1949;
which
was
followed
by
similar
actions
against
the
New
Orleans
Times-Picayune
and
the
Kansas
City
Star.
The
last
case
has
been
appealed
to
the
U.
S.
Supreme
Court.

Actually,
this
is
the
second
government
suit
against
broadcast
networks.
The
Justice
Dept.
filed
an
antitrust
complaint
against
all
radio
networks
in
1941.
This
was
while
the

networks
were
appealing
from
the
FCC's
chain
ownership
regulations.
This
suit
was
dropped
when
the
Supreme
Court
upheld
the
Commission's
right
to
promulgate
these
rules.

The
antitrust
issue
was
raised
during
the
1953
hearings
on
the
ABC-United
Paramount
Theatres
merger.
The
proceedings
were
observed
almost
in
their
entirety
by
a
Justice
Dept.
attorney.
Following
the
FCC
approval
of
this
merger
there
was
talk
of
Justice
Dept.
action,
but
no
move
was
ever
made.

The
possibility
that
trial
on
the
RCA-
NBC
suit
will
not
commence
for
two
years
was
broached
by
many
conversant
with
court
procedures
in
cases
of
this
nature.
The
usual
procedure,
if
it
was
explained,
is
for
the
defendants
to
file
an
answer
20
days
after
the
complaint
is
filed.
This
would
make
the
deadline
for
RCA-NBC
to
reply
to
these
charges
Christmas
Eve.
However,
it
also
was
pointed
out
that
continuities
are
customarily
given
in
these
matters.
Following
these
answers,
a
pretrial
conference
usually
is
held
in
an
attempt
to
consolidate
and
focus
the
issues
and
to
itemize
the
witnesses
and
exhibits
to
be
called.
A
trial
is
then
held.
Parenthetically,
it
was
observed
that
the
famous
Paramount
motion
picture
antitrust
case
ran
for
10
years,
from
investigation
to
concessed
decree.

THE
GOVERNMENT'S
CHARGES
AGAINST
RCA-NBC

Following
is
the
text
of
the
government
complaint
listing
alleged
offenses:

Beginning
about
March
1954,
and
continuously
thereafter
to
the
date
of
the
filing
of
this
complaint,
the
defendants
RCA
and
NBC
have
been
engaged
in
an
unlawful
combination
or
conspiracy
in
unreasonable
restraint
of
the
aforesaid
interstate
trade
and
commerce
in
violation
of
Section
1
of
the
Sherman
Act.
This
contract
provided
that:

(a)
NBC
would
acquire
the
WBC
television
and
radio
broadcasting
facilities
in
Philadelphia;

(b)
WBC
would
acquire
the
NBC
television
and
radio
broadcasting
facilities
in
Cleveland;

(c)
NBC
would
pay
WBC
$3,000,000.

On
or
about
January
21, 1956,
WBC
and
the
defendant
NBC
exchanged
the
aforesaid
facilities
pursuant
to
this
contract.

Said
offenses
are
continuing
and
will
continue
unless
the
relief
hereinafter
prayed
for
in
this
complaint
is
granted.

The
effects
of
the
aforesaid
offenses,
among
others,
have
been
and
are:

(a)
To
reduce
the
ability
of
WBC
as
a
station
owner
to
compete
with
NBC
and
other
station
owners
for
the
sale
of
advertising;

(b)
To
preclude
competition
among
independent
advertising
representatives
for
representation
of
one
of
the
vhf
stations
in
the
Philadelphia
market;

(c)
To
preclude
competition
among
station
owners
in
the
Philadelphia
market
for
NBC
network
affiliation;

(d)
To
reduce
the
ability
of
Westinghouse
Electric
to
compete
with
RCA
and
others
in
the
sale
of
equipment
for
the
transmission
and
reception
of
radio
and
television
signals.

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28
December
10,
1956

Broadcasting
Telecasting
THE RCA-NBC ANSWER TO THE CHARGES

Following is the text of the RCA-NBC answer to the government complaint:

This suit results from a jurisdictional dispute between two agencies of government, in which RCA and NBC have been caught in the middle. The NBC-Westinghouse exchange of stations in Philadelphia and Cleveland, with which the action deals, was approved by the Federal Communications Commission in December 1955 after a thorough study of all the facts. On the basis of this study, the FCC decided that the exchange was in the public interest.

Contrary to the claim made by the Antitrust Div. in this suit, not only was Westinghouse not coerced by RCA and NBC to make the transfer, but Westinghouse, in fact, sent a letter to the FCC urging approval of the transfer as being in the public interest. It was on the basis of this representation by Westinghouse as well as the other material before it that the FCC approved the transfer now challenged by the Antitrust Div. A copy of this letter is attached.

The FCC is specifically authorized by Congress to pass upon such station transfers, and NBC acted in accordance with its decision. Now another branch of government—the Antitrust Div.—is trying to undo the action of the Federal Communications Commission.

If American businesses are to be hauled into court by the Antitrust Div. because they act in conformance with the rulings of an authorized government agency, then indeed confusion will be compounded by confusion. We are confident that this dispute between government agencies will not result in RCA and NBC being penalized for scrupulously following the procedures established by law.

The following letter, signed jointly by the Chairman of the Board of Westinghouse Broadcasting Co. and the Chairman of the Board of the National Broadcasting Co., was sent on Nov. 10, 1955, to George C. McConnaughhey, Chairman, Federal Communications Commission:

Dear Chairman McConnaughhey:

Attached are the replies of our respective companies to the points raised by the Commission in its letter of Oct. 17, 1955, describing the proposed exchange of the Westinghouse stations in Philadelphia for the NBC stations in Cleveland and answering the other questions raised by the Commission.

The decision to make this exchange was arrived at after careful consideration of all factors at the highest management level of both companies. It has the approval of our respective Boards of Directors and the approval of the Boards of Directors of our respective parent companies.

The companies, therefore, entered into the agreement satisfied that the exchange is a fair one, that its consummation will serve the best interests of both companies, and that it is consistent with the public interest.

We jointly urge the Commission to approve this exchange at an early date.

The Justice Dept.’s complaint charges RCA-NBC with “unlawful combination or conspiracy in unreasonable restraint of trade in violation of Section 1 of the Sherman Act.” The conspiracy, the government said, has consisted of “a continuing agreement and concert of action” between RCA and NBC to obtain ownership of vhf tv stations in five of the eight primary markets “by the unlawful use of the power” of NBC to grant or withhold affiliations.

This conspiracy was effectuated in part, the government declared, by “depriving WBC (Westinghouse Broadcasting Co.) and Westinghouse Electric of WBC’s vhf station in Philadelphia” by: (a) threatening to cancel or refuse renewals of NBC’s affiliation with WBC stations in Boston and Philadelphia if Westinghouse refused “negotiation with NBC for the transfer of its vhf station in Philadelphia”; (b) withholding affiliation from WBC’s Pittsburgh vhf outlet which it was about to acquire (WBC bought DuMont’s ch. 2 WDTV [TV] Pittsburgh [now KDKA-TV] for $934 million early in 1955); (c) threatening to withhold affiliation from WBC’s other tv stations when and if acquired.

The transfer agreement between NBC and Westinghouse in the summer of 1955 whereby WBC agreed to swap its ch. 3 WPTZ (TV) Philadelphia and KYW in that city for NBC-owned WTAM-AM-FM and ch. 3 WNBK (TV) Cleveland plus $3 million was termed by the Justice Dept. as “in unreasonable restraint of trade and a violation of Section 1 of the Sherman Act.” Westinghouse bought the Philadelphia vhf outlet from Philco for $8.5 million in 1953.

The effects of this exchange, the government declared, reduced the ability of WBC to compete with NBC and other station licensers for the sale of advertising; precluded competition among independent advertising representatives for representation of one of the vhf stations in the Philadelphia market; precluded competition among station owners in the Philadelphia market for NBC affiliation.

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tion, and reduced the ability of Westinghouse to compete with RCA and others in the sale of TV transmitter and receiver equipment.

In its discussion of NBC, the Justice Dept. said that NBC furnishes network service to about 200 "independent" television stations and the same number of radio stations, as well as to its own O&O stations. It referred to the fact that NBC also acts as an advertising sales representative for all members of its owned stations as well as for some independently owned stations. Total revenues of NBC account for over 23% of RCA's total annual revenues, the government declared.

In a review of the "trade and commerce involved," the Justice Dept. began by stating that the sale of advertising is essential to the operation of television and radio networks, station groups and broadcasting stations. It added that "vigorous" competition for national spot advertising and local advertising exists among networks, network station groups, independent station groups and independent stations. It also maintained that there is competition among the networks, and between the networks and independent representatives, for representation of independent stations and station groups in the sale of national spot advertising.

"Affiliation," the government complaint said, "makes television station operations more profitable and is generally essential to the economic survival of television stations except in the three largest major markets. Time periods adjacent to popular network programs are particularly attractive to advertisers for local and national spot advertising. Station breaks, during which the broadcasting station is identified at regular intervals, provide valuable advertising for the station owner."

Networks Revenues in 1955

The Justice Dept. reported that in 1955, (including owned stations) NBC's television revenues amounted to $159 million; in 1954, $120 million. It cited CBS's revenues for 1955 as $153 million; for 1954 as $123 million; ABC's in 1955 as $54 million, in 1954 as $44 million. It said that in 1954, total television revenue was $538,122,000 of which network time sales accounted for 45%; national spot 33% and local 22%.

The government also pointed out that Philadelphia is the fourth market, and Cleveland the tenth market of the four in terms of population and retail sales. It pointed out that in 1954 NBC owned vhf television outlets in New York, Chicago, Los Angeles, Cleveland and Washington (markets 1, 2, 3, 10 and 11) and that WBC owned stations in Philadelphia, Boston and San Francisco (markets 4, 6 and 7). The Justice Dept. stated that WBC was the only non-network station owner with three vhf stations in markets 4 through 7. It added: "In this capacity, it was an important competitor of defendant NBC and other station owners for advertising in the eight primary markets."

The government formally asked the court to:

1. Find that the "aforesaid combination or conspiracy and the aforesaid contract of May 15, 1955 (between NBC and WBC) in violation of Section 1 of the Sherman Act."
2. Order "such divestiture" of the assets of NBC as it may "deem necessary and appropriate."

The government also asked the court that it be given "such other and additional relief as may be proper," and that the government recover the costs of the suit.

In announcing the filing of the suit, Attorney General Herbert A. Brownell Jr. said: "The purpose of this civil complaint is to enforce the antitrust laws in the broadcasting industry. Where, as here alleged, a network has used its power to gain a competitive advantage as a station owner over its competitors, it is the duty of the Government under

AT STAKE FOR NBC

In its complaint against RCA-NBC, the Justice Dept. asked the court to divest NBC (RCA is pointedly omitted) of such assets as the bench "may deem necessary and appropriate." This paragraph refers to the authority granted the court by Sect. 4 of the Sherman Act and Sect. 313 of the Communications Act of 1934. Sect. 313 of the Communications Act applies all of the antitrust laws of the United States to "the manufacture and sale of and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications."

It declares that whenever a licensee is found guilty of antitrust violations, the court may, in addition to other penalties, revoke the station licenses of the defendant.

Sect. 311 of the Communications Act directs the FCC to refuse a station license or permit to any person whose license has been revoked by a court under Sect. 313.

NBC owns WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WRCV-AM-TV Philadelphia, KNBC-AM-FM San Francisco, KRLA (TV) Los Angeles, WBUF-TV Buffalo (N.Y.) and is buying WKNB-AM-TV New Britain (Conn.). FCC regulations limit the ownership by one party to seven am, seven fm and seven tv stations (no more than five in the vhf band).

the Sherman Act to seek to remedy the effects of this offense and to prevent similar offenses in the future."

Assistant Attorney General Victor R. Hansen, antitrust chief of the Justice Dept., said:

"This is the first case filed by the Dept. of Justice under the antitrust laws involving the activities of any television network. Congress, in passing the Communications Act in 1934, expressed its policy that the antitrust laws should apply to the broadcasting industry. Accordingly, the conduct of RCA and NBC must meet the same standards of accountability under the Sherman Act as that of any other American business."

It was in June of 1955 that NBC and WBC asked the FCC to approve the exchange of the Philadelphia and Cleveland stations. Right from the start there were unofficial reports that Westinghouse was bowing to the exchange because it feared loss of its NBC affiliation not only in Philadelphia but also in Pittsburgh and Boston.

These rumors were used as a basis for a charge by WGR-AM-TV N.Y., in its objection to the $312,500 purchase by NBC of ch. 17 WBUF-TV Buffalo (later withdrawn). The charges and rumors impelled the FCC to send an investigating team to Philadelphia and New York. Later, the Commission sent both parties a McFarland letter indicating that a grant was not possible without a hearing due to the charges of coercion and questions of overlap and concentration.

Both NBC and Westinghouse replied, with covering letters by Brig. Gen. David Sarnoff, NBC chairman, and E. V. Huggins, chairman of WBC, urging approval.

On Dec. 28, 1955, the FCC announced that it had approved the transactions by a vote of six to one. Comr. Robert T. Bartley dissented, holding that a full hearing should be held. This position was countered by Comr. John C. Doerfer who issued a concurring statement, the gist of which was that WBC had exercised a "business judgment" in the matter.

It was learned at that time that on Dec. 27, the day before the FCC approval was announced, the Justice Dept.—which had been kept advised of the purported charges of coercion—demanded the FCC that it was investigating the situation. The Justice Dept. did not ask the FCC to defer action.

Sent to FCC Chairman

The Justice Dept.'s communication, over the signature of then Asst. Attorney General Stanley N. Barnes in charge of antitrust, was directed to FCC Chairman George C. McConnaughey.

Mr. McConnaughey, appearing before the Celler committee last March, explained that the grant had been approved a week before the announcement, on Dec. 21 to be exact, and that the hiatus between the decision and the announcement was due to the need to await Comr. Bartley's dissent and Comr. Doerfer's concurring statement.

Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary and antitrust subcommittee, pressed Mr. Barnes on why Justice had not asked the FCC to defer action on the transaction. Mr. Barnes explained that communications was a field where the FCC and Justice exercised "concurrent jurisdiction." He added that it was his opinion that the FCC action did not foreclose an antitrust suit by the Justice Dept. if one was warranted.

In June WBC President Don McGann testified before the Magnuson committee that Westinghouse would still have owned the Philadelphia ch. 3 outlet had it not been faced with the probable loss of NBC affiliation. He said that the network intimated that if WBC did not agree to the exchange, NBC would acquire another station in

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Philadelphia, thus causing WBC to lose its NBC affiliation in Philadelphia in any event.

The importance of this affiliation was pointed up by Mr. McGannon when he reminded the Senate committee that a $5 million valuation on the NBC affiliation had been placed on the books when WBC bought the then WPTZ (TV) from Philco in 1953 for $8.5 million.

The Celler committee, late in June at its Washington hearings, reopened its consideration of the NBC-WBC swap. It introduced into the record memoranda from FCC investigators which seemingly pointed up the fact that (1) WBC officials feared loss of the NBC affiliations in Pittsburgh and Boston as well as Philadelphia if Westinghouse balked at the exchange; (2) Chris Witting, then WBC president, suggested among other alternatives that WBC try for CBS affiliations in Pittsburgh and Boston and ABC in Philadelphia; (3) WBC officials said they were told that if the NBC-WBC transaction fell through the network would buy ch. 6 WPIL-TV Philadelphia; (4) the FCC’s Broadcast Bureau felt that the NBC-WBC replies to the McFarland letter adequately answered the charges of duress but that there still remained to be considered questions of possible overlap.

It was at this time, also, that Chairman McConnaughey told the Celler committee that the Commission majority agreed that no hearing was necessary since all the facts were before it.

Mr. Barnes had made it clear at the initial House antitrust hearing that the Justice Dept. was studying the Philadelphia situation. He termed it a “delicate” situation.

Hansen Discloses Probe

It was seven months later that Assistant Attorney General Victor R. Hansen ripped the lid off the Department’s activities in this area—an unprecedented action from the notoriously close-mouthed Justice Dept. Appearing before the Celler subcommittee in New York, the newly appointed antitrust chief openly admitted that the department was investigating network practices, ventured the opinion that some network practices seemed to be illegal (option time, must buys, etc.), and added that he expected something to break on the department’s investigation of the NBC-WBC exchange of stations before the year’s end.

It was known then that the Justice Dept. was presenting a case on the exchange of stations to a grand jury in Philadelphia. Among those subpoenaed were Brig. Gen. David Sarnoff, Robert W. Sarnoff, Joseph E. Heffernan, Charles R. Denny, all of NBC, and E. V. Huggins, Chris J. Witting, John W. Steen and Joseph Baudino, all of WBC.

In addition documents were subpoenaed from NBC and RCA, WBC and Westinghouse Electric, CBS and others.

It was at this time also that Mr. Hansen ventured the opinion that any relaxation of the FCC’s multiple ownership rules would be inconsistent with the objectives of the antitrust laws. He opposed proposals which would have placed a limitation on single ownership of stations to the number of stations covering not more than 25% of the population, in lieu of the present limit of

**MEANWHILE, DOWN IN MIAMI . . .**

SITE of NBC’s 30th birthday observance this week (story page 32) is the spanking new opened Nov. 25 Americana Hotel in Bal Harbour, Miami Beach, which boasts 475 rooms, 10 acres of sub-tropical landscaping, the usual complement of dining rooms, bars and shops, a nightclub, 600 ft. of private ocean and (for the more timorous) an Olympic-sized swimming pool with 100 cabanas.

When not taking advantage of the above, the 750 NBC-affiliated guests may occupy themselves with the agenda items listed below. Business sessions are in bold face.

**WEDNESDAY**

10 a.m. to 6:30 p.m.: Registration.

2-4:30 p.m.: Ladies shopping tour of Lincoln Road (transportation provided).

7 p.m.: Open house, grand ballroom.

**THURSDAY**

7-10 a.m.: Telecast of **Today** from pool of Americana Hotel.

9 a.m.-3 p.m.: NBC men’s golf tournament, La Gorce Country Club.

10:10:30 a.m.: Ladies dancing class, Americana pool.

12 noon-2:30 p.m.: Fashion show and lunch, Floridian Room.

2:30-5:30 p.m.: Yacht trip through Miami waterways.

3:30-4:30: Bingo, Americana pool.

7 p.m.: Cocktail party reception, Starlite Patio.

8 p.m.: NBC affiliate dinner, grand ballroom. Harry Bannister, station relations vice president, toastmaster. Welcome by Florida Gov. Leroy Collins. Talk by Niles Trammell, former NBC president, now president of WCKT (TV) Miami. Principal address by NBC President Robert W. Sarnoff.

**FRIDAY**

7-10 a.m.: **Today** telecast from Americana pool.

9 a.m.-12 noon: Ladies golf tournament, La Gorce Country Club.

10:30-11 a.m.: Ladies dancing class, Americana pool.

**SATURDAY**

11 a.m.-12 noon: Open meeting with affiliates, Westward Room.

12:30 p.m.: Luncheon, Grand ballroom, honoring Brig. Gen. David Sarnoff, RCA board chairman, for his contributions to broadcasting.

2:45-5:45 p.m.: Ladies shopping tour, Lincoln Road (transportation provided).

3-5 p.m.: Ladies bridge, canasta, gin rummy tournament, Americana pool.

3-5 p.m.: Affiliates closed meeting, Westward Room.

8 p.m.: Cocktail party, Starlite Patio.

9 p.m.: Lobster roast and beefsteak barbecue, Americana pool.

11:30 p.m.-1 a.m.: Tonight show, from Americana pool.

**SUNDAY**

(Morning and early afternoon will be for organized fishing, boating and other activities.)

5:30-7:30 p.m.: Buffet, Starlite Patio.

7:30-9 p.m.: Perry Como Show will originate in grand ballroom, with guests including Groucho Marx, Jo Stafford, Johnny Ray, Steve Allen, Melinda Marx. (Doors close promptly at 7:50 p.m.)

9:15-10:15 p.m.: Cocktails, Starlite Patio.

10:30 p.m.: NBC supper dance (formal), grand ballroom.

Transportation will be provided to all churches.
seven in each of the broadcast services, am, fm and tv.

The new assistant attorney general also revealed for the first time that the Justice Dept. was investigating the whole field of network operations—prices, discounts, rebates, rejections, kinshiping, production, demand, program ownership, contracts. He told how the investigation had been in progress for two years and that in March 1956, the FBI was called in to assist.

He added that the question of option time, network must buys and network activity in the station representation field was also being looked into by the G-men. And he noted that perhaps one of the answers might be to force the networks to divest themselves of owned stations.

He estimated at that time that the completion of the over-all investigation would take from one to two years. It was then that he promised that the “Westinghouse matter” would be brought to a head before the end of the year.

The FCC’s own network study was instituted with an $80,000 Congressional appropriation in July 1955. The study staff, under the direction of Roscoe L. Barrow, dean of the U. of Cincinnati’s law school, was named that fall. For the fiscal year ending June 30, 1957, an additional $140,000 was appropriated by the FCC.

The FCC’s network study is being supervised by a four-man committee: Chairman McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer. The 12-man study staff has spent most of its time in acquiring background knowledge, seeking information through questionnaires and meetings with all segments of the industry, and sifting and collating the information it has collected. Its final report is scheduled to be delivered at the end of this fiscal year. There have been reports, however, that one or two reports may be submitted earlier.

This is the third government antitrust suit filed against RCA. In 1932, RCA entered into a consent decree which broke up what was then called the radio trust. At that time General Electric, Westinghouse and AT&T were forced to divest themselves of their ownership in RCA. The government tried to have the 1932 judgment reopened several times, but the courts refused to do so.

In November 1954, the Justice Dept. brought a civil suit against RCA in New York, charging that RCA’s patent system and practices tended to give the company a monopoly. The charge was also levied that RCA since 1932 has attempted to monopolize radio-television research, patent holdings, patent acquisitions and issuance, and patent exchanges. It was also charged that RCA acquired tv patents with the intent of achieving control over potential and actual competitors. Named as co-conspirators, but not as co-defendants, were GE, Westinghouse, AT&T, Bell Labs and Western Electric.

The complaint was directed particularly at RCA’s “package licensing” practice. This refers to the principle by which licensees of RCA pay one royalty for the use of all radio-television patents. The 1954 complaint also alleged that RCA refused to issue certain licenses in the radio-television field and that RCA was engaged in a campaign of “harassment” by instituting more than 250 patent infringement suits.

The patent antitrust suit followed a grand jury investigation of the electronics industry in 1952. This was dropped in January 1953.

Other present major litigation, involving RCA and its patent practices, include Zenith’s suit. The infringement suit instituted by the late Edwin Howard Armstrong was settled.

Similar government antitrust litigation against AT&T and International Business Machines Corp. concluded earlier this year with consent decrees in which patents of both these companies were thrown open on a reciprocal and non-exclusive licensing basis.

FIVE DAYS TO CELEBRATE 30 YEARS

Network, on Miami holiday, can look back on rapid progress, growth

TWENTY years ago, NBC celebrated what its officials called “a century of progress in a decade of broadcasting.”

This week, in the sparkling new Americana Hotel at Bal Harbour, Miami Beach, NBC and its radio and television affiliates will celebrate three times that—the 30th anniversary of the nation’s pioneer network.

Despite the sudden shadow cast by the Justice Dept.’s antitrust suit and the imminence of a court defense against it (see story, page 27), top officials of NBC will gather with hundreds of affiliate executives and their wives—an estimated 750 persons in all—for four days of business and fun starting Wednesday.

Although separate radio and television affiliates meetings are scheduled Friday morning and afternoon, mostly it’s a convention for fun (see complete agenda, page 31).

There’ll be a banquet Thursday night with the principal address by NBC President Robert W. Sarnoff and a talk also by Niles Trammell, president of WCKT (TV) Miami but better known to the affiliates through his 24 years in key NBC executive posts, including nine years as president.

On Friday the affiliates themselves will be hosts at a luncheon honoring Brig. Gen. David E. Hooper, chairman of RCA, who proposed the formation of NBC in the first place and has kept an alert eye and an informed hand on the direction of its affairs ever since.

There’ll be a golf tournament, too (Thursday), and a dinner and dance to close out the festivities Saturday night. During the four days three major NBC-TV programs—The Perry Como Show, one Tonight and two Today shows—will originate from the Americana convention site.

In the origination of programs as well as the banquet and dinner, at least, the 30th birthday convention will find kinship with that first ten-year “Century of Progress” celebration—which obviously took its name from the fact that Lenox Riley Lohr, installed that year as NBC’s second president, had previously organized and run the Chicago “Century of Progress Exposition.”

The record makes plain, however, that there was more to justify the “Century of Progress” billing for the 1936 celebration than just the former connection of an official with the Chicago exposition. For radio, it had indeed been a notable decade.

Four networks had come into being where none existed before, two of them operated by NBC (the Red and the Blue, so designated because of the different colored lines used to differentiate the circuits on engineers’ maps). Radio had moved ahead with swift strides, revolutionizing the country’s concepts of home entertainment as it did so. Television, though still experimental, was on the way—at that 1936 convention the NBC affiliates got their first official demonstration of the new medium.

The first of NBC’s three decades started, after the organizational preliminaries, on Nov. 15, 1926, with a four- and-a-half-hour program featuring, among many others,
23.4% Gas-Oil Dominance

Market figures prove WXEX-TV Grade B area families spend 23.4% more at filling stations than Grade B area families of any other Richmond market TV station.

<table>
<thead>
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<th>WXEX-TV</th>
<th>$73,806,000</th>
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<td>Station C</td>
<td>$59,812,000</td>
<td>81%</td>
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</table>

Amount Spent on Gas, Oil, Lubricants by Grade B Area Families

Source: Sidney Hollander Associates

Tom Tinsley, President NBC BASIC–CHANNEL 8  Irvin G. Abeloff, Vice Pres.

Something new has been added

This tiny mountain cabin in the Sierras is the home of a highly paid logger. He wanted television for years, but couldn’t get it until KFRE-TV went on the air.

Now, something new has been added. The powerful KFRE-TV signal carries over and beyond the hills to bring him, his neighbors, and thousands more families their first enjoyment of television programs. They consistently watch KFRE-TV . . . for it’s the only channel they can get.

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

Paul R. Bartlett, President
1926-1936

MERLIN H. AYLESWORTH (Sept. 9, 1926, to Jan. 1, 1936): "I've come clean to my job, with no experience and no prejudices. I am literally starting from the bottom at the top." So said NBC's first president when he gave up the post of managing director of the National Electric Light Assn. to take the new job.

In (Deac) Aylesworth's presidential decade, NBC introduced and developed some of radio's most enduring talents, launched a second network, and started its first tv station. He left NBC to become head of Radio-Keith-Orpheum, subsequently joined Scripps-Howard newspapers and served as publisher of the New York World-Telegram, and, during his later years, was an attorney and consultant (Cities Service, which entered network radio at his suggestion and became its oldest continuous sponsor, was one of his clients). He died in 1952 at 66.

1936-1940

LENOX R. LOHR (Jan. 1, 1936, to July 12, 1940): Like his predecessor, NBC's second president admitted at the outset that his first job would be to learn what radio was all about. He came to radio—and NBC—from the Chicago Century of Progress Exposition, which he organized and guided to notable success despite the nationwide depression. He had been an engineer, soldier, typographer, writer, editor, showman, salesman, and public relations expert. At NBC he maintained and expanded the Aylesworth policy of top-flight entertainment. The NBC Symphony orchestra was organized, new comedy and dramatic programs were launched, and the network's organizational structure was tightened. Mr. Lohr left NBC and the broadcasting industry in 1940 to become president of the Chicago Museum of Science and Industry, a post he still holds.

1940-1949

NILES TRAMMELL (July 12, 1940, to Oct. 7, 1949): Unlike the first two presidents, Niles Trammell came to the job with a long history in radio. He had resigned an Army commission in 1922 to join RCA. In 1928 he switched to NBC as a salesman, became manager of the Central Div. two months later and vice president of the division the following year. In 1939 he moved to New York as NBC executive vice president, en route to the presidency. Often described as a statesmanly combination of salesman and showman, he oversaw advances on all fronts during his presidential term, among them programming, sales, news coverage, and—especially—television. From the presidency he moved into the board chairmanship, leaving that post Dec. 31, 1952. He is now president and part owner of the recently-constructed WCKT (TV) Miami, an NBC-TV affiliate.

1949-1953

JOSEPH H. McCONNELL (Oct. 7, 1949, to Jan. 2, 1953): Eight years of executive service with RCA led Mr. McConnell to the NBC presidency. After private law practice in the South and service with the National Recovery Administration in Washington in 1933-35, he joined the law firm representing RCA. In 1941 he joined RCA and was executive vice president when named NBC head. Much of his tenure at NBC was marked by reorganization. NBC was split into three components (radio network, tv network, o&o stations), and top executives were imported from outside. Television was on the march. Network radio was beginning to take a buffeting. Mr. McConnell's term was probably the most tumultuous of that of any NBC president. Mr. McConnell left the NBC presidency, later went to Colgate-Palmolive as president and from there, last year, to Reynolds Metals Co. at Reynolds Metals he currently serves as general counsel and member of the board.

1953-1955

FRANK WHITE (Jan. 2, 1953, to Aug. 7, 1953): NBC was the third network Frank White served, the second as president. He entered radio in 1937 as treasurer of CBS after approximately 16 years in the accounting and publishing fields. In 1947 he was named president of Columbia Records, a CBS subsidiary. From there he moved, in 1949, to the presidency of Mutual. Three years later he joined NBC, serving as vice president and general manager of the radio and tv networks until his elevation to the presidency. The period was one of continued expansion for television, and continued readjustment for radio. Mr. White's term was foreshortened by the physical demands of the job. Near-exhaustion forced him to take a month's rest, and, when he failed to recover his old vitality, he resigned. Mr. White subsequently joined McCann-Erickson International as president and continues to serve in that capacity at the agency.

1953-1955

SYLVESTER L. WEAVER Jr. (Dec. 4, 1953, to Dec. 7, 1955): Spectacular has to be the word for Pat Weaver as well as for the program extravaganzas which he endowed with that name. Advertising manager of American Tobacco Co. under the late George Washington Hill at the age of 30, and subsequently radio-tv vice president of Young & Rubicam, he joined NBC in 1949 as head of television. Named president at the age of 44, he solidified his already established reputation as an innovator and "grand concept" man. Among the departures for which he was credited, before and during his presidency, are the 90-minute color spectaculars, Today, Home and Tonight and their magazine concepts of selling, and Wide Wide World, to name some. He went from president to chairman of the board, resigning the latter post Sept. 7, 1956. Since then he's been to Europe on a vacation-business trip, has yet to settle his future plans.

THE PRESIDENTS OF NBC

CONTINUED

Broadcasting • Telecasting
THE PRESIDENTS OF NBC

BRIG. GEN. DAVID SARNOFF: Although charged with the bigger job of running RCA, Gen Sarnoff has always kept a keen eye cocked on NBC. As boss of RCA, he’s also unquestioned boss of subsidiary NBC, and between tenures of Messrs. White and Weaver he served four months as network president.

“political career,” covering the Republican and Democratic conventions in June 1928 and broadcasting election returns for the first time the following November.

NBC put its new radio mobile unit into use for the first time on All Fools Day, 1930, broadcasting from New York’s Bronx Zoo. On Christmas Day, 1931, “Hansel and Gretel” was presented as the first of a regular series of Metropolitan Opera broadcast over the combined facilities of the Red and the Blue.

NBC moved into its new multi-million-dollar home in New York’s new Radio City and made its first broadcast from there—an elaborate four-hour program—on Nov. 11, 1933. Two years later, on Dec. 7, 1935, NBC Hollywood studios were opened.

Although it was still NBC’s first decade, television was edging forward. The construction permit for NBC-RCA’s first experimental tv station in New York had been issued April 4, 1928, and W2XBS began operating from the New Amsterdam Theatre there on July 30, 1930, transmitting 60-line images. On Oct. 30, 1931, the station started experimental 120-line picture transmissions from the Empire State Bldg., now the “home” of all seven New York area stations.

Regular experiments with live talent were started in February 1932. Bell system coaxial linked the NBC studios with the Empire State transmitter—a distance of 15 blocks—for the first time on June 10, 1936, and the next month NBC used live artists and film in its first public demonstration of an all-electronic tv system.

Many still-famous names were first heard in homes across the nation in those early days—and later. Eddie Cantor led the list, appearing as a guest on NBC on Nov. 22, 1926. In the ensuing decade he was followed, chronologically, by Al Jolson, Rudy Vallee, Amos ‘n’ Andy, Fred Allen, Walter Winchell, Jane Froman, Ed Wynn, Jack Benny, Jack Pearl, Groucho Marx, Jimmy Durante, Bob Hope, Fibber McGee and Molly, Bing Crosby, Fred Waring and Ralph Edwards.

The second decade was dominated by the war years. News coverage, intensified by NBC as by all networks with the growing uneasiness in Europe in the middle and late 30s and the outbreak of war in 1939, was stepped up even further with the bombing of Pearl Harbor in December 1941 and continued at an all-out pace throughout the war.

But international unrest and war did not stop developments on the home front. The NBC Symphony Orchestra was organized and launched a weekly series of concerts on Nov. 4, 1937, and Arturo Toscanini took up the baton on the following Christmas Day in an association that lasted through the 1954 season. NBC’s New York fm station commenced operation Jan. 11, 1940, and on Jan. 9, 1942, the Blue Network was separated from NBC and established as a separate company (later re-named ABC).

Television’s strides were growing longer. NBC put its first mobile tv station on New York streets Dec. 12, 1937, and on April 30, 1939, W2XBS inaugurated regular program service with a telecast from the opening of the New York World’s Fair, with President Roosevelt among the participants. Fred Waring and other stars were featured in a twice-weekly studio tv series starting May 3, 1939, and by June 20 of that year the weekly television program schedule totaled 10 hours. Tennis, major league baseball, college and pro football all came under the tv eye that year, and hockey, basketball, the circus, and a complete Broadway play ("When We Are Married," on March 3) were added the next.

FCC members were shown pictures re-broadcast by WRGB (TV) Schenectady from a direct pickup from NBC in New York in a demonstration Feb. 1, 1940, and the “network” became a three-station operation on June 24, 1940, when coaxial cable permitted tv pickups in Philadelphia—at the Republican National Convention—to be seen in New York and Schenectady as well as Philadelphia.

FCC authorized commercial television effective July 1, 1941, and NBC’s W2XBS became WNBTH (now WRCA-TV) New York and, with four sponsors on the first day, became the world’s first commercial tv station.

Then the U. S. entered World War II, and on May 22, 1942, television schedules were cut to four hours a week. Even so, many memorable events were captured by television during this period, among them special films of Japan’s surrender on Sept. 9, 1945; opening sessions of the U. N. Security Council in New York on March 25, 1946, and the Louis-Conn heavyweight championship fight in June 1946 when the addition of a Washington station brought NBC up to a four-station network.

Near the end of the second decade, NBC demonstrated—Oct. 25, 1945—the RCA-developed super-sensitive “image orthicon” camera tube which solved major illumination problems and made outdoor pickups possible.

The third decade saw television establish itself and a new factor come into the picture—color.

For network radio, the past 10 years have been the hardest, as NBC and the other radio networks have tried to adjust to changing listening habits and changing buying patterns brought on by the growth of television. As part of that adjustment, NBC has inaugurated new techniques, including the weekend Monitor service (started June 12, 1955) and, for a time, a Weekday counterpart. More recently, the Bandstand concept of...
WSYR has achieved leadership in news service by making news coverage the Number One programming responsibility. Seven full-time staffers share the job of covering, editing and reporting 12 complete news reports daily — these in addition to NBC’s news reports. They cover the local and regional news 'round the clock — set up “on-the-spot” broadcasts of important special events. Naturally, the people of Central New York prefer WSYR for news. And advertisers recognize WSYR as the news buy in this 20-county market with 1.5 million population and $2.2 billion annual spending power.
live music by name bands for two hours each weekday morning has been in operation since July 27 of this year, and since then a whole new project including five-minute newscasts hourly has been laid out for introduction early next year.

In September 1947, NBC and Eastman Kodak announced the development of a special camera which paved the way for kinescope recordings—a development the importance of which became increasingly appreciated as the number of affiliates grew faster than AT&T could link them for simultaneous transmissions.

But the size of the live network was growing quickly.

NBC's midwestern tv network opened Sept. 20, 1948, to include St. Louis, Chicago, Milwaukee, Toledo, Detroit, Cleveland and Buffalo—all connected by coaxial cable. Two years later, coaxial cable links to Memphis, Kansas City and Omaha, and to Jacksonville, Fla., were opened (the World Series that year, televised as far west as Omaha, reached an estimated 38 million people). On Sept. 4, 1951, microwave relay and cable linked the East Coast and the West, and that year the World Series reached 60 million. By the end of 1953 NBC had 168 affiliates (compared to 207 now).

There were other technical achievements: first use of the split screen on Aug. 2, 1949, and rear screen projection on Jan. 13, 1950; construction of multi-million-dollar tv studios at Burbank, Calif., which were opened Oct. 4, 1952; airborne relay of live pickups in Cuba to U. S. audiences on Wide Wide World on Nov. 13, 1955.

Color Tv Speeds Up

Color television meanwhile developed slowly at first, then at a faster and faster clip. RCA and NBC held out for a compatible color system—which RCA had announced in August 1949—and in the end FCC reversed itself and authorized compatible standards on Dec. 17, 1953. NBC-TV then carried four major programs in color within 15 days, and by the end of that year owned stations and 65 affiliates had announced they would equip to relay network color shows.

NBC started the 1954 year by relaying—in the first coast-to-coast colorcast from the West Coast—color pickups of the Tournament of Roses Parade at Pasadena. The 90-minute color spectaculars were inaugurated Sept. 12, 1954, with the presentation of Betty Hutton in Satins and Spurs from NBC's new Brooklyn studios, just adapted for color at a cost of $3.5 million.

New color studios in Burbank were opened March 27, 1955, and a $12 million program to increase color facilities even further was announced the following November. NBC-owned WNBQ (TV) Chicago commenced operations as the world's first "all color" station on April 15, 1956, and last month NBC announced a $3.5 million plan for further expansion of the network's color facilities during 1957-58. By Nov. 1 of this year, NBC was networking 55 hours of color programming per month, and network officials announced that by Jan. 1, 1957, 134 of its 207 stations would be equipped to carry network colorcasts, 30 to originate their own live color shows, and 47 to originate film shows in color.

NBC'S HOURLY NEWS RUNS INTO HITCH; MAJOR AFFILIATES REFUSE CLEARANCES

NBC Radio's new plan of offering five-minute newscasts on the hour ran into enemy fire last week despite its success in attracting Bristol-Myers to half-sponsorship (see story, page 50).

Spokesmen for a number of major NBC Radio affiliates told B&T that for both programming and economic reasons they would not clear the five-minute segments requested for the newscasts, which NBC hopes to start Jan. 14 (B&T, Nov. 12 et seq.); Closed Circuit, Dec. 3, 1956.

NBC officials voiced surprise at this resistance, asserting that both in discussions with affiliates throughout the country and in returns of contract amendments to date they have encountered virtually complete endorsement—and that on this basis they have no thought except to go ahead with the plan. They acknowledged that some stations indicated problems would be involved in clearing all the periods concerned, but said these stations also indicated they would work out these problems satisfactorily.

Larry Webb, managing director of Station Representatives Assn., meanwhile sent to SRA members a memorandum charging that NBC was proceeding on the assumption that no invasion on the part of NBC of their affiliates' station time periods at cut-rate prices—and this at a time when radio time sales are showing excellent gains, especially in the national spot field.

Mr. Webb claimed "the only thing 'new' about [the plan] is that such a deal has never been offered to an advertiser at such a ridiculously low price." He quoted NBC estimates that the cost per thousand home commercial impressions would come to 59 cents and that this would drop to 48 cents if auto commercial impressions were counted. His memorandum continued:

"Radio stations throughout the country have been deeply 'offended' by NBC's proposal for five-minute newscasts which have been developed solely by the stations and chip off some of that 'spot money' which has been the major source of revenue for radio stations throughout the country."

'No Time for Station Breaks'

A "possible" other new feature in the plan, Mr. Webb asserted, is that unlike most local news shows, it "leaves no time for station breaks" to be sold to local sponsors—and that it accomplishes this "for a price far below the station's rate card." He continued:

"The question being asked is 'Why do the affiliates say yes to such a plan?' Perhaps the answer in most cases is wrapped up in an NBC network tv affiliation, or in other cases, a long hoped for tv affiliation. If further proof is needed that NBC really wields a club over the heads of many of its affiliates, perhaps this is it.

"Unless there are hidden factors in the formula for figuring revenue, not one station on the list has anything to gain by this deal, including the NBC owned and operated stations, and radio, the advertising medium that has been undersold for the past 30 years, is again confronted with another cut-rate proposition at the hands of a network."

The complaint of individual stations pictured in opposing the plan involved both economics and program policy. Spokesmen, who asked that their identities not be revealed, maintained that many stations believe that "news on the hour" is "not good programming," and that there simply isn't enough news available to justify the 17 hourly newscasts which NBC proposes to carry each day.

Loss of Money Seen

Their economic objection was fundamental: They claimed that by giving up the five-minute periods that NBC is asking for, they would lose money because some of these periods, at least, are sold locally for more than they would receive from NBC for the network newscasts. One station estimated its loss in local revenues would come to $42,000 a year, whereas its total revenues from the network currently do not exceed $25,000 a year.

The critics acknowledge that a vast number of affiliates heartily endorse the plan, as NBC officials have reported. But, these critics maintain, most of the approvals come from smaller stations, and larger ones and those with good local sales in these five-minute periods stand to lose if they clear the time.

The five-minute plan, which would present newcasts hourly from 7 a.m. to 11 p.m., is part of an overall proposal by NBC that also encompasses a "hot line" service in already in operation) permitting NBC to break into local programming immediately with news of major importance; 70-second station breaks, which give affiliates one-minute local commercial availabilities; right of affiliates to sell network sustainer locally, subject to recapture in event of network sale; and changes designed to strengthen programming. NBC officials a fortnight ago completed a series of regional meetings to explain the entire project directly to affiliates. They reported afterwards that it had received virtually 100% approval except for a relatively few instances where affiliate representatives withheld comment or were not in position to speak for their managements.

Harry Bannister, NBC station relations vice president, said Friday that not in five years had he taken a proposal on the road to affiliates and met with so nearly universal acceptance as was accorded the current project. The relatively few stations that indicated they would have problems, he said, also gave indication that the problems could be worked out. He declined to give figures on the written returns as yet, but said they greatly exceeded his expectations and contain no rejections.
it's RICHER than you think!

Sure! Women buy fur coats in Florida—to wear up North! But they buy more food, home furnishings, sports clothes, drugs and all the other items that go with modern, everyday living. The men do a little buying, too. For instance, last year retail purchases in the WFLA-TV Sales Area climbed to a whopping billion-and-a-quarter dollars—34% of Florida's total!

The WFLA-TV market is RICH — RICHER than you think! It's a fast-growing market where weekly payrolls from constantly expanding industrial and agricultural production create steady buying power right around the calendar. It's Florida's second and America's 36th Retail Market—and here's what's in it for you:

34% of Florida's RETAIL SALES
56% of Florida's GROSS FARM INCOME
37% of Florida's HOUSEHOLDS
35% of Florida's FOOD SALES
31% of Florida's DRUG SALES

WFLA-TV, with unduplicated NBC live programming reaching out into its 100-mile area, and strong local programs packed with showmanship, puts your product into more homes in Florida's Second Market!

(Figures from Consumer Market—1955)
It’s December—the last month of another year—a year that has seen Television rise to new heights and Radio come alive again, but for most of us here at Hollingbery, it marks a record year wherein the stations we represent have seen sales climb to new levels...higher levels than were ever anticipated. As we say, we are real proud of this record, and we might rest on our laurels, but to us the record of this past year is only a “starting point” for an even bigger and better twelve months to come. We are already making plans for 1957...for greater sales results, all spelling out greater profits for each and every Hollingbery station. 

We repeat, “WE’RE REAL PROUD!”

Geo. P. Hollingbery Co.

Representing “Top” Radio and Television Stations in “Top” Markets Throughout the Country.

New York • Chicago • Los Angeles • Atlanta • San Francisco
Seattle • Detroit • Minneapolis
GM REVISES CO-OP AD PROGRAM

- Company decides to discontinue dealer-company fund
- Congressional, Justice Dept. probes seen as reason

COOPERATIVE advertising through dealers and distributors felt the impact of congressional and Dept. of Justice probing last week as General Motors, reputedly the nation's largest advertiser, revised its longtime co-op program.

Decision of GM to discontinue its co-op fund, part of a reported $100 million annual advertising fund, led Attorney General Herbert Brownell Jr. to say, "The Dept. of Justice welcomes the announcement by GM of its abolition of the dealer advertising fund. This step should help to eliminate some of the sources of friction between dealer and manufacturer."

GM has decided to eliminate the cause of the federal probes—dealer contributions.

In a letter to GM's 18,500 passenger car and truck dealers, Harlow H. Curtice, president, said the company pioneered a factory-dealer advertising program nearly 30 years ago to meet a dealer need for "quality and comprehensive advertising on a local basis."

Advent of radio created new advertising problems, said Mr. Curtice, who added, "More recently, with the growth of television as a national and local advertising media, the number and complexity of these problems have increased substantially, especially in the administration of the program. These problems have been handled on a national and local basis to achieve the broadcast coverage for all dealers, not however, without some instances of differences of opinion between dealers themselves and between some dealers and those charged with the administration of the program."

Under its new policy GM has eliminated dealer contributions entirely. It has refunded to each dealer the unspent portion of his contributions to the GM advertising and promotional fund. GM assumes full responsibility for the cost and administration of the new advertising and promotional program on a local and national basis, and it factors added costs into the list prices of General Motors vehicles instead of receiving dealer contributions for each car sold.

GM contended the changes will have little effect on costs to the consumer. The new program does not affect normal dealer advertising on a local basis to specific competitive situations.

According to testimony before the Senate anti-trust subcommittee, which held hearings on General Motors advertising practices early this year, some dealers objected to contribution of an estimated $20, for example, to GM for each Chevrolet sold. The committee wrote legislation, enacted during the summer, which allows dealers to sue in federal court on the ground of bad faith in terminating a franchise agreement.

Hudson Motors' Account Placed With Geyer Adv.

THE $2.8 million Hudson Motors' account (Hudson and Metropolitan autos), which last month was resigned by Brooks, Smith, French & Dorrance [B&T, Nov. 12], has been placed with Geyer Adv., both through New York and Detroit. Geyer for the past 20 years has handled the Nash and Kelvinator Divs., of American Motors.

Geyer now handles the complete American Motors Line, ranging from passenger sedans and station wagons (Hudson, Nash, Rambler, Metropolitan), refrigerators, freezers and air conditioners (Kelvinators).

Following the appointment the agency's president, Sam M. Ballard, announced that Geyer would set up an entirely new creative group to handle the new accounts. The appointment was effective Dec. 1.

Studebaker-Packard Has No Plans For Added Network Activity Now

STUDEBAKER-PACKARD Corp., operating on a "slightly reduced" broadcast advertising budget for the forthcoming year, plans no further network activity for the present, spokesmen indicated last week. The auto firm sponsors NBC News with Chet Huntley and David Brinkley (NBC-TV, Mon., 7:45-8 p.m. EST).

At a news conference in New York Thurs-
day, S-P President Harold E. Churchill said his firm would concentrate on the medium priced field for 1957, producing only Packard Clipper sedans and station wagons.

Although S-P's agency, Benton & Bowles, has not yet finalized the full introductory campaign, spot radio-tv reportedly will be used.

Also on Thursday, S-P dealers in 22 cities got their first look at the 1957 Packard when Theatre Network Television Inc. staged a special closed-circuit program from ABC-TV headquarters in New York.

Magul Names Three Heads For Research Dept. Units

CREATION of three functional divisions within the research department of Emil Mogul Co., New York, with a directing head for each unit was announced last week by Joel Martin, director of media and research.

Harvey Queen, assistant director, becomes responsible for consumer research and administration; Arnold Feldman assumes supervision of statistical service and sales analysis, and Lawrence Lynch directs the department's field research service.

Mr. Martin also announced that Melvin H. Ross, formerly assistant project director at Dancer-Fitzgerald-Sample, New York, and Norman S. Passman have been added to Mogul's research staff.

Philip Morris to Back Touring Country Music

TOURING country music shows are planned by Philip Morris Inc. to start next month in the South and later expand throughout the country. The advance itinerary—which will include free concerts and weekly broadcasts sponsored on radio—was announced last week after a contract signing between the cigarette maker and Jim Denny Art Bureau, Nashville.

Country music star Ray Price will headline the first "Philip Morris Country Music Show." Radio telephones installed in the group's bus will permit members of the show to talk with editors, disc jockeys and others in the areas they intend to visit. At each major stop along the road, the group will be featured in a weekly radio broadcast, with the station lineup and originating station for each of the airings dependent on the travel route.

N. W. Ayer & Son, Philadelphia-New York, is the agency.

Ben Duffy Hospitalized

BEN DUFFY, president of BBDO, New York, and one of advertising's best known leaders, suffered a cerebral hemorrhage last Monday in Minneapolis, but was reported later in the week to be resting comfortably. Stricken during a business trip, he is a patient at Minneapolis' Abbott Hospital and is not permitted visitors. His family has requested that no remembrances be sent to him during his hospitalization.

Page 42 • December 10, 1956
$750 per week gets you!

WABD's presentation of Warner Brothers pictures has hit the formula of success! With a vertical presentation of a matinee and evening performance, 15.1% of all TV homes in the nation's largest market tune in every Sunday.

These are the Nielsen figures (4 weeks ending October 20, 1956).

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The lowest cost per thousand of any feature film presentations in New York on the station where interesting things keep happening.

WABD, N.Y. Channel 5
Research Man Should Be Ad Minded, Larmon Says

A RESEARCH MAN who isolates his interests and thinks of research alone is “like a tag dangling from the selvage,” according to Sigurd S. Larmon, president of Young & Rubicam.

Mr. Larmon made this statement before more than 40 research executives convening in the agency’s main office last Friday for a five-day international research conference.

Research executives, Mr. Larmon said, are regarded not as research specialists but as advertising men who specialize in research.

The Y & R conference, under the direction of Dr. Peter Langhoff, vice president and director of research, was to emphasize the necessity of planning research to provide data which is relevant and applicable to marketing and advertising problems. Research executives from Y & R offices in Montreal, Toronto, London, Mexico City and Frankfurt, Germany, as well as from the firm’s main offices and its domestic branches, attended the meeting.

“The ideal Y & R product group delivers the blended judgment of its members, seeing the advertising problem as a whole, rather than a series of conclusions contributed by people thinking mainly in terms of their own specialties,” Mr. Larmon said in his opening address.

Expressing agency’s long-held appreciation of the part research can play in sound planning, Mr. Larmon said, “there is far less work in whipping out the actual ads for a campaign than in the planning and digging that should go into evolving the right basic strategy. Yet, unless the strategy is right even the most brilliant advertising will lay a large and gleaming egg.”

Mr. Larmon, in describing some of the changes that have taken place in marketing in the past few decades, said, “In the twenties and thirties competition was keen but not the total warfare it is today. Manufacturers were more apt to depend on adroit salesmanship than on million dollar giveaways. There was a more recognizable difference between competing products than there is today. Today the laboratories have leveled most of that out. Whether you are talking products, advertising ideas, layout treatments, package design, merchandising stunts, television shows or what have you, we are in the greatest era of monkey-see, monkey-do the world has ever known.”

Mr. Larmon observed that the research account executive is an important factor in helping establish the strategic plans on his account and that one of his greatest contributions can be toward a better understanding of the product-consumer relationship.

He noted: “We expect the research department to keep itself in advance of the field in this important area of product-consumer relationship. We want this department to be completely integrated with the agency, to be advertising minded, to be discontented with present accomplishments and eager to challenge the future.”

Chesterfield to Take Sinatra on ABC-TV

LIGGETT & MYERS (Chesterfield cigarettes) is expected to sponsor the as yet untitled Frank Sinatra show on ABC-TV next fall.

Details have not yet been worked out, it was understood, pending completion of final arrangements of the Sinatra-ABC pact which was consummated only two weeks ago [B & T, Dec. 3]. That contract—between Kent Productions and ABC—reportedly would possibly net Mr. Sinatra $1 million each year for three years and provides for ABC acquisition of a stock interest in Kent (owned by Mr. Sinatra) over that period.

While figures are pliable, depending on such matters as station lineups, starting dates, etc., it was reported that the talent cost for a half-hour of Mr. Sinatra’s series, some of the weekly programs to be live and others on film, will run between $65,000 and $75,000. This, it was said, would make the 30 minutes the most expensive on television.

Chesterfield would pick up the entire series—weekly half-hour programs plus two one-hour special shows, and, it was reported, would have the option to permit sale of one half of the “package” to another advertiser, should it so desire.

The ABC-Sinatra pact, negotiated by Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc. and acting president of the ABC division, generally is regarded as the first major move by ABC to climb into the upper tv billings strata next fall.

McCann-Erickson, New York, is the agency for Chesterfield.

Lever Bros. Buy on CBS Radio

Totals $3 Million Gross Billings

LEVER BROS. CO., New York, has purchased 20 segments weekly on CBS Radio, a 52-week contract, effective Jan. 1, which represents an annual gross billing of $3 million including time and talent.

The Lever buy, reported last week by John Karol, CBS Radio vice president in charge of network sales, was seen as “one of the largest purchases of radio time and talent in recent years.” Involved are 7.5-minute segments in four Mon.-Fri. programs: Ma Perkins, Young Dr. Malone, Romance of Helen Trent and House Party.

Mr. Karol pointed out this was the fifth sale by the radio network within six months that totaled in excess of $1 million gross time and talent. Others: Colgate-Palmolive, $3 million; Standard-Brands, $1.5 million; Scott Paper Co., $1.3 million, and Slennderella International, $1 million.

Lever’s purchase also represents a return of the national advertiser to CBS Radio’s program sponsor list. Its most recent programs on CBS Radio were Arthur Godfrey

WHO BILLS WHAT ON TV NETWORKS?

WHAT do agencies spend on tv networks? For the first time in network history the net billings of each advertising agency on CBS-TV and NBC-TV have been compiled by B & T. The figures have been developed from files of the House Antitrust Subcommittee, headed by Rep. Emanuel Celler (D-N. Y.), which directed the networks to supply complete lists of their clients for each network program, plus the average weekly billing and average network discount [B & T, Nov. 19, 12].

B & T has converted the network information to show exactly what the batters spent for each program on CBS-TV and NBC-TV through individual advertising agencies. The results of the compilations will appear in two installments, beginning with this issue (see pages 102-108). They show how $3 agencies spent $142 million on CBS-TV in the year 1955 and the first six months of 1956. Similar compilations for NBC-TV will appear in the Dec. 17 B & T.

No. 1 agency on CBS-TV in the 18-month period from January 1955 through June 1956 was Young & Rubicam, which placed total business of $24,646,724 on the network. Other agencies placing more than $10 million on CBS-TV in the 18-month period were: William Esty & Co., $16,133,916; BBDO, $15,081,126; Leo Burnett Co., $13,950,426; McCann-Erickson, $13,849,511; Dancer-Fitzgerald-Sample, $10,836,951; Biow Co. and Biow-Bern-Tolgo combined, $10,427,851.

The CBS-TV billings by agencies list all sponsors and programs carried during the January 1955-June 1956 18-month period, broken down separately for 1955 and the 1956 half-year. In cases where substantial portions of a network contract have been divided among two or more agencies, the details are explained in footnotes indicated by an asterisk (*) . The separate amounts handled by each agency are unavailable.

The totals and separate sponsor expenditures on CBS-TV are net billings (average weekly gross minus average weekly discount). Not included in the CBS-TV tables are advertisers’ purchases under the Extended Market Plan service.
LANSING, MICHIGAN

...now represented by
PETERS, GRIFFIN, WOODWARD, INC.
Pioneer Station Representatives since 1932

WJIM the radio station most listeners in Lansing prefer—with a strong line up of the most popular local radio personalities and programs to serve the community interest.

WJIM-TV Lansing’s only VHF station with CBS, NBC and ABC programming.

Lansing, Michigan—with a balanced economy. Home of important industry, Capital of the State and the Campus of Michigan State University.
ADVERTISERS & AGENCIES

Time, House Party and Aunt Jenny, all of them used by the advertiser a year ago. Lever started its association with CBS Radio in 1935 with Lux Radio Theatre.

Products to be advertised on the programs include Spreckels (through Kenyon & Eckhardt), Rinso (through J. Walter Thompson Co.) and Breeze (through BBDO).

Both Are Positive About a Negative

TWO radio-tv advertisers last week concluded that coffee and wine do not mix—especially when it comes to advertising copy. Charging that Eastern Wine Corp.'s (Chateau-Martin wine) new spot campaign was "the slickest piece of doubletalk heard on or off Madison Ave. in the past 25 years," William Black, president of Federal Nut Co. (Chock Full O'Nuts coffee) alleged that C-M had "pirated" Chock Full's "negative approach in advertising."

The Chateau-Martin campaign urges: "Don't, please don't buy Chateau-Martin wine ... unless you are that rare person ... that one in 10 ... who truly appreciates vintage wines."

The "negative approach", as formulated by Federal and its agency, Grey Adv., has been on the air for close to two years with the copy: "Don't spend the extra money for this coffee ... unless you're just plain cra-azy about good coffee ..."

Chock Full has spent over $2 million on its "negative approach" campaign in several eastern states. He charged that the wine company's "new advertising theme is a brazen carbon copy of another's idea... compounded by the claim that the idea is 'unusual.'"

A. W. barber (l), general advertising and sales promotion manager for Dan River Mills Inc., discusses points in his speech before the third annual general managers' meeting of CBS-TV Spot Sales, held at New York City's Savoy-Plaza Hotel (8*7, Dec. 13). Mr. barber admitted that he even been skeptical of the value of spot television until his company's initial venture into that field this fall. The venture has developed into a "happy association," he said.

Because of the textile industry's "narrow margin of profit, fast-paced seasonal turnover and intense competition" advertising must be "direct and effective," Mr. Barber declared. "There is neither time nor money available for experimentation or mistakes or the luxury of long-range or strictly institutional advertising."

He explained that textile advertising not only must be merchandisable but it must be merchandised: First to the manufacturer, who is the primary customer; then to the retailer, who is his customer, and finally to the consuming public.

"We are engaged in the fashion business—our product and our promotion is dependent can only close the sale when the appearance appeal of the items offered is equal. This, then, is our industry's promotion and selling problem with the ultimate consumer."

These were the "fundamental limitations" which Mr. Barber said rested in his mind "and still rest in the minds of most advertising men in the textile business," which deter them from using television.

"Why? Because we have instinctively thought of television as network television, failing on our part to realize that the limitations of our advertising which made network television unattractive at the same time made spot television a natural for textile advertising."

"Because of limited profits, we need an effective economical medium for direct sales support. Because of the seasonal nature of our selling, we need a flexible medium, where we can select our markets and control our concentration, either heavy or light, during any important period of the year. Here it is important to understand that cottons sell most nicely at retail during two periods each year: for spring-summer—from Easter until June—and for fall and back-to-school apparel—from July to September. Thus we must concentrate our activity in short six-to-eight week saturation campaigns, at the time of your slack season when we have the advantage of high availabilities."

"Again because of our need for merchandisable advertising, we need a media which effectively impresses and supports the retailer intent on selling our product in his local market."

"Finally, we need an effective means of balancing the primary fashion appeal of our price media advertising with a strong yet economical and effective fabric performance and brand identification campaign."

Mr. Barber declared, however, that the mainstay of textile advertising must still be the print media because "the primary selling appeal is appearance, and fashion appearance is dependent on color. Color is what we're selling, so to speak, and color can still be bought most economically in print. Yet, from the most effective teacher of all, experience, I repeat spot television is a natural advertising need for our industry."

"However, not all is wedded bliss. In order to merchandise and promote our advertising through all our markets, we must be able to wrap up a program and begin to present it to our customers and the retailers through salesmen's presentation and trade advertising as much as nine months in advance of the campaign, because that is when we are selling the fabrics which will be in the garments at retail when the advertisement breaks. This advance promotion of advertising in direct support of our sales must be specific. To say that we will have magazine advertising and television advertising to be run at a certain time is not enough. We must sell specifically, double spread in Life on such a date, a campaign of ten spots a week on the Mr. & Mrs. Show in Philadelphia.
Mr. Willard Moneymaker says:

“Our increasing success is due in great measure to the superb job done by WKNB-TV”
to begin on a specific date. Thus the 30-
day confirmation policy, personality vaca-
tions and personality turnover are pitfalls for
the textile advertisers in spot television. . . .

"Finally, if you would woo the soft goods
advertiser as a new and significant customer
for spot tv, it is a backstop to those
lonely lean summer hours, you must un-
derstand his problems and make a real effort
to tailor your product to meet his needs. If
once having won him you would keep him
from straying, do as he does, sell your cus-
tomer's customer. Woo, impress and sell
the major retailers in your market. Establish a
close working relationship with the merchan-
dise managers, buyers and fashion coordi-
nators. Breed in them a confidence in your
ability to help them sell their soft lines and
apparel merchandise, they are in the best
position to sell your media to the textile and
apparel manufacturers and then let's hope
I'll have the best to say concerning the inability
of tv to serve soft goods advertising."

Weekend Daytime Video
Gets Top Audience Gain

GREATEST increase in homes reached by
the average tv advertiser, January through
October of this year, over last year's same
period has been in the daytime on weekends,
when the increase was 23% more homes. In
the daytime on weekdays, the upswing in
homes received was 21% and in the evening
the gain was 17% more homes.

These figures—computed by A. C. Nielsen
Co.—were released last week by the Tele-
vision Bureau of Advertising. Also pointed
up: the average evening network program
is reaching more than 1 million more homes
per telecast this year than last; average in-
crease for weekday daytime programs is
457,000 homes; for weekend daytime pro-
gram, the increase is 770,000 homes.

Full data is contained in following table:

<table>
<thead>
<tr>
<th>The Trend on Network Tv Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Audiences 1955 versus 1956</strong></td>
</tr>
<tr>
<td>January through October of each year</td>
</tr>
<tr>
<td>(Nielsen total audience basis)</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Average</th>
<th>Rating (PSB)</th>
<th>Homes (000)</th>
<th>Per Cent</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evening Program</td>
<td>1955 (133)</td>
<td>20.8%</td>
<td>5,827</td>
<td>21.3</td>
</tr>
<tr>
<td>1956 (134)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Average</em></td>
<td>Weekday</td>
<td>Daytime Program</td>
<td>1955 (45)</td>
<td>7.9%</td>
</tr>
<tr>
<td>Weekend</td>
<td>Daytime Program</td>
<td>1955 (18)</td>
<td>13.8%</td>
<td>3,323</td>
</tr>
<tr>
<td>1956 (18)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: (Figures in parentheses are the number of programs.)

**SEABOARD, GRANT SUED BY FRANCO**

- **Breach of contract charged**
- **$356,718 damages asked**

A SUIT filed by Carlos Franco Assoc. seek-
ing a total of $356,718 from Seaboard Drug
Co. and its agency, Grant Adv., New York,
was on file last week in New York State
Supreme Court.

Franco Assoc., former agency for Sea-
board, charges the drug manufacturer with
breach of contract and accuses Grant of pro-
moting the alleged breach. The suit seeks
$156,718 from Seaboard and $200,000 from
Grant. Seaboard makes Mericin (treatment
of arthritic and rheumatic conditions).

The complaint claims that Franco Assoc.
had a one-year contract (with 90-day can-
cellation clause) with Seaboard dated last
July 3, and that Franco agreed to place a
$1,475,000 advertising budget with Sea-
board (725,000 in network radio, $250,000
in spot tv, $500,000 in print media) be-

tween that date and next June 1. The $156,-
718 named in the suit represents 15% of the
$1,044,791 which allegedly remained to be
placed after Seaboard terminated the con-
tact Sept. 12.

The complaint mentions two network pur-
chases made before the contract with Franco
Assoc. was terminated. One was the Walter
Winchell newcast on 530 Mutual stations,
with a weekly cost specified in the com-
plainant as $9,747.28 ($5,882.50 to Mr. Win-
chell and $3,864.78 to MBS for time).

The other was for participations in the
weekday Bob and Ray Show on 477 MBS sta-
tions, pegged at $4,125 a week for time and
talent. Mutual said Friday that the
planned Seaboard sponsorship (under MBS'
multi-message plan) was cancelled before the
Sept. 17 starting date, but that Bob and Ray
remained on the air despite Seaboard's with-
drawal. The Monday-Friday series is cur-
rently "SRO," Mutual spokesman added.
However, they could not say immediately
who had killed the Seaboard order.

In the case of the Winchell program, the
suit claims that Seaboard paid Franco Assoc.
for the first show only, and that thereafter
—until Seaboard dropped the newscaster last
month (see story below)—the client paid
Mutual either direct or through Grant Adv.
Meanwhile, Franco Assoc. has obtained a
warrant of attachment in the amount of
$45,000 against Seaboard.

Seaboard's formal answer to the suit has
not yet been filed, but Seaboard President
Harry H. Patterson has claimed in related
proceedings that Franco Assoc. was "angry .
. . because we were compelled to dismiss it .
. . and retain . . . Grant because of plain-
tiff's inability to properly handle and process
our extensive national advertising program."
Mr. Patterson charged that Franco Assoc.
acted "out of plain and simple peev e . . ."

Seaboard counsel also asked Supreme
Court Judge Irving A. Saypol to require
Franco Assoc. to put up a $200,000 bond
to protect Seaboard's interests and stockhold-
ers, charging that the suit was a "complete
fabrication" and a "hold-up." Franco Assoc.
"categorically denied . . . the grave, un-
found and irrelevant accusations." Judge
Saypol had not ruled on the bond request
late last week.

In his Sept. 12 letter to Carlos Franco
terminating the arrangement with that
agency, effective with the receipt of the let-
ter, the Seaboard president said that "the
problem of credit with all media can be
readily extended to us by an agency of
greater size and strength, whereas it has been
a constantly recurring problem since our
relationship as client and agency began."

Mr. Winchell, although dropped by Sea-
board, is currently heard on MBS through
current sponsorship. He is a Mutual adver-
siser, sponsoring a five-minute week-
day newscast on 570 stations; buying five
participations in the weekday 9 a.m. news on
28 Yankee network stations, and backing
Tello Test on 40 Don Lee network stations.

**CLOSED WORKSHOP SCHEDULED**

By ANA on Co-Op Advertising

THE Assn. of National Advertisers last
week announced that it will hold a closed
workshop on co-op advertising Jan. 24 at
the Plaza Hotel in New York. Characterizing
the topic of co-op advertising as "complic-
ated and controversial," ANA workshop
program chairman, Elmer Ward Jr. of the
Palm Beach Co. (clothing), said that the
meeting will not be open to the press "in
order to implement informal discussion and
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28 Yankee network stations, and backing
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Members of the workshop program com-
mittee, in addition to Mr. Ward, include
Charles Bell, Pepperell Mfg. Co.; Hugh
Engelman, Motorola Inc.; John Field, War-
ner Bros. Co. (foundations); Carlton Gilbert,
U. S. Rubber Co.; Frank Hale, Bristol-Myers
Co.; John Saltz, American Greetings Corp.,
and Robert Williams, American Radiator &
Standard Sanitary Corp.)
Janus was the fellow who could look in two directions at once. His feat may have had certain ocular advantages, but he unquestionably suffered from divided attention.

Not so with Harrington, Righter and Parsons where policy is to concentrate in only one direction, giving exclusive attention to television station representation. These 12 stations insist on complete, intelligent service. Our singleness of purpose gets it for them.
Bristol-Myers Puts $2.1 Million Into NBC Radio Hourly News

In a transaction said to represent more than $2.1 million in net billings, the Bristol-Myers Co., New York, has bought half of NBC Radio's new five-minute news programs to be broadcast hourly on the full network (7 a.m. to 11 p.m. EST, daily), starting Jan. 14. The agency is Young & Rubicam, New York.

In announcing details of the purchase last week, William K. McDaniel, vice president in charge of sales for NBC Radio, pointed out that Bristol-Myers is the first advertiser to sign for the network's new radio news service. The 52-week Bristol-Myers order calls for half sponsorship of the news shows 17 times a day, Mondays through Fridays, on behalf of Bufferin, Ipana, Vitalis, and other products.

SSC&B Enlarges Media Dept., Promotes Three, Adds Three

ENLARGEMENT and reorganization of the media department at Sullivan, Stauffer, Colwell & Bayles, New York, were announced last week by Frank Minehan, executive media director.

In the realignment, the executive post of associate media director has been established and the title given to three men: Walter Bowe, timebuyer, and John Kelleher and Bert Wagner, space buyers (see condensation of Mr. Bowe's speech to Radio-Television Executives timebuying seminar). As part of the expansion in the department, new staff members include Vera Brennan, former head of the timebuying department of Scheideler, Beck & Werner, New York; Marjorie La Neve, former head spacebuyer at CB&W; and Tom O'Dea, former timebuyer for William Esty, New York.

Moore Joins Erwin, Wasey

ELLIOTT M. MOORE has been appointed radio and television director of the Chicago office of Erwin, Wasey & Co., it was announced last week by Frederick J. Wachter, vice president and general manager. Mr. Moore previously was radio-television director and account executive for O'Grady, Anderson & Gray, Chicago.

New Calif. Agency Formed

ADVERTISING Agencies Inc. has been established at 12412 Ventura Blvd., Studio City, Calif., with Kent Goodman as senior account executive. D. E. Bradford is production chief of the new agency and Iris Baude is office manager-timebuyer.

Four MJ&A Officers Promoted; Management Staffs Reactivated

ADVANCEMENT of four of the key executives of MacManus, John & Adams, Bloomfield Hills, Mich., and a realignment of executive responsibility at the agency were announced last week by Ernest A. Jones, president of the agency.

Charles F. Adams, account executive on Cadillac, becomes executive assistant to the president and account supervisor on Cadillac. Hovey Hagerman, executive officer on the Pontiac account, was advanced to senior vice president. Fred J. Hatch, general manager, was elected a director, and Leo Hillenbrand, comptroller and financial officer, was promoted to secretary-treasurer.

Mr. Adams, Mr. Hagerman

Mr. Hatch, Mr. Hillenbrand

Bowling Firm Takes NBC-TV Show

BRUNSWICK-Balke-Collender Co. (bowling equipment), Chicago, sponsored a special, one-time-only telecast of All Star Bowling Finals yesterday (Sunday) over six NBC-TV-owned stations (11:30 p.m.-1 a.m. EST). Through McCann-Erickson, Chicago, Brunswick-Balke-Collender sponsored the championship bowling event on WRCA-TV New York, WRCV-TV Philadelphia, WRC-TV Washington, WBUT (TV) Buffalo, WNBQ (TV) Chicago and KRC-TV Los Angeles, and in addition signed for a series of one-minute participations on KOMO-TV Seattle between Nov. 24 and Dec. 22.

Page 50 • December 10, 1956
Studio City Television Productions, Inc.
cordially invites you to join its rapidly expanding group of television film commercial clients among whom are...

American Home Products Corp. - Dennison's Foods
Bob Hope Enterprises
Colgate-Palmolive Co.
Elgin National Watch Co.
Fuller Paint Co.
Falstaff Brewing Corp.
General Cigar Co. Inc.
General Electric Co.
General Foods Corp.
General Motors Corp.
The Goodyear Tire & Rubber Co., Inc.
Gulf Oil Corp.
Hunt Foods, Inc.
International Harvester Co.

International Silver Co.
Kaiser Aluminum & Chemical Corp.
Kellogg Co.
Max Factor & Co.
The Nestle Company
The Proctor & Gamble Co.
The Quaker Oats Co.
Remington-Rand, Inc.
R. J. Reynolds Tobacco Co.
Revlon Products Corp.
Sick's Seattle Brewing & Malt Co.
Union Oil Co. of California
United Vintners, Inc.
White King Soap Co.

All Production Filmed at
World Famous
Republic Studios
No. Hollywood, California

All Film Processed by
Consolidated Film Industries
America's Largest and Finest Laboratories, Located in Hollywood, New York and Fort Lee, N. J.

Respectfully yours,

Studio City Television Productions, Inc.

Morton W. Scott
President

4020 Carpenter Street
North Hollywood, California
Poplar 3-8807
### REMEDIES IN NEW YORK TV

**WHOSE COMMERCIALS GET MOST EXPOSURE?**

**Hooper Index of Broadcast Advertisers Reports' monitoring**

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<tr>
<th>NATIONAL (NETWORK) INDEX</th>
<th>Network Shows</th>
<th>Total Networks</th>
<th>&quot;Commercial Units&quot;</th>
<th>Hooper Index of Broadcast Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rank</strong></td>
<td><strong>Product &amp; Agency</strong></td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td><strong>1.</strong></td>
<td>Bufferin (Young &amp; Rubicam)</td>
<td>4</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td><strong>2.</strong></td>
<td>Alka-Seltzer (Wade)</td>
<td>6</td>
<td>3</td>
<td>25</td>
</tr>
<tr>
<td><strong>3.</strong></td>
<td>Bayer Aspirin (Dancer-Fitzgerald-Sample)</td>
<td>3</td>
<td>4</td>
<td>14½</td>
</tr>
<tr>
<td><strong>4.</strong></td>
<td>Anacin (Ted Bates)</td>
<td>12</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td><strong>5.</strong></td>
<td>Tums (Dancer-Fitzgerald-Sample &amp; Ruthrauff &amp; Ryan)</td>
<td>1</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td><strong>6.</strong></td>
<td>St. Joseph Aspirin (Lake-Spiro-Shurman)</td>
<td>—</td>
<td>1</td>
<td>34½</td>
</tr>
<tr>
<td><strong>7.</strong></td>
<td>Bromo-Seltzer (Lennen &amp; Newell)</td>
<td>1</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td><strong>8.</strong></td>
<td>Phillips Milk of Magnesia and Tablets (Dancer-Fitzgerald-Sample)</td>
<td>3</td>
<td>4</td>
<td>7½</td>
</tr>
<tr>
<td><strong>9.</strong></td>
<td>Rolaid (Ted Bates)</td>
<td>1</td>
<td>2</td>
<td>8½</td>
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<tr>
<td><strong>10.</strong></td>
<td>Pepto-Bismol (Benton &amp; Bowles)</td>
<td>1</td>
<td>2</td>
<td>5½</td>
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<tr>
<td><strong>11.</strong></td>
<td>Eno Antacid (Atherton &amp; Currier) (P)</td>
<td>2</td>
<td>4½</td>
<td>18</td>
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<tr>
<td><strong>12.</strong></td>
<td>Bisodol (SSC&amp;B) (P)</td>
<td>1</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending October 19, 1956.

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

**RADIO-TV EMPHASIS INCREASES AT RY&M**

- Now 25% of total billing
- Carbona latest to be added

DISCLOSURE last week that Carbona Products Co. (Carbona cleaning fluid, soapless lather and wall-wipe) has appointed Reach, Yates & Mattoon, New York, to handle its advertising, points up an increasing expansion into radio-tv at the agency. Carbona is a radio and tv spot user.

Principal a print media agency in the past, it now is doing about $2 million in radio-tv out of about a yearly $8 million billing, compared to an approximate $750,000 in radio-tv a year ago (out of a total of about $7.5 million). By the end of next year, the agency, which this month marks its 25th anniversary, expects to be billing approximately $10 million, with radio-tv taking an increased share.

A $250,000 radio-tv spot campaign will be launched by Carbona in the New York area about Jan. 1 with test campaigns progressing into Miami, Tucson, Phoenix and the New Haven markets.

R.Y&M three weeks ago picked up additional International Latex Corp. accounts (girdles, bras and pillows) to add to those it already had been handling (Latex's infantwear division, gloves and iodine antiseptic). Thus RY&M becomes the sole domestic agency for Latex, an account worth more than $2.5 million. Foote, Cone & Belding now services the Latex products which will switch to Reach, Yates & Mattoon on Jan. 1. C. J. Herrick, New York, formerly serviced Carbona.

The agency also is handling a foreign-made automobile, Isetta, made by Bavarian Motor Works in Munich and distributed in the U. S. by Fadex Commercial Corp., New York. A tv campaign has been running in Hartford, Conn., and will move into Los Angeles. The agency is servicing a $250,000 media budget for the United States World Trade Fair exhibition to be held April 14-27, 1957.

Reflecting the expansion into radio-tv, which began in earnest last summer, the agency since then has added Norman Gladney, formerly with Bulova Watch Co., as vice president and director of sales promotion, radio and tv; Nelson Metcalff, formerly with McCann-Erickson, New York, as vice president and creative head; and L. E. Schulte, formerly with Bovis Co., New York, as vice president in charge of art. Charles Dallas Reach is founder and board chairman.

**Average Male Income Rises 5%**

AVERAGE male income (median) in 1955 was $3,400, an all-time United States record and $160 or 5% above 1954, according to the Census Bureau. About four-fifths of men were employed at fulltime jobs, their income averaging $1,900. Average income of male parttime workers was $700.

Median income of women was $1,100, with half of them employed on a fulltime basis. Income of fulltime women workers was $2,100, parttime workers averaged $500.

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PROCEDURES OF TIMEBUYING—A MANY-FACETED BUSINESS

WHEN I think of procedures I automatically envision:

- Drawing up plans, revising plans, preparing rep lists, calling reps, seeing reps, working nights, calling stations, preparing mailing lists, setting up estimates, setting up schedules, accepting makegoods, making schedule revisions, and memo after memo after memo. And it always seems the tighter your schedule the more of these items come up for attention—immediate attention.
- My conception of the overall procedures of buying breaks down into three separate sections: planning, purchasing, and written material required to button up purchasing and in turn relate results back to original client goals.

This should cover just about everything, because all of the steps of buying will fit into one of the categories.

Planning:

Planning is easily the most important of the three. The automatic assumption that the actual purchasing comes first is all wrong. We can all buy and we can all handle buying details. Planning is the thing, and upon how imaginative or creative we care to make ourselves in the planning stages hinges the success of the campaign.

The buyer who allows a spot plan to be submitted today that calls for the use of early morning radio minutes exclusively is committing suicide. Sure, for a majority of clients this kind of radio representation is ideal, but why promise something that probably can't be delivered. It would seem best to put alternative times (noon hour, early evening) for use where early morning is unavailable.

Anybody with a mass-consumed product would love to have an evening half-hour on network tv. Any buyer who lets this get into a client recommendation without explaining the handicaps to be overcome in this medium today (clearances, for example) is making a mistake.

These are extreme examples, but they sometimes happen and you wind up either not being able to spend the allocation wisely, or not being able to spend the allocation at all. If there was ever a time when a buyer could be justifiably conservative, it's when a misdirected proposal is in the works. Oppose it, because the only one who'll have to take the rap for not producing on it is you. Keep an open mind when planning and don't let the details obscure the opportunity.

If there is one secret so far as being an important contributor to a well thought-out plan, it's getting your facts on paper. Memos and recommendations, possibly because of their volume, have a way of being forgotten in short order. This makes it important, therefore, to time your recommendations and keep them down to a minimum. By timing, I mean put them through when it's strategically best, and that's as soon after the problem comes up as possible. Keeping objections to a minimum is important because it tends to make each one more impressive when registered.

The problem with putting things down on paper seems to be the one that plagues us all along the line... finding time. It's something that has to be created usually, but it can save a lot of time later on.

That's it for planning. Discuss, but don't argue. And put your reasons in writing.

Purchasing:

When the buying's being done, you face the greatest amount of pressure so far as the allotment of your time is concerned. Without the phone ringing, salesmen in the reception room, your secretary handing you partial confirmations and the account people asking for a progress report, you've got to be able to separate the important from the unimportant and do first things first.

If there's one rule of thumb for determining what takes precedence when there are two things to be done or two people to see, I'd say just ask yourself, "how will this effect completion of the job at hand?" An honest answer will make the decision obvious.

Probably one of the sorest points with both buyer and seller is the matter of the unconfirmed availability. It's painful because the buyer wants to spend the money, and the seller, for understandable reasons, would like to take it. (I'm talking about the red-hot spot that isn't there shortly after the order is placed, or the network property that missed acceptance because somebody else was there 15 minutes earlier.) This matter of sitting on availabilities has hurt us all at one time or another, and the thing that hurts most is that the lost offering usually is acted upon as soon as possible.

Premium spots should not be lost because of adherence to procedure. These are relatively easy to recognize. The question is how to minimize the period between the time spots are submitted and the time they are acted upon. The best system is to designate dates for delivery of availabilities when the request for availabilities is made. In this way, it's possible to gauge the approximate number of markets you can complete per day and have offerings for just that number of markets on hand. This system, barring unpredictable delays, can assure fresh availabilities on a day-to-day basis. Nothing about [it] creates any steps or work not in use right now in the standard manner of handling spot availabilities.

Where you may encounter a slight difficulty is in your allotment of time to sales people. Whereas a group of stations are normally disposed of in a single sitting, this method may require several calls. However, there are substantial reasons why this becomes an advantage. First, the avail will, by rights, be as fresh as possible. Second, the reps story will enjoy a sort of exclusivity in that it will not be thrown in with those of six, eight or 10 other stations. Third, it's possible to make your buys on the spot, and the salesman can walk out with the order. If this isn't an agreeable arrangement, I've got a lot to learn about salesmen.

I might add that there is a strong psychological advantage to this sort of system. The pressure of buying is reduced appreciably when you have before you only six, eight or 10 market folders to be cleaned up, instead of the not uncommon 60, 80 or 100. It's an orderly method of business, so how can it be wrong? Getting your spot availabilities on a staggered basis permits you to buy a campaign just as fast as getting them all in at once. It's an obvious fact that you will be working with spot times that have a greater likelihood of clearing. This can work in the big shop as well as the small. The only requisites are that there be a sizeable list of markets and a definite timetable is adhered to.

All of this, of course, applies to spot activity. There's no strict parallel so far as network is concerned. Our contribution in this area covers three elements:

- Time period analysis—this would be information, largely statistical, dealing with adjacent and competitive shows.
- Lineup expectancy—this is vital in tv more so than in radio. It's chief benefit is forecasting where you won't rather than will clear.
- Background information—This is by far
In the Twin Cities market, WTCN Radio aims straight for the massive buying audience! WTCN features the kind of radio that more listeners prefer and this wide variety of programming is designed to appeal to all ages! WTCN reaches more people each week with: outstanding ABC Network shows, top local news and sports coverage, interesting civic discussions, current hit tunes and standard pops featuring favorite local personalities with music to suit every taste!

In Minneapolis-St. Paul your best buy is the station that delivers the buying audience! Call your nearest Katz office or WTCN Radio for the full story today.

WTCN Radio
1280 kilocycles 5,000 watts
ABC Network
MINNEAPOLIS-ST. PAUL
Represented Nationally by the Katz Agency, Inc.
Affiliated with WDFL, Flint; WOOD AM and TV, Grand Rapids; WFAM AM and TV, Indianapolis.
the trickiest element of all. It's the one that relies most on your knowledge and experience. Suppose client "X" is in the market for a daytime quarter-hour and an offering is received involving a new show handled by an established personality. You may know that this person was unsuccessful in a similar venture two or three years ago. Or you may know that the proposed format has never clicked at the time of day for which it was designed. Or you may know that the competition is of a kind that makes the type of show under consideration.

By all means get this information on paper. So long as you know something that has happened, something that you can usually produce figures for, make it known.

We talked earlier about losing out on a network property because the order letter was 15 minutes behind that of another party and all too often it's a competitor. If there's a formula to correct this kind of thing, it can only be that you must move 30 minutes ahead of the next guy, which simply means you drop everything and move. If you have a client in the market for a network property and you get an offer, I can't conceive of anything more important or more deserving of immediate and exclusive attention. You've got to get there fast if you want to get there first.

**Forms:**

The best way I can suggest is through the simple means of a standardized form, showing the basic elements of importance in any purchase—rating history (if available), competition, cost-per-thousand, audience composition, lineup, coverage and so forth. On forms of this type, I've always found it a good practice to leave ample space for a very important item—"comments." There's so much that can't be said completely with numbers that it becomes necessary to devote a portion of any such analysis to a verbal treatment of the availability. Numbers sometimes can be misleading as the devil they and need interpretation in almost every case.

This isn't any world shaking idea. It's used time and again in shops all over New York and the other agency centers around the country. This ought to be ample proof that it's a good idea. Personally, I'm in favor of forms for use in as many parts of the day-to-day buying work as can possibly be drawn up.

The obvious arguments against this idea of forms and formulas is that it tends to make the buyer more and more mechanized, more and more impersonal. This certainly could be the case if the information on the form isn't used as the starting point for a recommendation. Much of our work must have a statistical foundation before judgment can be made. This is simply a first step, a beginning.

The really big thing is that forms save time. None of us has enough of it and anything that permits cutting a few corners without limiting the effectiveness of our work has to be a good thing. Account men can get to like forms because they become familiar "yes" or "no" documents. Salesmen like them (although they may never see them) because they speed up decisions. Clients like them because they represent simplifications of working processes.

**Written Material:**

We are now dealing with the schedules, estimates, lineups, revisions and summaries which must be passed along to client, account group, billing, estimating and traffic after a campaign is put to bed. A good deal of this material falls into the category of business records, data compiled to serve as a permanent history of what was purchased, for how long, and for how much.

This is an important phase of our work, and one that requires as much precision or exactness of information as possible. This is the point at which media is tied in with the overall consideration of moving product. If this idea has been kept in mind throughout purchasing, the summary can be a rewarding thing to produce.

**Business Expansion:**

It's a matter of record that our business and every other prosperous business has become more complex. The same thing has happened in and to media departments and in my estimation buyers cannot be the general information sources they once were. In these final stages of buying, particularly, it has become necessary for buyers to delegate more and more detail work to other personnel in order to devote time to the expanding problems and developments in broadcasting.

Personally, I believe it is a mistake for a buyer to become too involved in the details of the business. There is always the danger that too great involvement in details will obscure what you're really trying to do. Media has gotten too big—too full of new data and new conditions to have the "Jack of all trades" anymore.

So long as you know where the supporting material can be turned out, and you understand it when it is produced, you're safe. And you can concentrate on media as media.

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### RADIO IS HI-FI FOR SIGHT & SOUND

**RADIO** gets full credit for enabling the House of Sight & Sound, a retail store in suburban Los Angeles which features high fidelity sound equipment along with the usual line of records, phonographs, tape recorders and radio and tv sets, to claim it has become the largest store of its class in the region.

By using radio advertising exclusively in the past three years, Sight & Sound has been able to double its gross income each year, according to Jerry Johnson, store manager and one of four partners in the four-year business. Volume for 1956 is expected to top the million dollar mark for the first time, Mr. Johnson says.

Located in Van Nuys, Calif., Sight & Sound draws customers from all over the Southern California area in spite of its suburban location, Mr. Johnson explained, citing the impact of radio. The store last month further expanded its radio budget, every dollar of which has been spent on KMPC Los Angeles since the beginning, and now sponsors more than six hours weekly. Tids & Cantz, Hollywood, handles the account.

"We invest over $1,000 a week in radio now," Mr. Johnson said, "and we sure get results."

Unlike many stores featuring high fidelity gear, Sight & Sound does not go for "long hair" music but rather finds more effective the middle-of-the-road popular music featured by Bill Stewart and other disc jockeys on KMPC, Mr. Johnson explained. "The long-hair addict is already sold on hi-fi," he said, "and by sticking to middle-of-the-road music we are sure of reaching a much bigger audience of people who also are potential customers when they learn about Sight & Sound and what we have to offer them."

For commercial copy, Sight & Sound is "almost institutional," Mr. Johnson said. "We don't try to insult the intelligence of our listeners. Instead of hard sell we use sound, firm leaders and talk only about items we have well in stock. We build repeat business by selling only quality merchandise to begin with and following up with good service."

Sight & Sound handles lines such as Magnavox, Ampex tape recorders, Lansing speakers and McIntosh amplifiers, along with other labels for the budget minded. Store layout and customer comfort and service, such as the hi-fi patch board which permits demonstration of components, are stressed.

Sight & Sound in its first year tried newspapers and direct mail at about $200 a week and did an annual gross of $100,000, Mr. Johnson recalled. In early 1954, this money was switched to radio, buying a one-hour segment of the *Bill Stewart Show* on KMPC Saturday afternoons. The store topped $200,000 that year.

Sight & Sound expanded segments of Mr. Stewart's time on other days of the week in 1955 and that year the gross hit $500,000, Mr. Johnson said, noting that the personality of the radio performer has a big part in listener loyalty and identification.

Time was expanded even more this year, he said, including five nights weekly after midnight of another KMPC personality, John McShane. Newest buy last month was another Monday-through-Saturday 6:30-6:45 p.m. strip by Mr. Stewart called Hi-fi on the Highway.

With business getting better and better each year, Mr. Johnson has only one alternative and he and his partners are taking it: Expansion of physical quarters.
FOR OUTSTANDING PUBLIC SERVICE . . .
A CITATION OF EXCEPTIONAL MERIT
TO WBRC-TV FOR—

"THE THIRD SIDE"

The public-spirited, award-winning program was WBRC-TV's specially presented documentary story of a major industrial city during a crippling strike.

In Birmingham, where community interest is a strongly-felt bond between industry and people . . . where the common cause is growth and a happy economy . . . WBRC-TV has always accepted a large responsibility in local affairs. Its "voice and eyes" are dedicated to the interests . . . both weighty and light . . . of everyone. Good reason why WBRC-TV is first in Birmingham!

We, of WBRC-TV, gratefully and humbly accept this award.
## LATEST RATINGS

**TOP 10 TV SHOWS (NOV. 8-14)**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Network</th>
<th>No. of Stations</th>
<th>Day &amp; Time</th>
<th>Rating</th>
<th>Viewers (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ed Sullivan Show</td>
<td>Lincoln-Mercury</td>
<td>McCann-Erickson</td>
<td>CBS-TV</td>
<td>165</td>
<td>Sun., 8-9 p.m.</td>
<td>40.8</td>
<td>48,240</td>
</tr>
<tr>
<td>2</td>
<td>You Bet Your Life</td>
<td>DeLallo Div., Chrysler Corp.</td>
<td>McCann-Erickson</td>
<td>NBC-TY</td>
<td>153</td>
<td>Thurs., 8-8:30 p.m.</td>
<td>41.5</td>
<td>33,830</td>
</tr>
<tr>
<td>3</td>
<td>Perry Como Show</td>
<td>Gold Seal, Kimberly-Clark</td>
<td>Campbell-Mithun</td>
<td>NBC-TV</td>
<td>128</td>
<td>Sat., 8-9 p.m.</td>
<td>39.3</td>
<td>37,630</td>
</tr>
<tr>
<td>4</td>
<td>Xerox Seaburn</td>
<td>RCA</td>
<td>McCann-Erickson</td>
<td>SSCIAB</td>
<td>123</td>
<td>Every 4th Mon.</td>
<td>59.0</td>
<td>47,000</td>
</tr>
<tr>
<td>5</td>
<td>4 The $64,000 Question</td>
<td>Nestle Co., White Plains, N. Y.</td>
<td>McCann-Erickson</td>
<td>CBS-TV</td>
<td>175</td>
<td>Tues., 10-10:30 p.m.</td>
<td>38.6</td>
<td>38,000</td>
</tr>
<tr>
<td>6</td>
<td>Producers' Showcase</td>
<td>RCA, RCA Whirlpool, General Electric Co.</td>
<td>McCann-Erickson</td>
<td>CBS-TV</td>
<td>146</td>
<td>Sun., 9-9:30 p.m.</td>
<td>36.0</td>
<td>31,620</td>
</tr>
<tr>
<td>7</td>
<td>G. E. Theatre</td>
<td>GM</td>
<td>McCann-Erickson</td>
<td>CBS-TY</td>
<td>160</td>
<td>Mon., 9-9:30 p.m.</td>
<td>35.9</td>
<td>32,300</td>
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<tr>
<td>8</td>
<td>I've Got a Secret</td>
<td>R. J. Reynolds Tobacco</td>
<td>McCann-Erickson</td>
<td>ABC-TV</td>
<td>180</td>
<td>Wed., 9-9:30 p.m.</td>
<td>35.6</td>
<td>31,330</td>
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<tr>
<td>9</td>
<td>Disneyland</td>
<td>General Foods Frater &amp; Gambell</td>
<td>McCann-Erickson</td>
<td>ABC-TV</td>
<td>176</td>
<td>Wed., 7-30-8-30 p.m.</td>
<td>35.2</td>
<td>31,330</td>
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<tr>
<td>10</td>
<td>Climax</td>
<td>Chrysler Corp.</td>
<td>McCann-Erickson</td>
<td>CBS-TV</td>
<td>153</td>
<td>Thurs., 8-20-9:30 p.m. (three out of four weeks)</td>
<td>34.8</td>
<td>31,670</td>
</tr>
</tbody>
</table>

**People Are Funny**
- R. J. Reynolds Tobacco
- Tool Div., Gillette Co.
- North Adv.

**Lawrence Welk Show**
- Don Dodge Div., Chrysler Corp.
- Grant Adv.

**Phil Silvers Show**
- R. J. Reynolds Tobacco
- Amana
- McCann-Erickson

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## NEW BUSINESS

**Ralston-Purina Co.** (cereal division), through Gardner Adv., both St. Louis, signed with NBC Radio as sponsors of new series of Mon.-Fri. five-minute newscasts featuring Washington correspondent Richard Hardness. Order calls for 52-week sponsorship, effective Dec. 31, for weekend 7:15-7:20 time period.

**American Can Co., N. Y.**, through Compton Adv., same city, to sponsor alternate Monday NBC TV News program (Mon.-Fri., 7:45-8 p.m. EST), effective Jan. 28. Contract runs through Jan. 13, 1958, and marks company's first use of network TV.

## RENEWALS

**Westinghouse Electric Corp.** has renewed CBS-TV's Studio One (Mon. 10-11 p.m. EST) for 52 weeks. The program, which began on CBS-TV November 1948, has been sponsored continuously by Westinghouse since May 11, 1949. Agency: McCann-Erickson, N. Y.

**Allstate Insurance Co.,** through Christiansen Adv., both Chicago, has renewed Mel Allen's Sports Report on ABC Radio (Mon.-Fri., 6:35-6:45 p.m. EST) for 52 weeks, effective Dec. 18.

## AGENCY APPOINTMENTS

**Nestlé Co.,** White Plains, N. Y., names Bryan Houston Inc., N. Y., to handle advertising for Nescafe Espresso instant coffee.

**Remington Records Inc.,** N. Y., appoints Blaine-Thompson Co., same city.


**General Electric Appliances Co.,** Phila., appoints Petrik & Stephenson Inc., same city.


**Richardson Corp.,** Rochester, N. Y., names Blaine-Thompson Co., same city.


**Monarch Brewing Co.,** Chicago, appoints Beaumont & Hohman Inc., same city, for its new Aughsberger beer.

**Skyway Luggage Co.,** Seattle, with special emphasis on advertising in 48 states and 33 foreign countries, has appointed Cole & Weber Adv., Seattle.

**Inland Electronics Corp.** (electronics equipment), Aurora, Ill., appoints Burton Browne Adv., Chicago.

**D'Fransia Labs.,** Santa Monica, Calif. (pharmaceuticals), has named Armando del Moral, North Hollywood.

**Bar-Kwik Co.,** Long Beach, Calif. (disposable barbecue unit) to Edward S. Kellogg Co., L. A.

**Pharmaco Inc.,** Kenilworth, N. J., adds new product, Regutol (tixafate), to list of accounts being serviced by Doherty, Clifford, Steers & Shenfield, N. Y.

**Torino Foods** (imported food specialties), N. Y., appoints Bermingham, Castlemain & Pierce, same city.

**Boise Gages Inc.,** Hyde Park, names Sabin Adv. Agency, Hurley, both N. Y.

**Fohrman Motors,** Chicago automotive dealer, and Alva Labs (Slumbron, Arthro, Iso-Optic) appoint Olian & Bronner Inc., same city, latter for its new Tranquil tablets.

## A&A PEOPLE

**Larry Pendleton,** Walter McCreery Inc., Beverly Hills, named executive vice president.

**Kenneth L. Skillin,** general advertising manager, Armour & Co., Chicago, appointed chief of advertising and sales promotion.

**Stuart D. Ludum,** manager of West Coast office of C. J. LaRoche & Co., David E. Robinson, research director, and Ruth West, copy supervisor for agency, elected to posts of vice presidents at agency.

**J. Julien Dedman,** advertising manager, Charles Scribner Sons, to C. J. LaRoche & Co., N. Y., in charge of sales promotion, merchandising department.

**Dorothy O'Reilly,** public relations, Compton Adv., Chicago, transferred to new subsidiary there, Compton Service Assoc. of Chicago office head.

**Wallace MacDonald,** assistant to manager of Atlantic office, BBDO, named head of office.

**Richard G. Dexter,** media department head of Young & Rubicam Inc., Chicago, to Foote, Cone & Belding, same city, as media supervisor.

**Vincent J. Connolly,** formerly with Music Corp. of America and Author's League of America, named business manager for legal affairs in radio-television department, Dancer-Fitzgerald-Sample, N. Y.


**Sheldon Pogue,** formerly with media departments of Cunningham & Walsh and Kelly-Nason, both N. Y., to Dancer-Fitzgerald-Sample, same city, as associate media director.

**John W. Setear,** assistant media director-account executive at McCann-Erickson Inc., Cleveland, to Leo Burnett Co., Chicago, as media supervisor.

**Helen J. Lott,** vice president of Leech Adv. Co., Cleveland, to Griswold-Eshelman Co., same city, as radio timebuyer.
“sonny—sometimes what you don’t know can hurt you!”

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

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

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

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

wabi

AM TV

BANGOR, MAINE

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

General manager: Leon P. Gorman, Jr.
ADVERTISERS & AGENCIES

Don Smith, advertising-sales promotion manager, Wilson & Co. (meat packers), Chicago, appointed director of merchandising-public relations at Wesley Aves & Assoc., same city.

Richard H. Hehman appointed director of marketing with responsibility for advertising, merchandising and brand management in newly-created post at Pabst Brewing Co., Chicago. He succeeds Nathan L. Perstein, advertising director who resigned to open own marketing consultant firm [BoT, Dec. 1].

Allen Schwarz, account staff of Norman, Craig & Kummel, N. Y., to Block Drug Co., Jersey City, N. J., as product advertising manager.

Ben M. Zeiger, former marketing director, The American Weekly, to Pharmaceuticals Inc. (Geritol, Zarumin, Sominex), N. Y., as executive assistant to executive vice president.

Sydney A. Skillman, N. Y., zone sales manager, Studebaker-Packard Corp., appointed assistant general sales manager for marketing activities of Studebaker and Packard at corporate headquarters in South Bend, Ind.

Anthony G. DeLorenzo, director of public relations staff, General Motors Corp., elected vice president in charge of public relations, succeeding Paul Garrett, retired.

Kenneth P. Steinreich, executive vice president, Jacob Ruppert Brewery, N. Y., elected president, succeeding late Frederick M. Linder.

Howard Dahms, creative director, Adv. Assoc's, of Philadelphia Inc., and Rube Blavat, office manager, elected vice president and treasurer, respectively.


Edmond Gray, tv producer, Kenyon & Eckhardt, N. Y., transferred to K&E's Chicago office in similar capacity.

Stan M. Goldstein, sales promotion-advertising department, Food Fair Stores, Phila., to Arndt, Preston, Chapin, Lamb & Keen, same city, as writer.

Lawrence Valenstein, board chairman, Grey Adv., N. Y., named chairman of advertising, broadcasting and publishing division, Federation of Jewish Philanthropies.


Richard J. Newman, assistant account executive, Benton & Bowles, N. Y., father of boy, Michael Brill, Nov. 22.

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FILM

SCREEN GEMS BUYS HYGO, UNITED, SETS UP TV OWNERSHIP DIVISION

EXPANSION moves in two directions were announced last week by Screen Gems Inc., New York. The company has acquired Hygo Television Films and its affiliated company, United Television Films, and also has established a new division that will be directly concerned with tv station ownership, operation and programming.

Screen Gems withheld financial details of its transaction with Hygo and Unity but claimed that in the move the company emerges as "the largest distributor of television programming." Screen Gems, according to Ralph Cohn, vice president and general manager, has acquired the distribution rights to Hygo's and Unity's roster of properties, including 450 features, 130 westerns, 156 cartoons and 406 serial episodes, and thereby has a catalogue consisting of 10 national network shows, 11 syndicated programs consisting of more than 433 half-hours, 216 animated cartoons, 200 live action comedies, 736 feature films and 706 serial episodes.

Hygo Television Films was organized in 1951 by Jerome Hyams, its president, who in 1955 purchased United Television Films from Arche Mayers. Stipulated in the integration agreement with Screen Gems, Mr. Cohn said, will be the transfer to Screen Gems of all personnel presently employed by Hygo and Unity. Mr. Hyams, he said will function as director of syndicated sales for Screen Gems and Robert Seidman, who has been vice president in charge of sales for Hygo, will be named to an executive sales post with Screen Gems. When integration is completed, Mr. Cohn said, Screen Gems will have a 48-man sales staff.

Mr. Hyams will assume duties being relinquished by Robert H. Salk, who moves into Screen Gems' new stations operations department.

In announcing this new activity, Mr. Cohn pointed out that Columbia Pictures, parent company of Screen Gems, revealed at its annual meeting two weeks ago [BoT, Dec. 3] that plans were being formulated to place SG in the tv station ownership field.

Mr. Cohn explained that Mr. Salk will represent Screen Gems in the purchasing of stations and said his department will be available for consultation on programming toward "more profitable operation of television stations." In addition, Mr. Salk will be the company's liaison with government agencies concerned with the television industry. Mr. Cohn termed this development "a logical step in our company's continuing expansion," claiming the addition of the stations operations department places Screen Gems "in every major facet of the television industry."

Mr. Salk told BoT that Screen Gems currently is not negotiating with any particular tv station, although it has been approached by several station owners. The company, he said, plans to "examine every proposition before making a decision to purchase." He explained that the program consultation phase of his department will involve service —made available at no charge—to any tv station that approaches Screen Gems for assistance.

Completing the negotiations: Ralph M. Cohn, (seated, right) vice president and general manager of Screen Gems, and John H. Mitchell, vice president in charge of sales (seated, left); Burton Hanft (standing), director of business affairs, and Jerome Hyams (seated, middle), the new director of syndicate sales for SG.
Look Who's Playing Santa!

Whether you believe there's a Santa or not, if you get all the facts you'll find that Christmas-like sales are yours "year-round" with WFMY-TV. Why? Because no station or group of stations — not even Santa himself — delivers complete coverage of the Prosperous Piedmont section of North Carolina and Virginia as does WFMY-TV. Call your H.R.P. man today.

50 Prosperous Counties  2 Million Population
$2.5 Billion Market    $1.9 Billion Retail Sales

WFMY-TV
Channel 2
GREENSBORO, N. C.

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

Since 1949
**D-X Buys Guild Color Series, 'Capt. Grief,' for 40 Markets**

DESCRIBED as its initial venture into television program sponsorship, D-X Sunray Oil Co., Tulsa, has signed for Guild Films Co.'s Captain David Grief half-hour tv film series on a 52-week basis in 40 midwestern and southwestern markets, starting in February. D-X's agency is Potts-Woodbury, Kansas City.

The sale was announced last week by John Cole, Guild vice president for sales, who noted that previous regional transactions completed with Standard Oil Co. of California for 12 western markets and with Stroh Brewery for 20 midwest markets raise total markets signed for the series to 72. D-X Sunray's markets cover 12 states, according to Gene W. Dennis, account executive of Potts-Woodbury.

Mr. Cole pointed out that the 39-episode color series has a "high" budget of $1,912,000 and said that Guild's confidence in Grief has been justified by the three regional sales. He added that Guild's decision to launch a "high-budget" series was based on the premise that "the public expected higher quality television in 1957 and that the advertiser was willing to pay for it."

**CNP to Film Submarine Series With Approval of Navy, Defense**

CALIFORNIA National Productions last week announced plans to produce a new half-hour tv film series, The Silent Service, based on the dramatic experiences of men in the U. S. Navy's submarine service. Production will begin next month on the West Coast. The series is expected to be placed in syndication in the spring.

CNP has received approval of the Dept. of Defense and Navy, according to Robert D. Levitt, vice president and general manager of the NBC subsidiary. CNP, he said, will have access to more than 62 million feet of Navy stock film, as well as to captured enemy film, much of which has not previously been released.

**Drewrys Buys TPA Series**

DREWYS LTD., U.S.A. (brewery), South Bend, has signed to sponsor Don Ameche Presents the Drewrys' Play of the Week filmed series in 11 midwestern markets, starting in April 1957, it was announced last week by Michael M. Sillerman, executive vice president of Television Programs of America, New York. The films have been distributed by TPA under the title, Stage 7, and will continue to be sold under this title in markets not covered by the Drewrys' purchase. The agency for Drewrys is MacFarland, Aveyard & Co., Chicago.

**Max to CNP Merchandising Post**

ROBERT R. MAX, former advertising-sales promotion manager of the Kagan Corp., predecessor of California National Productions Inc., has been named manager of CNP's merchandising division, Robert D. Levitt, vice president and general manager of the NBC subsidiary, announced last week. Mr. Max will report to CNP business development manager H. W. (Hank) Shepard.

**P.R.M. Inc. Changes Name To Associated Artists Corp.**

CHANGE in name of P.R.M. Inc. to Associated Artists Productions Corp., Wilmington, Del., was announced last week by the corporation. The new name was decided upon, a company spokesman said, to "capitalize on the good will resulting from the many hours of television broadcasting of the motion pictures owned by the corporation and released through its wholly-owned subsidiary, Associated Artists Productions Inc."

P.R.M. Inc. purchased the Warner Bros. library of 850 feature films, plus short subjects, for $21 million earlier this year [B&T, March 5].

**'Yank' Magazine Rights Bought; Beck Plans Use For Tv Series**

PRODUCER John Beck, through arrangement with writer Bill Rankin, has acquired the television rights to all of the material published in the World War II armed forces news magazine, Yank, it was announced last week in Hollywood.

During its more than five years of publication, from shortly after Pearl Harbor, Dec. 7, 1941 through the war, Yank carried more than 9,000 stories and over 3500 articles by such authors as Bill Mauldin, Marion Hargrove, William Saroyan, Irwin Shaw and Robert Neville. According to Mr. Beck, he is now negotiating with Mr. Mauldin to host a television series based on the best of these stories. The series, to be titled Yank will be produced under John Beck productions.

**AAP Expands National Sales**

IN move attributed to the "growing importance" of feature films to national advertisers, Bob Rich, general sales manager of Associated Artists Productions, New York, announced that Donald Klauber, station sales manager, has assumed added duties as manager of national sales. Paul Kwartin will continue as director of national sales and the department will be augmented by the services of Kirk Torney, Bob Morin and Gordon Carroll, who have been shifted from other sales assignments at AAP.

**FILM SALES**

Trans-Lux Television Corp., N. Y., has sold its package of four Christmas films to eight television stations and is currently negotiating for its sale in 20 additional markets. Films are Night Before Christmas, Christmas Rhapsody, Christmas Through the Ages and Santa and the Fairy Snow Queen. Associated Artists Productions Inc., N. Y., has announced sales of its Christmas package of three films in more than 20 markets. Package consists of full-length feature film, A Christmas Carol, half-hour Silent Night and feature adaptation of Hans Christian Andersen fairy tale, The Emperor's Night- ingale.

**PALOOKA ON EQUALITY**

JOE PALOOKA SAY: Our Way of Life Means EQUAL JOB OPPORTUNITY for Everyone, Regardless of Race, Religion, Color or National Origin

TELEVISION stations are being asked to help promote the "equal job opportunity" employment policy of the Federal government by using a 19-second sound film during the holiday season. Film shows a U. S. mail truck approaching the cameras, then closes in on the poster on the truck's side, designed by Moe Leff, who draws the "Joe Palooka" cartoons. The President's Committee on Government Contracts, which says it is the first to get such a message on the nation's mail trucks, reports that in two weeks after the film was offset for tv, more than 150 stations had requested it. Other stations desiring it can obtain prints by writing the Committee at Washington 25, D. C.

**FILM PEOPLE**

Carroll Bagley, Music Corp. of America, N. Y., to Science Pictures Inc. as vice president in charge of sales.

Burton Neuburger, vice president in charge of midwest sales for Roland Reed Tv Inc., Chicago, named to head newly-established midwest sales office in that city of Shamus Culhane Productions, N. Y.


On October 1, 1956, WSAI-Radio took the final step in its programming policy by becoming completely Independent for Greater Community Service. One result of this move is seen in just-released information that WSAI-Radio is

**FIRST IN CINCINNATI**, 6 a.m. to 12 p.m., *seven days a week*, based on average share of audience as shown by Pulse, September-October, 1956.

**FIRST IN CINCINNATI**, 6 a.m. to 12 p.m., *Sunday through Saturday*, in *total audience* as shown by the October 1956 Nielsen Station Index area audience.

Yes ... the ratings are fine and so are the results on the radio station that SELLS Cincinnati. Ask any of WSAI’s advertisers who are making the Fall-Winter months of 1956-57 the *best sales period* in the station’s history!

---

National Representatives

**WEED AND COMPANY**

**GORDON BROADCASTING CO.**

SHERWOOD R. GORDON, PRESIDENT

**IN CINCINNATI**

EVERYBODY LOVES WSAI

Enjoyable music ... complete news and weather ... 19 hours a day!
8% TYPICAL PROFIT FOR BOTH AMS, TVS

- Record year seen for radio
- Broadcast economics scanned

PROFIT MARGINS of the typical radio and tv station are uniform, running around 8% based on total revenue, according to a survey conducted by NARTB. The similarity of the margins is shown in the association's annual analysis of revenue, expenses and profits.

Another NARTB study, presented to the association's Am Committee Thursday, pointed to an estimated $491 million net radio income from time sales in 1956, an 8% increase over 1955 and an all-time radio high. Grover C. Cobb, KVGB Great Bend, Kan., chairman of the Am Committee, told the group that all indications point to a further radio increase in 1957, attaining a higher rate of increase than the current figure.

The Am Committee favored a return to the old name—National Assn. of Broadcasters (NAB).

Commenting on the healthy state of radio, Mr. Cobb cited NARTB research data to support the prediction that 1957 should be another record radio year. John F. Meagher, NARTB radio vice president, presented additional data backing up the solid state of the aural broadcasting industry.

Although both radio and tv stations average an 8% profit margin based on total revenue there is a much wider variation in margins among tv stations than is the case with aural broadcasting, according to NARTB studies.

Average Per Employee

The average radio station earns around $11,000 in total revenue for each fulltime employee compared to $15,000 for the average tv outlet, NARTB's data shows. The average large radio station in markets over 250,000 population shows a figure almost double the $11,000 average radio revenue per employee. The average small station in markets under 10,000 grosses around $9,000 for each fulltime employee.

Among television stations, the profit margins range from $10,000 per employee in the small-station small-market group to $34,000 in the large-station large-market group in markets with over a million population.

The typical tv station's total revenue is more than three times that of the average radio station.

The studies were conducted under direction of Charles H. Tower, manager of the employee-employer relations department, and Richard M. Allerton, manager of the research department. The profit-margin data and a series of financial yardsticks covering revenues, expenses and profits are based on 1955 operating reports. A new feature shows where the sales dollar comes from and radio data is broken down by city size with a large and small station separation within each of the city sizes. In addition there are revenue-size breakdowns. Tv data, also, is broken down by city-size and revenue groups.

NARTB's Am Committee, considering a

NEW NARTB data showing station revenue, expense and profit breakdowns was reviewed at Am Committee's first meeting in Washington Thursday. L to r (seated): Cecil Hoskins, WWNC Asheville, N. C.; John F. Meagher, NARTB radio vice president; Grover C. Cobb, KVGB Great Bend, Kan., chairman; Jack Younts, WEEB Southern Pines, N. C., and (standing) Richard H. Mason, WPTF Raleigh, N. C.; Carleton D. Smith, WRC Washington, for NBC; Merle H. Tucker, KGOK Gallup, N. M.; John F. Patt, WJR Detroit; C. L. Thomas, KXOK St. Louis; Owen F. Uridge, WCKR Miami; W. H. Summerville, WWL New Orleans; Don Dargin, ABC, and Tedd Storz, KOWH Omaha.

MEMBERS of the NARTB Engineering Conference Committee held their first planning session for the April 7-11 Chicago session at last week's meeting in Washington. L to r (seated): John T. Wilner, WBAL Baltimore; Harry Tilley, WOR-TV New York; A. Proctor Walker, NARTB; Chairman John G. Leitch, WCAU-TV Philadelphia; Ross H. Bevile, WWDC Washington; Joseph B. Epperson, WEWS (TV) Cleveland, and standing, Thad H. Brown Jr., NARTB; William B. Lodge, CBS; John A. Shay, WTVJ (TV) Miami; Harold P. See, KRON-TV San Francisco, convention committee liaison; George Bartlett, NARTB; Raymond F. Guy, NBC; J. A. Slosser, KOA-AM-TV Denver; John F. Meagher, NARTB.

resolution adopted by the Arizona Broadcasters Assn., voted unanimously to ask the NARTB board to drop the present NARTB name and change back to the old NAB. It was pointed out that the NAB designation is still in wide use around the industry. The present name is cumbersome, it was continued, and the shorter version has public relations advantages. In addition, its was emphasized that the term "broadcasting" includes both aural and video media.

The Am Committee wants the association's board to act at its February meeting on the NAB proposal, with the matter going to the membership for a referendum ballot.

In another resolution the Am Committee commended the board for setting up a research group to appraise radio audience circulation and program surveys. It praised work of a special standards of practice committee that has submitted aural and visual symbols for use by radio broadcasters subscribing to the standards.

More radio exhibits should be displayed at the 1957 industry convention in Chicago April 7-11, the committee felt. Exhibitors are being reminded that the expanding radio industry offers them a growing market.

State Assn. Heads to Meet

SECOND annual conference of the 47 state broadcaster association presidents will be held Feb. 21-22 at the Mayflower Hotel, Washington, NARTB President Harold E. Fellows announced Thursday. Howard H. Bell, NARTB assistant to the president and state association coordinator, is handling arrangements. The conference will conclude with the awards banquet celebrating the 10th anniversary of the Voice of Democracy contests. Mr. Fellows recalled that 43 of the 47 presidents attended the first conference last February. The agenda has been expanded to two days.
Television station

WNEM-TV

serving Flint, Saginaw, Bay City, Midland and Eastern Michigan,
is proud to announce
the appointment of

EDWARD PETRY & CO., INC.
as national sales representative
effective December 1, 1956

CHANNEL 5

NBC - ABC
1060-FT. TOWER
MAXIMUM POWER
Governor's Conference Barred to Radio-TV

LOUISIANA broadcasters lived under a half-day censorship shadow last Tuesday as Gov. Earl Long barred them from his news conference chamber, but the ban was partly relaxed before the end of the day.

The gubernatorial door-locking brought quick protests from Louisiana Assn. of Broadcasters and the NARTB Freedom of Information Committee as well as from individual radio-station owners. These led Gov. Long to relax the ban by allowing radio-tv reporters to attend his news conferences but refusing them the right to bring in the tools of their trade—microphone, recorder and camera.

Sessions of the Louisiana Legislature have been open to broadcast newsmen and their live pickup facilities, with general satisfaction voiced by legislators as well as the public.

Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NARTB Freedom Committee, voiced amazement at the governor's discrimination against radio and tv.

"In effect, the governor held a closed-door press conference for the benefit of newspapers and wire services only," Mr. Swezey said. "We believe Gov. Long should not withhold from radio and tv reporters the courtesies which are accorded them as a matter of routine and practice by the governors of other states and the President of the United States."

Chairman Swezey called on the governor to discuss the matter with radio and tv representatives. NARTB President Harold Fellows wired a protest to Gov. Long.

Frank H. Ford Jr., KENT Shreveport, LAB president, said, "A newspaperman's equipment is his pencil and pad. A radio man's equipment is his tape recorder and a tv man's equipment is his camera. If you deny the radio man his tape recorder and the tv man his camera, you should deny the newspaperman his pad and pencil."

Douglas L. Mansfield, WBRZ-TV, WBFO Baton Rouge, Dwight Martin, WAFB-AM-TV there and other broadcasters joined in protesting the ban, which occurred at a publicly announced news conference dealing with a proposal to increase the pay of public school teachers.

Bingham Named Honorary Head, Taishoff New President of SDX

BARRY BINGHAM, president and editor-in-chief of the Courier Journal and Louisville Times (WHAS-AM-TV), was elected honorary president of Sigma Delta Chi, national journalistic fraternity, at the closing session of the 47th annual convention held Nov. 29-Dec. 1 in Louisville (B+T, Dec. 3).

Sol Taishoff, editor-publisher of B+T, was elected president of SDX. Other officers elected were Robert Cavagnaro, general executive of Associated Press in charge of western area, vice president for professional chapter affairs; Edward Lindsay, editor of Lindsay-Schaub newspapers, Decatur, Ill., vice president for undergraduate chapter affairs; James A. Byron, news director of WBAP-AM-TV Fort Worth, vice president, expansion; James Pope, executive editor, Courier-Journal, secretary; Buren McCormack, Wall Street Journal, re-elected treasurer.

Elected to fill executive council vacancies were V. E. (Red) Newton Jr., managing editor of the Tampa (Fla.) Tribune (WFLA-AM-TV); Bill Ray, NBC Chicago news editor, and Dr. Frank J. Price, Louisiana State U., Baton Rouge.

To Debate at RTES Seminar

ROBERT J. LEDER, vice president and general manager of WOR New York, and Gordon B. McLendon, general manager of KLIF Dallas, will debate the question "Rating Hypos—True or False?" at the Dec. 18 timebuying and selling seminar to be held by the Radio & Television Executives Society in New York. Speakers for that session had not been chosen until last week. At tomorrow's (Tuesday) session, Jane Podester, McCann-Erickson, New York, is slated to discuss how to use ratings. Last week's speaker was Walter Bowe of Sullivan, Stauffer, Colwell & Bayles (see story, page 54).

AAA Opens S.F. Office

THE NEW western regional office of the American Assn. of Advertising Agencies was officially opened in San Francisco at 235 Montgomery St. last week. The area includes the region west of the Rocky Mts., including local AAA councils in California, Oregon, Puget Sound (Seattle) and Spokane. John Del Mar, formerly of AAA's headquarters in New York, is the executive in charge.
FOR THE MONEY

Three States, 41 Counties, 747,640 TV Homes!
That's what NCS Market Coverage reports for
WHIO-TV, the No. 1 station in this great mar-
et. High tower (1104 ft.) and maximum power
give it proven superiority.

FOR THE SHOW

WHIO-TV programs keep dials tuned our way.
Pulse consistently rates us with 13, 14 and even
15 of the top 15 weekly shows.

TO GET READY

Stock your dealers before you sing out in this
market! Sales Management calls area retail sales
at $3,361,973,000.

TO GO

How? Easy! Call our National Rep—Gamester
George P. Hollingbery!

CHANNEL 7 DAYTON, OHIO

whio-tv

CBS

One of America's
great area stations

Broadcasting • Telecasting

December 10, 1956 • Page 67
**RADIO SETS UP 20%, TV DOWN DURING '56**

- Portable markets increase
- Same trend for '57—Secrest

**PRODUCTION**

Radio production is increasing, with substantial gains expected over 1955, but tv set business is at its “first plateau,” James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn., said Thursday in a business forecast conference conducted in Washington by the U. S. Chamber of Commerce.

Radio output, except auto sets, is running about 20% above 1955, Mr. Secrest said. The 1955 output of radios, excluding auto models, was 74% million units. Portables are leading 1955 production of 2 million sets by 40%, with 900,000 transistor models produced this year.

Despite a tv set decline of about 9% from last year, 1956 will show an output of over 10 million sets, he said, with industry estimates showing between 150,000 and 200,000 color sets turned out this year.

“One of the most significant developments in the tv market in 1956 was the sudden emergence of the portable tv receiver,” Mr. Secrest said. “While approximately 250,000 were made in 1955, this year’s figure is expected to reach 1.5 million. In 1957, this production may be nearly doubled. One obvious result of this trend has been a decline in the average price of the tv receiver and an over-all loss in tv revenue.”

Mr. Secrest said the outlook for 1957 is at least another seven million black-and-white tv receivers, with color sets sales totaling several hundred thousand. He expects home radio sales to continue at a high level in 1957 with a further rise in production of transistor portables. He said a recovery in auto sets, in line, with increased car sales, is anticipated. Demand for home phonographs, especially of the hi-fi type, was good in 1956 and should remain so next year whether or not they are equipped with radio, he stated.

**Total Set Count Today**

Present circulation of the broadcast media, he said, is about 42 million tv sets and 150 million radios. He predicted component manufacturers selling replacement parts, and jobbers and service technicians, will continue to make gains in 1957. The sale of radio-tv replacement parts rose to $850 million in 1956 and should go up another $100 million in 1957, he estimated. Set servicing costs will run close to $1 billion for 1956, with the total dollar value to manufacturers, jobbers and service technicians placed at $2.4 billion.

Looking into the future, Mr. Secrest cited new developments not ready for the market but supported by enough progress to assure ultimate commercial production. These include mural tv, light amplification, electronic air conditioners and electronic controls for the home, automobile and industry.

Based on production and sales, the electronic industry will show a 1956 volume of $5.9 billion at the factory level, he said. The sum is doubled when distribution, servicing and broadcast revenue are added. He forecast a growth of 10% next year, with the electronics industry having a $22 billion income by 1966, judging by industry forecasts. Greatest strides were made in 1956 in industrial electronics, with military programs reaching $2.7 billion, up 10% from 1955.

Some tv set manufacturers have dropped out, Mr. Secrest said, and the battle for dominance may bring more casualties in 1957. Transistor output rose to 13 million this year, he said, and should reach close to 300 million in another decade. The transistor output has not hurt sales of vacuum tubes, he said, and isn’t likely to be a threat in the immediate future.

**1957 Committee Assignments Announced by News Directors**

**TED KOOP, CBS Washington director of news and public affairs, and president of Radio-Television News Directors Assn., has announced RTNDA committee assignments for the coming year. They are:**

- **Freedom of Information:** Julian Goodman, NBC, Washington, chairman; Charles Sargent, WCCO, Minneapolis, Minn., vice chairman; Nick Basso, WSAZ-AM-TV, Huntington, W. Va.; Monroe Benton, WELM, Elmira, N. Y.; Bill Hogg, CBC, Toronto, Canada; Fritz Littlejohn, ABC, New York; Charles Roeder, WCBM Baltimore; Harold Salzman, WLS Chicago; Ken White, KOA-TV Denver.

- **Membership:** Dick Yoakam, KCRG Cedar Rapids, Iowa, chairman; Dick Sanders, WJDX Jackson, Miss., vice chairman; Dick Cheverton, WOOD-AM-TV Grand Rapids, Mich.; James McGaffin, WOW Omaha, Neb.; Arthur Gadd, CJSP Leamington, Ont.; Charles Hobeck, KING-TV Seattle; Richard Hobbs, WILB Detroit; Harry McKenna, WENH Providence, R. I.; Richard Tobias, WCLI Corning, N. Y.; Steve Warren, WMCT (TV) Memphis.

- **Awards:** Basket Mosse, Northwestern U., Evanston, Ill., chairman; W. A. Warrick, NBC, Chicago, vice chairman; Bill Small, WHAS Louisville, Ky.; Ben Baldwin, Northwestern U.; Frank Benesh, WNEM-TV, Bay City, Mich.; Don MacDonald, CBC, Toronto; Jack Morris, KTVX-TV, Tulsa, Okla.; Bob Trout, CBS News, New York.

**PUBLICITY:** Bob Shafer, WCCO-TV, Minneapolis, Minn. chairman; Ed Ryan, WTOP Washington, vice chairman; Bruce Palmer, KWTX (TV) Oklahoma City; Thomas Powell, WGBI Scranton, Pa.; Donald Wright, WBAY-TV Green Bay, Wis.

**TECHNIQUE** Don O’Connor, WISN-TV Milwaukee, chairman; Bill Arthurs, WRFD Columbus, Ohio, vice chairman; Ron Laidlaw, CFPL-TV London, Ont.; Marvin Alisky, WFNI (FM) Bloomington, Ind.; Phil Berks, KOMU-TV Columbia, Mo.; Floyd Kalber, KMTV (TV) Omaha; Bill Ray, NBC, Chicago.

**CONVENTION Sites:** Bob Frank, WOC-TV Davenport, Iowa; Phil Johnson WCSH-AM-TV Portland, Me.; John Maters, WLS Lansing, Mich.; Charles Day, Wガー Cleveland; Ed Hoerner, WWL New Orleans, La.; F. E. Whitmarsh, WBZ-TV Boston; Ben Chafee, City Hall, Macom, Ga.

**WIRE Policy:** News, Miami; WDAY Fargo, N. D., chairman; Ross Edwards, WCHS Charleston, W. Va., vice chairman; Parker Hoy, WLAM Lewiston, Me.; Bob Clyde, WREX-TV Rockford, Ill.; Robert L. Heyborne, KSUB Cedar City, Utah; Richard Petrik, KOEL Oelwein, Iowa; Max Williamson, WHLM Bloomington, Pa.

**Vocational Film:** Julian Hoshal, KSTP-TV St. Paul, Minn., chairman; Jack Knoll, WBT Charlotte, N. C., vice chairman; Bill Monroe, WSDU New Orleans; Howard Back, Chrysler Corp., Detroit; Wallis Bishop, WOIT Ames, Iowa; Mitchell Charnley, U. of Minnesota, Minneapolis; G. W. Johnstone, NAM, New York; Sig Mickelson, CBS News, New York.

**Hirsch Joins Tvb Sales**

**APPPOINTMENT of James C. Hirsch formerly director of research, promotion and sales development at Edward Petty & Co., New York, station representation firm, to the national sales staff of Television Bureau of Advertising, was announced last week. Mr. Hirsch will report to Halsey V. Barrett, Tvb’s director of national sales.**

**DuMont Resigns NARTB Status**

**ALLEN B. DUMONT Labs, Clifton, N. J., has resigned as an associate member of NARTB. Membership is required for participation in the industry’s convention exhibition. A DuMont spokesman said the company felt expense of membership and the exhibition costs did not justify the “market potential,” adding that DuMont has not changed its manufacturing status. The firm is producing heavy equipment for stations on order, it was stated.**

**Heads Radio Women’s Group**

**DOROTHY LEWIS, who earlier this year retired from United Nations radio, has been elected president of the International Assn. of Radio Women. IARW, which recently held its annual conference in London, represents women from 23 nations and has opened an office at 345 E. 46 St., New York.**

Page 68 • December 10, 1956
**Christmas List**

for CHANNEL 10

(a very good station)

61%*

**MORNING**

SHARE OF AUDIENCE

54%*

**AFTERNOON**

SHARE OF AUDIENCE

55%*

**EVENING**

SHARE OF AUDIENCE

*This Means TOPS in Rochester Morning, Afternoon and Night

LATEST ROCHESTER PULSE REPORT
OCTOBER 1956

**CHANNEL 10**

- **CBS BASIC**
- **ABC AFFILIATE**

OPERATED SHARE TIME BY

WHEC-TV-WVET-TV

ROCHESTER, N.Y.

EVERETT-McKINNEY • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.
DEINTERMIX FACTIONS STAND FAST

- As usual, established v's oppose, u's favor
- ABC offers varied proposals, based on markets

ALMOST 100 pro and con sentiments were filed last week, the FCC's deadline for comments on its 13 deintermixture proposals which look to deleting in some instances the sole vhf assignment to several communities. As expected, uhf outlets, and prospective tv applicants in cities where the vhf frequency is proposed to be moved were in favor; vhf stations which stand to lose their low-band frequency and applicants for one of the chs. 2-13 assignments were opposed. There had been earlier filings in individual cases the week before [BWT, Dec. 3].

ABC, keeping with its belief that uhf should be encouraged in as many areas as is reasonably possible, submitted separate proposals for each market in which the network favored allocation changes. The goal of the ABC plan is to make provision for a minimum of three competitive tv outlets—and, where possible, more—in each of the country's major markets.

The Joint Committee for Educational tv submitted one petition covering all its recommendations. JCET favored deintermixing Springfield, Ill.; Hartford, Conn.; Peoria, Ill.; Fresno, Calif.; Madison, Wis.; Evansville, Ind., and Elmira, N. Y. JCET also favored making the Albany-Schenectady-Troy, N. Y., area predominantly uhf by deleting ch. 10 from Vail Mills.

JCET opposed tampering with the educational reservation at Duluth, Minn.-Superior, Wis. (ch. 8), pointing out that there is no uhf there to be protected and there are two vhf's in operation.

The 13 markets proposed for deintermixture, the rule-making that was promulgated by the FCC last June and the comments on the proposals follow:

Albany-Schenectady-Troy, N. Y.—Make area predominantly uhf by deleting ch. 10 from Vail Mills, N. Y. (Albany area) and adding ch. 47. This would give Albany-Schenectady-Troy chs. 6 (WRGB [TV] Schenectady), *17, 23, 35, 41 and 47. Ch. 10 is a drop-in, having been assigned to Vail Mills Nov. 10, 1955.

ABC warned that if ch. 10 is retained in the Albany-Schenectady-Troy area, uhf outlets will be unable to compete as has been demonstrated in a two-station vhf market; however, ABC suggested that in the event FCC determines that ch. 10 stays at Vail Mills then an alternative would be to provide a third v (New Haven's ch. 8), making the area all-vhf.

WTRI [TV] Albany, N. Y. (ch. 35), supports deletion of ch. 10 and substitution of ch. 47 in Albany-Schenectady-Troy area; also suggests that ch. 6 be made educational (thus making educational ch. 17 commercial) or be moved to Syracuse for commercial use.

WKNY-TV Poughkeepsie, N. Y. (ch. 66), supports proposal to delete ch. 6 from Schenectady and ch. 10 from Vail Mills.

Hudson Valley Broadcasting Co. (WCDA [TV] Albany [ch. 41] satellite WCDB [TV] Hagaman [ch. 29], both N. Y.) opposes the FCC proposal to delete ch. 10 from Vail Mills.

Mohawk Valley TV Inc. requests the FCC to assign ch. 2 to Utica, N. Y.

Charleston, S. C.—Make Charleston predominantly vhf by adding ch. 4. This would give Charleston chs. 2, 4, 5, *13 and 17.

ABC supports the proposal to allocate ch. 4 to Charleston, pointing out that this action will provide a third (chs. 2, 4 and 5) competitive service for that city.

WTVK [TV] Knoxville, Tenn. (ch. 26), requests FCC to move ch. 7 from Spartanburg, S. C., to Knoxville, deintermixing both those cities and making possible the allocation of ch. 7 to Columbia, S. C.

WNOK-TV Columbia, S. C. (ch. 67), favors the addition of ch. 4 to Charleston, but wants the FCC to order ch. 5 WCSC-TV there to switch to either ch. 4 or 7, making possible the allocation of ch. 5 to Columbia for use by WNOK-TV.

WTMA-AM-FM Charleston registered in favor of adding ch. 7 to Charleston but opposed to the proposal to delete ch. 5 from that city and substitute therefore ch. 4.

WJBF (TV) Augusta, Ga. (ch. 6), cautions the FCC to give careful study to the proposal to assign ch. 5 to Columbia and consider what effect it might have on the service now rendered by WJBF; on adjacent ch. 6.

WCSC-TV Charleston, S. C. (ch. 5), has no objection to the addition of a third vhf facility for Charleston, but strongly opposes the deletion of ch. 5 from that city.

WMVR-TV Jacksonville, Fla. (ch. 4) reported itself opposed to any proposal which would add ch. 4 to Charleston, claiming such a move would be destructive to the service of WMVR-TV and ch. 5 WCSC-TV Charleston.

Duluth, Minn.-Superior, Wis.—Make area predominantly vhf by switching educational reservation from ch. 8 to ch. 32. This would give Duluth-Superior chs. 3, 6, 8, *32 and 38.

ABC went on record as favoring a third, and even a fourth, vhf channel for the Duluth-Superior area to improve the opportunities for effective competition there. Ch. 38 WPTV (TV) Duluth backed up ABC's position that more v's should be allocated to the area.

Besides the opposition of the JCET, as already mentioned, the U. of Minnesota and the Duluth Citizen's Committee for Educational tv objected to any move to make ch. 8 available for commercial interests. The latter group said it is prepared to apply for the vhf educational reservation.

Elmira, N. Y.—All uhf by deleting ch. 9 and adding ch. 30. This would give Elmira chs. 18, 24 and 30. Ch. 9 is a drop-in,
Only publications which have qualified as members in good standing of the Audit Bureau of Circulations can display this symbol.

**B•T is the only news magazine specializing in radio-TV coverage whose circulation—PAID circulation—is certified by ABC.**
having been allocated to Elmira Nov. 30, 1955.
ABC requested the Commission to keep Elmira predominantly uhf by moving ch. 9 to Syracuse (giving Syracuse its third v), moving ch. 8 from Syracuse (operating WHEN-TV) to Watertown-Carthage, N. Y., in exchange for that area’s ch. 7 (operating WCNY-TV). A proposal very similar to ABC’s was submitted by the “Syracuse Group,” identified as Daniel W. Casey Sr., Robert J. Conant, T. Frank Dolan and Richard N. Groves. This group’s proposal deviated from ABC’s in that ch. 7 (Carthage) would go to Utica to replace ch. 13 there (operating WKTW [TV]), and ch. 13 would go to Syracuse as that city’s third vhf.

Three interests, all applicants for the ch. 9 Elmira facility, asked the FCC not to disturb the Elmira status quo. These were: Veterans Broadcasting Co. (W Fet-TV Rochester, N. Y., Television Assoc. of Elmira Inc. and off-again, on-again ch. 24 WTVE (TV) Elmira.

Recommendations that the FCC delete the Elmira drop-in were made by Wilkes-Barre, Pa., uhf’s WBRE-TV (ch. 28) and WILK-TV (ch. 34) and ch. 18 WSYE-TV Elmira, satellite of ch. 3 WSYR-TV Syracuse, N. Y.

Evansville, Ind.—All commercial uhf by switching the educational reservation from ch. 56 to ch. 7. This would give Evansville chs. *7, 50, 56, 62.

ABC would make Evansville all uhf by removing ch. 7 (operating WTVW [TV]) and assigning it to Louisville as a commercial channel. This proposal was also advanced by ch. 21 WKLO-TV Louisville and Harry Lee Waterfield, acting governor of Kentucky.

Two stations, ch. 50 WEHT (TV) Henderson, Ky., and ch. 62 WFIE (TV) Evansville, agreed with the FCC proposal to make Evansville ch. 7 educational. They also suggested that ch. 9 Hartford, Ind., be reserved for educational use.

WTVW and the Evansville Chamber of Commerce filed petitions to keep ch. 7 in Evansville.

Fresno-Santa Barbara, Calif.—Make Fresno all uhf by moving ch. 12 to Santa Barbara, adding ch. 30 from Madera, Calif., and moving ch. 59 into Madera. This would give Fresno chs. *18, 24, 30, 47 and 53, and Santa Barbara chs. 3, 12, 20 and 26.

ABC favored deintermixture for Fresno and suggested moving ch. 12 to Bakersfield and also adding ch. 8 to the latter city.

The City of Fresno requested the FCC to keep Fresno an intermixed market with both uhf and vhf.

KBV-FM Bakersfield, Calif. (ch. 29), favored deletion of the Fresno vhf assignment and its reallocation to Bakersfield.

Three stations which favored deletion of Fresno ch. 12 but stated no preference for disposition of it were ch. 47 KJEO (TV) Fresno, ch. 24 KJMI-TV same city and ch. 27 KVVG (TV) Tulare, Calif.

Channel City TV & Broadcasting Corp., which said it would apply for ch. 12 in Santa Barbara, asked the FCC to make the switch.

KNTV (TV) San Jose (ch. 11) wants no part of ch. 12, it said, in opposing a petition by ch. 32 KSAN-TV San Francisco asking that ch. 11 be added to San Francisco, making KNTV switch to ch. 12.

Opposition to the proposal to move ch. 12 out of Fresno came from KFRE-TV, now operating on that channel, Fresno am station KARM, Inland Broadcasting Corp. of Riverside, Calif., and numerous California citizen groups.

Those groups seeking the retention in Fresno of the ch. 12 facility were: Mariposa County Unified School District; Board of Supervisors of Mariposa County; residents of Coarsegold; residents along San Joaquin River between Auberry and Big Creek (81 signatures);

Residents of the Fresno County Farm Bureau (representing "over 4,200 farm families"); people of Lone Pine (pop. 2,000); Porterville Union High School & College District; Mariposa County Chamber of Commerce; Mariposa County Farm Bureau; Tulare County Farm Bureau; Kings County Farm Bureau; people of Madera County; residents of Mariposa County; Downtown Assn. of Fresno; Kings County Farm Bureau (woman’s branch); Friendly Eagle War Surplus Yard, and the California Farm Bureau Federation.

Hartford, Conn.-Providence, R. I.—Make Hartford all uhf by deleting ch. 3 and moving it to Providence, transferring ch. 61 from Easthampton, Mass., to Hartford, and deleting ch. 65 at Meriden, Conn. This would give Hartford chs. 18, *24 and 61; Providence chs. 3, 10, 12, 16 and *36.

Against moving ch. 3 from Hartford were WTIC-TV there, which holds a no-construction grant for ch. 3, and educational WGBH-TV Boston (ch. 2).

WICC (TV) Bridgeport, Conn. (ch. 43), favored the deletion from Hartford of ch. 2 and reassignment of that channel to both Bridgeport and Providence with appropriate engineering conditions.

ABC favored moving the Hartford vhf to Providence and was joined in this view by ch. 30 WKBV-TV New Britain, Conn.; ch. 55 WYHTN-TV and ch. 22 WVLP (TV) both Springfield; ch. 58 WRLP (TV) Greenfield, Mass.; WHIM Providence, and Capital TV Corp. of Rhode Island.

Ch. 16 WNET (TV) Providence, now dark, renewed its previous request that the FCC assign Hartford’s ch. 3 to any of six suggested Rhode Island communities: Cranston, Warwick, Newport, West Warwick, Westerly or Narragansett. WNET also asked that Providence ch. 16 be made an educational channel rather than the present ch. 36.

Now dark ch. 14 WWOR-TV Worcester, Mass., said that Worcester was most deserving of the ch. 3 facility and that it should be moved to that city.

Madison, Wis.—All commercial uhf by switching the educational reservation from ch. 21 to ch. 3. This would give Madison chs. *3, 21, 27 and 33. WISC-TV is operating on ch. 3.

ABC suggested making Madison all uhf by moving ch. 3 to Rockford, Ill. Also voting to deintermix Madison were Madison uhf’s
"SOUND-FACTOR"

The Sparkle of Creative Planning for Impressionable Living with WSRS

THE METROPOLITAN VOICE FOR PERSONALITIES OF DISTINCTION WITH MUSIC AND NEWS ON GREATER CLEVELAND'S NUMBER 1 STATION

SOUND-FACTOR DISCOUNT PAYABLE ONLY TO RECOGNIZED ADVERTISING AGENCIES BY WSRS, INC., CLEVELAND 18, OHIO
If the Roof Tops of those who view KJE0-TV most were painted **Red**...

*From KJE0's sign-on to sign-off, Channel 47 has more first place quarter hours than any other station. At night, KJE0 has more first positions than the other two stations combined ... you get greater results for your money in Central California ... when you invest your advertising dollars on KJE0-TV.

*June and July, 1956 ARB

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**Central California would look like this!**

KJE0-TV CHANNEL 47

O'Neill Broadcasting Company
P. O. Box 1708, Fresno, California
Represented nationally by the Brainman Company

Antenna Height ... 4400 ft. 178,000 TV homes Above the Valley Floor
Peoria chs. 19, 25, *37 and 43, and Rock Island chs. 4, 6, 8, *30, 36 and 42.

ABC, favoring deintermixture in Peoria, was joined by Peoria uhf's WEEK-TV (ch. 43) and WTVP (TV) (ch. 19).

WSIL-TV (ch. 22) Harrisburg, Ill., requested that ch. 8 be reassigned to both Harrisburg and the Davenport-Rock Island-Moline area.

Tele-Views News Co., which described itself as a prospective applicant for ch. 8 at Davenport-Rock Island-Moline, asked the FCC to assign ch. 8 to that area.

WGIL Galesburg, Ill., was in favor of deleting ch. 8 from Peoria, but requested that it be reassigned to Galesburg rather than Rock Island.

Ch. 6 WOC-TV Davenport, Iowa, expressed no concern about what the FCC does in Peoria, but asked that ch. 8, if moved, be placed in a city other than Davenport-Rock Island-Moline.

WIRL-TV, permissive of ch. 3 Peoria (construction banned pending deintermixture results), strongly opposed any proposal to delete ch. 3, and was backed up by a resolution of the Peoria County Farm Bureau.

WMBD Peoria, loser to WIRL-TV for Peoria's ch. 8, asked the Commission to add ch. 31 to that city, whether or not it chooses to deintermix there.

Springfield, Ill.-St. Louis, Mo.- Make Springfield all uhf by deleting ch. 2 and moving it to St. Louis, and adding ch. 39 to Springfield. This would necessitate substituting ch. 49 for ch. 53 at Lincoln, Ill. This would give Springfield chs. 20, 39 and *66, and St. Louis chs. 2, 4, 5, *9, 11, 30, 36 and 42.

Uhf stations WICS (TV) Springfield (ch. 20), KTVI (TV) St. Louis (ch. 36) and WTVP (TV) Decatur, Ill. (ch. 17) all were in favor of finalization of the rule-making proposal.

ABC favored the proposal to move ch. 2 from Springfield to St. Louis; would replace the vhf in Springfield with ch. 36; this would allow ch. 2 to be allocated to Terre Haute, Ind., too, ABC claimed.

WTHI-TV Terre Haute, Ind. (ch. 10), said it was in favor of taking ch. 2 from Springfield but recommended its reassignment to Salem, Ill.-Mo.

WCIA (TV) Champaign-Urbana, Ill. (ch. 3), proposes that the FCC add chs. 26 and 36 to Springfield. Cape Girardeau (Mo) TV Co. claimed that Cape Girardeau rather than St. Louis should have the ch. 2 facility.

WSIL-TV Harrisburg, Ill. (ch. 22), seeking either ch. 8 or 3 for that city, asked the FCC to deny Cape Girardeau TV Co.'s request; said that denial of the Cape Girardeau request would make possible the assignments of ch. 2 to St. Louis and chs. 3 to Harrisburg.

WMAY-TV Springfield, which received the ch. 2 grant last June, but is prohibited from building until the deintermixture problem is resolved, reported against tampering with the present Springfield allocations.

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WIBC-Leads in Indiana

The walls of the lobby at WIBC are crowded with community service awards and certificates. WIBC's staff and management are proud of these awards because they represent successful integration into the community efforts of their listeners, and consequent leadership among the radio stations of Indianapolis and Indiana.

WIBC's leadership in public service has brought with it leadership in audience, too. In the 31 county Indianapolis trading area, WIBC programs rank first in 447 out of 504 rated quarter hours each week.*

*Pulse Area Study, Sept.-Oct., 1955

WIBC's success in building big audiences and in public service is due largely to the efforts of the station's well known personality salesmen . . . names like Easy Gwynn, Robin Bright, Al Brooks, Jim Shelton, Gordon Graham and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

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

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANXS,
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

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New Farm Show idea created by Doane

World's leading farm management and research organization builds daily 15-minute package of national and international farm news, price trends, selling, buying, and management advice.

What effect may the latest international crisis have on farm prices? How can farmers use soil bank certificates to get 5 cents extra return for each dollar's worth? Why are corn farmers better off this year than last? What's behind happenings in the hog, cattle, and poultry markets? What are today's good buys? What's new in cost-cutting practices?

These are examples of questions and problems answered by the practical, down-to-earth Farm Radio Show offered to stations and advertisers by the Doane Agricultural Service's economic scripting department.

Beamed to Farmers' Interests
This continuing program of facts, and expert interpretation of facts and news, is of vital interest to farmers in all parts of the country. Ready-to-air scripts are beamed to the farmer's highest interests, and have already proved their ability to build large, interested farm audiences. Of special interest to farm wives is a sprightly section on homemaking, presented by home economist Florence Lytle.

Frank Facts vs. Foolish Fancies
The Doane Farm Radio Show is a unique program based on 37 years of professional farm management, economic research, and forecasting. Facts are separated from fancy as questions of great importance to farmers are discussed and analyzed in easy-to-understand terms.

For full details on the new Doane Farm Radio Show, and how to use it in your area, write: Doane Farm Scripting Service, Attt: Alvin J. Lee, Doane Agricultural Service, 5144 Delmar Blvd., St. Louis 8, Mo.

AGRICULTURAL SERVICE, INC.

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Television Allocations Changed By Commission in Five Markets
FIVE MARKETS were involved in allocations changes finalized by the FCC last week.

The Commission assigned ch. 13 (WMAZ-TV) to Macon, Ga., by removing it from Warner Robins, Ga., and assigned ch. 5 (WLAC-TV) to Nashville, Tenn., by removing it from Old Hickory, Tenn. Both stations may file applications to operate from the new communities. These changes are in line with FCC's revision of the mileage separation regulation which permits transmitter-to-transmitter spacing in lieu of city-to-city spacing.

Other allocations changes finalized last week:

Ch. 56 was assigned to Binghamton, N. Y., by deleting it from Cortland, N. Y., and substituting ch. 72 in the latter city.

Ch. 18 was assigned to Baton Rouge, La., by deleting it from Jackson, La., and substituting ch. 59 in the latter city.

Ch. 18 was assigned to Lafayette, Ind., by substituting ch. 77 for ch. 18 at Lebanon, Ind. This entailed a denial of a request by ch. 59 WAFM-TV Lafayette to shift ch. 59 from Lafayette to Lebanon and the station's request for a show cause order to specify operation on ch. 18.

Two Bids for Butte VHF Grant, One for Elk City V Submitted
THREE applications for vhf channels—two seeking ch. 6 at Butte, Mont.,—were filed with the FCC last week. The third application was for ch. 8 at Elk City, Okla.

Applicants for the Butte facility are Arthur W. Schwieder (president 7.8% stockholder in KID-AM-TV Idaho Falls, Idaho), and KOPR Butte. Mr. Schwieder plans to spend $161,000 for construction; KOPR proposes $160,000 for construction costs. Proposed FCC rule-making would move Butte's ch. 6 to Bozeman, Mont., substituting ch. 28 for ch. 6 in Butte.

Southwest Broadcasting Co. (KASA Elk City) filed an application for ch. 8 there, proposing a construction cost of $55,000. A previous application for the Elk City channel was filed by Video Independent Theatres Inc. (KVIT [TV] Santa Fe, N. M.).

Broadcast Allocations Revision Urged by Washington Lawyer
A CALL for the revision of broadcast allocations was sounded last week by Washington attorney Jeremiah Courtney.

In a strongly-worded speech, Mr. Courtney, who represents non-broadcast interests, leaned hard on what he termed the "imbalance" between the spectrum space allocated to broadcast services (am, fm and tv) and that assigned to the communications services (taxi, trucking, police, fire, industrial, etc.). He also implied that the government's share of the radio spectrum was excessive.

Mr. Courtney submitted a petition by the American Trucking Assn. last October requesting the deletion of ch. 2 from television broadcasting and its use for private communications by commercial enterprises [B&T, Oct. 29]. Last week's speech was given at the annual convention of Central Station Electric Protection Assn. in Palm Beach, Fla.

In the 25-960 mc band, Mr. Courtney pointed out, broadcasting has 58% of the allocation, government 26% and non-broadcast services 16%. Of the 695 mc in the 25-960 mc band used by non-government services, broadcasting has 74% exclusive plus 9% shared, Mr. Courtney maintained. He termed tv an "allocation monster," in that it uses 492 mc of space in that area. He also claimed that both the tv and fm allocations were not being utilized to its fullest.

In discussing a need of mobile communications services for more space around 500 mc, Mr. Courtney said: "The result today is that the mobile and common carrier radio services are gasping for space below 1,000 mc while the fm and uhf tv services profligately waste the space that has been assigned to them in that range."

He continued: "Why should the non-broadcast services bear the brunt of the pressure for better and better equipment and greater and greater improvements in communication techniques (e.g., single side band transmissions) so as to obtain ever more efficient use of their assigned frequencies, while tv and fm services are allowed only to let their assigned space lay idle, but also to escape any requirements for improvement of their equipment and technique . . . Should all equipment and technique progress be confined to the mobile and point-to-point services while fm and tv enjoy a lazy status quo indefinitely?"

He urged that fm and tv be "compressed" in narrower spectrum space so additional frequencies might become available for mobile and point-to-point services. Mr. Courtney expressed the hope that a "substantial chunk" of fm may be re-allocated for the non-broadcast services.

House Campaign Study To Probe Sec. 315
THE "virtues and hazards" of Sec. 315 of the Communications Act, the high costs and importance of television and its "virtual necessity" in election campaigning are among subjects to be covered in hearings scheduled next week (Dec. 17-19) by the Special House Campaign Expenditures Committee headed by Rep. Clifford Davis (D-Tenn.).

NARTB President Harold E. Fellows, who will testify Dec. 17 or 18, was the only industry witness scheduled as of last week, according to Willis W. Long, chief counsel. Mr. Long said Paul Butler and Leonard Hall, Democratic and Republican national chairmen, respectively, also will testify during the three-day sessions.

Other members of the special House unit are Reps. Robert E. Jones (D-Ala.), Richard Bolling (D-Mo.), Patrick J. Hillings (R-Calif.) and Kenneth B. Keating (R-N. Y.).
Mr. Don Durgin, Vice President
ABC Radio Network
7 West 66th Street
New York, N. Y.

Dear Don:

All of us associated with Breakfast Club have cause to be mighty grateful for the terrific commercial success the program has enjoyed this year.

We are most appreciative of the advertisers and their agencies who’ve climbed aboard our new commercial bandwagon and we want to take our hats off to the ABC-Radio Network salesmen who really put the "new Breakfast Club" over commercially. These salesmen have really done an outstanding job and I’d like to do a little something special to let them know how appreciative we are of their efforts.

As you well know, Breakfast Club’s principle listening audience consists of women in the home, but we know that a great many men are regular listeners also. Almost every morning I meet men in our studio audience who confirm this, as do the surprising number of letters I receive from men listeners. Since so many of these men listeners are salesmen who hear Breakfast Club on their car radios, we’re dedicating Breakfast Club of Thursday, December 13th, to salesmen everywhere.

If you and George Comtois agree, I’d like to bring all the ABC Radio Network salesmen into Chicago as my guests on December 12th so they (together with the Chicago ABC Radio-Network salesmen) can be my honored guests on the Breakfast Club program the morning of December 13th. They’ll not only be honored guests but they’ll be representing all salesmen everywhere whom we’ll be saluting that morning.

Please let me know if this meets with your approval so we can make the necessary arrangements.

Sincerely,

Don McNeill
Vice President in Charge
ANTITRUST COMMITTEE NEARS END OF ANALYZING ABC-TV CONTRACTS

THE House Antitrust Subcommittee last week virtually completed its classification of ABC-TV's affiliation contracts, numbering 206. There are less than a dozen ABC-TV talent contracts yet to be furnished the subcommittee, according to Julian H. Singman, assistant counsel in charge of the processing.

Details of most of the CBS-TV and NBC-TV affiliation contracts have been published (BiT, Oct. 29, et seq.). The networks furnished the contracts to the congressional subcommittee headed by Rep. Emanuel Celler (D-N.Y.) in compliance with requests made during hearings in New York last September.

ABC last week submitted a statement explaining apparent deviations in some of the contracts. Although space limits prohibit detailed recountering of the documents, some other apparent differences not explained in the ABC statement are due to complicated arrangements between network and station in arriving at an agreement. A few of the ABC-TV agreements, such as those with Boston and St. Louis stations, are verbal in form and are confirmed only by letter or memorandum.

The ABC statement:

"Any deviation from the standard station compensation of 30% for gross of an interconnected affiliation agreement can be attributed to the fact that in certain markets, time clearances are not available on an equal basis due to the scarcity of stations. The importance of the inclusion of such two-station vhf markets as St. Louis and Boston in a national advertiser purchase is important to the extent that without their inclusion, the network sale might not be consummated. An increase in station compensation is necessary to obtain time clearances in such situations.

"There are also a few individual cases in which the network station compensation is reduced below the standard 30% for interconnected agreements.

"This is a negotiated compromise whereby the station does not grant free hours to help off-set extra cable cost, but agrees to substitute instead, a reduction in compensation."

The contracts, arranged in related groups:

30%, 22 free monthly hours: WLWA (TV) Atlanta; KMMT (TV) Austin, Minn.; WAM (TV) Baltimore; WTRI (TV) Albany, N. Y.; WOTV Ames, Iowa; WTTV (TV) Bloomington, Ind.; WGR-TV Buffalo; KCRG-TV Cedar Rapids, Iowa; WBKB (TV) Chicago; WCPO-TV Cincinnati; WEWS (TV) Cleveland; WXYZ-TV Detroit; WSJV (TV) Elkhart, Ind.; KJEO-TV Fresno, Calif.; WHTN-TV Huntington, W. Va.; KMBC-TV Kansas City; WTVK (TV) Knoxville, Tenn.; KABC-TV Los Angeles; WLWA-TV Lynchburg, Va.; WKOW-TV Madison, Wis.; WHBO-TV Memphis; WISN-TV Milwaukee; WTCN-TV Minneapolis; WSIX-TV Nashville; WNHC-TV New Haven, Conn.; WABC-TV New York; WMW (TV) Pollock Springs, Me.; WAWV-TV Portsmouth, Va.; WTTR (TV) Richmond; KCCV-TV Sacramento, Calif.; KGO-TV San Francisco; KTV (TV) Tulsa; KWTV-TX Waco, Tex.; WMAL-TV Washington; KAKE-TV Wichita; WTOB-TV Winston-Salem; WSBA-TV York, Pa.; WPTA (TV) Harrisburg, Pa.

30%, free monthly hours as noted: WLOS-TV Asheville, N. C.; KBK-TV Bakersfield, Calif.; KTDF-TV Beaumont, Tex.; WJNE-TX Bridgeport, Conn.; 20; WCNY-TV Carriage-Water town, N. Y., 10; WCSC-TV Charleston, S. C., 11; WBLR-TV Columbus, Ga., 5; KBT (TV) Denver, 28; WTVD (TV) Durham, N. C., 12; KGE-TV Enid, Okla., 37; WFLB-TV Fayetteville, N. C., 1 hour weekly.

WDTV (TV) Florence, S. C., 1 hour weekly; WNCT (TV) Greenville, N. C., 11; KTRK-TV Houston, 25; WTV (TV) Jackson, Miss., 6; WJHP-TV Jacksonvile, Fla., 5; WMMAZ-TV Macon, Ga., 11; WMUR-TV Manchester, N. H., 25; KNOE-TV Monroe, La., 6; WJMR-TV New Orleans, 30; WDDB (TV) Orlando, Fla., 11; KATV (TV) Pine Bluff, Ark., 30; KLOR (TV) Portland, Ore., 30; WMANO-TV Raleigh, N. C., 12; WSLF-TV Roanoke, Va., 5; KTVI (TV) St. Louis, 11.

KUTV (TV) Salt Lake City, 28; WOTC-TV Savannah, Ga., 11; WARM-TV Scranton, Pa., 8; KSLA-TV Shreveport, La., 12; WSTV-TV Steubenville, Ohio, 11; XETV (TV) Tijuana, Mex.-San Diego, 24; WEAT-TV West Palm Beach, 36; KFDF-TV Wichita Falls, Tex., 15; WILK-TV Wilkes-Barre, Pa., 20.

Other percentages of compensation, with monthly (except as noted) free hours: WBT (TV) Charlotte, N. C., 331/4%, 1 hour weekly; WTVN-TV Columbus, Ohio, 32%, 22 hours; WFFA-TV Dallas, 331/4%, 12 hours; WBAP-TV Fort Worth, 331/4%, 12 hours; WFIL-TVPhiladelphia, 31%, 20 hours; KCMM-TV Texarkana, Tex., 25%, 12 hours.


KOLN-TV Lincoln, Neb.; WAVE-TV Louisville (31.66% if simulcast on WAVE); KSDK-TV Medford, Mo.; WTVL Mobile; WKRQ-TV Mobile; WSFA-TV Montgomery; KWT (TV) Oklahoma City; WKY-TV Oklahoma City; KMTV (TV) Omaha; WJDM-TV Panama City, Fla.; WEAR-TV Pensacola; WTVM (TV) Peoria; KTVX (TV) Phoenix; KZTV (TV) Reno; WHEC-TV Rochester; WVET-TV Rochester; WREX-TV Rockford, Ill.

WHHF-TV Rock Island, Ill.; KSWS-TV Roswell, N. M.; KSB-TV Salinas, Calif.; KENS-TV San Antonio; WOAI-TV San Antonio; KEYT (TV) Santa Barbara, Calif.; KTB5-TV Shreveport; KREM-TV Spokane; WTHI-TV Terre Haute; WSPD-TV Toledo; WSAU-TV Wausau, Wis.; WHIZ-TV Wheeling, Ohio.


Varying percentages of compensation, no free hours: KENI-TV Anchorage, Alaska, 15%; WBZ-TV Boston, "50% of gross"; KFAR-TV Fairbanks, Alaska, 15%; WFMF-TV Greensboro, N. C., 10%; WHAM-TV Rochester, 331/4%; KSD-TV St. Louis, "50% of gross billing to advertisers"; WKB-TV Youngstown, Ohio, 271/2%.

Different compensations for film or kinescope and live (1) no free hours: WFBG-TV Altoona, kine 25%, live 30%; KSHEL-TV Chico, Calif., film 30%, live 15%; WOOD-TV Grand Rapids, film 30%, live 40%; WKZO-TV Kalamazoo, film 30%, live 40%; WJAR-TV Providence, kine 50%, live 30%. (2) with free monthly hours: KATN (TV) Ada, Okla., film 25%, live 30%, 9 free hours; WBRZ-TV Baton Rouge, film 30%, live 25% over first 3 hours; WTVP (TV) Decatur, Ill., film 25%, live first 25 hours over 2 free hours 251/4, more than 45 hours 30%; WAKR-TV Akron, film 25%, live first 25 hours over 23 hours 271/2%, all over 45 hours 30%.

Bonus stations, no compensation except
One thing us rabbits believe in is RESULTS. The only arithmetic—MULTIPLICATION! Take a 1356 foot tower, pack it with 100,000 watts of power, add over 1,000,000 ready customers, and you've got three potent factors for increased sales in 1957. Multiply with 5 to produce results in Oklahoma in the coming New Year.
as noted: WAIM-TV Anderson, S. C. (Bonus with WLOS-TV Asheville, N. C.); WBLN (TV) Bloomington, Ill.; WDAN-TV Danville, Ill., gets 71% of hourly rate for announcements ordered by ABC; WTVE (TV) Elmira, N. Y.; WTAP-TV Parkersburg, W. Va.; WBOC-TV Salisbury, Md.

Different percentages for different hours: WJBF-TV Augusta, Ga., 30% for all over first 4 hours in 6-11 p.m. period and 30% for all over first 4 hours in other time periods; WNBF-TV Binghamton, N. Y., 25% first 20 unit hours, 35% next 10, 40% all over 30 hours; WGLV (TV) Easton, Pa., 271/2% for first 15 hours, 30% all over 45 hours; WJBF-TV Erie, Pa., 30% first 20 hours, 33 1/3% next 40 hours, 35% all over 60 hours; WITV (TV) Ft. Lauderdale, Fla., 30% of average unit hour rate for all over first 24 hours (50% of compensation withheld to pay on money due to ABC); WSUN-TV St. Petersburg, Fla., 25% for first 35 hours over 25 free hours, 30% for all over 60 hours; WATR-TV Waterbury, Conn., 271/2% for first 33 hours over 12 free hours, 30% for all over 45 hours.

Miscellaneous contracts: WDNY-TV Fargo, N. D., receives $75 per hour plus 30% of remainder. "WNAC-TV Boston in a verbal agreement for Mickey Mouse Club gets 30% of combined total of 20 quarter-hours per week figured at Class B rates.

For all other ABC-TV programs, WNAC-TV is paid, using the formula of "half-hour at 60% of the hour, quarter-hour at 40% of the hour, etc., . . . by multiplying the proper time classification percentage (such as 60% for a half-hour) to the applicable hour rate and multiplying this figure by 50% for each segment used. Compensation for Warner Brothers Presents (one-hour evening show) is based on two half-hours at the Class B rate.

Tax on All-Channel Sets Stunts Tv, Hearing Told

THE full potential of television will never be realized as long as all-channel tv sets cost more than vhf-only sets, Sigurd Tramnal, representing Radio-Electronics-TV Mfg. Asn.'s Tax Committee, told a House Ways & Means subcommittee Wednesday. The House unit, headed by Rep. Aime J. Forand (D.-R. I.) is studying the excise tax structure.

Mr. Tramnal, who is assistant to the vice president and controller of General Dynamics Corp.'s Stromberg-Carlson Div., asked for elimination of the 10% federal excise tax on all-channel tv sets and said this would provide the most effective action Congress could take to insure nationwide competitive tv. Broadcasters made similar pleas before [BT, Dec. 3].

RETMA also asked for elimination of the 10% tax on color tv sets in line with Congress' "historical policy of not taxing new products" before they become established. Mr. Tramnal said RETMA, representing about 380 manufacturers of radio and tv sets and other electronic products, is calling for a general reduction of the excise tax on radio-tv industry products from 10% to 5%.

This, he said, would equalize the tax on radio-tv products with that on most other articles for the home and would be consistent with the tax relief Congress gave other household products in 1954.

The RETMA representative said removal of the excise tax on all-channel sets would cause "most manufacturers" to shift to all-channel sets production and give all purchasers of new sets access to uhf programs.

Expressing regret that all-channel set tax exemption was not adopted when first advocated by RETMA and others in May 1954, Mr. Tramnal told the subcommittee that while RETMA feels it "unfortunate that much time has been lost, it is still not too late and we renew our recommendation." Since that time, 20 million tv sets have been manufactured, only 3.2 million capable of receiving uhf, Mr. Tramnal said, adding that the impetus that would have been given to uhf with 17 million additional uhf sets in the hands of the public is "incalculable."

In calling for excise tax reductions on radio-tv products, Mr. Tramnal cited tv and radio as two of the least expensive forms of entertainment and education for the low income family and said one of the best ways to benefit this group is to reduce the tax on tv, radios and phonographs.

A Philco Corp. official said his firm acknowledges the necessity of a peacetime excise tax system, but that the system should be overhauled to avoid both excessive rates on a given subject of taxation and "fine distinctions based on subjective considerations of relative necessity or luxury."

Three Multiple Owners Add Ams In 11 Sales Approved by FCC

THREE of eleven am sales approved by the FCC last week added to the holdings of present multiple station owners. Commission sanction went to:

KFBI Wichita, Kan., transferring 50% from C. Howard Lane and associates to the W & E Balaban Corp. (midwest theatres) and Harold S. and Leo M. Lederer (Atlantic Brewing Co., Chicago) for $102,000. The Commission last month approved the Balaban-Lederer buy of WRIT Milwaukee and the Balabans' grant of tv ch. 46 in Birmingham, Ala. The Balabans also own 50% of ch. 39 WTVO (TV) Rockford, Ill.; ch. 23 WMCM (TV) Grand Rapids, Mich., and ch. 20 WTV (TV) Springfield, Ill. The latter has an application pending for a satellite in White Heath, Ill.

WTAM Decatur, Ga., for assignment of license from Republic Broadcasting System Inc. (Gordon McLaren, president) to WTAM Inc., owned by Emil J. Arnold, for $85,000. Mr. Arnold also owns 51% of WINN Louisville, Ky., 30%, WMJF Dayton Beach, Fla., and 49% of WALT Tampa, Fla.

WABY-Abbeville, S. C., for assignment of license to J. A. Gallimore for $30,000. Sellers are Mildred Allen and Edith Moorenymph, Gallimore holdings include WSNW Seneca, S. D.; WSSC Sumter, S. C.; 60% of WBAW Barnwell, S. C., and 60%, WLFA LaFayette, Ga.
BUILD YOUR OWN MYSTERY THEATRE
With These 52 Thrilling First Run Feature Films

IT HAS JUST WHAT THE VIEWERS WANT!

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“HOLLYWOOD MYSTERY PARADE” PORTFOLIO THAT GIVES YOU FULL DETAILS

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Henry Gillespie
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IN THE SOUTH
Frank Browne
Emerson 2450
Dallas, Texas

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

IN CANADA
Lloyd Burns
Empire 3-4096
Toronto, Can.
Schatz Favored for Ohio Am; Five Other Radio Grants Made

AN INITIAL decision favoring grant of Sanford A. Schatz's application for a new am station in Lorain, Ohio, was issued last week by an FCC hearing examiner. At the same time the Commission approved five uncontested am grants.

Hearing Examiner Hugh B. Hutchison recommended granting Mr. Schatz the Lorain outlet of 1380 kc, 500 w daytime, in spite of probable interference in some areas now served by WTTH Port Huron, Mich., and WSPD Toledo, Ohio. He held that the need of primary service in Lorain outweighed the interference to be suffered by WTTH and WSPD. Mr. Hutchison also found Mr. Schatz financially qualified. His financial ability had been questioned by the Port Huron and Toledo objectors.

New am grants by the Commission went to:

Phoenix, Ariz.—Q Broadcasting Co., 740 kc, 1 kw daytime, directional antenna. Frank S. Barc Jr., former manager of KQV, Glendale, Ariz., is president and owner of the new facility. His father, retired newspaperman, owns 8.3%; Stanley Worlund, former KRUX salesman, 8.3%; Katherine Boos 16.6%, and Carmon Myrick, electrical contractor, 16.6%.

Palmdale, Calif.—Palmdale Broadcasters, Inc., 1470 kc, 1 kw daytime. Sole owner Harold C. Singleton also owns KRTV Hillboro, Ore., 52% of KTEL Walla Walla, Wash., and 14%, KITI Chehalis, Wash.

Cowan, Tenn.—Cumberland Broadcasting Co., 1440 kc, 1 kw day. Equal partners are James F. Spencer, engineer, WCCT Winchester, Tenn.; Frank Pearson Jr., automobile dealer, and Arthur D. Smith Jr., owner of WMTS Murfreesboro, Tenn.

St. George, Utah—St. George Broadcasting Co., 1450 kc, 250 w day. Jeanne B. Arment, sole owner, is a commercial artist.

Ripon, Wis.—Central Wisconsin Co., 1600 kc, 5 kw day directional. Principals are President Miriam B. Monroe, 62.5%; John H. Evans Jr., 31.25%, Mary Ellen M. Schmitz 31.25% and Margaret Joanne Monroe 31.25%.

Holtz Named Assoc. Gen. Counsel at FCC; Henley to Justice Dept.

EDGAR W. HOLTZ, assistant chief of the FCC Office of Opinions and Review, will become associate general counsel of the Commission Dec. 21. He succeeds J. Smith Henley, resigning to join the Dept. of Justice. [CLOSED CIRCUIT Dec. 3].

Mr. Henley's assignment at the Justice Dept. is to head a new office set up to study and coordinate administrative procedure of government agencies.

FCC Switched Policy in Miami, Ch. 7 Losers Charge in Court

DID the FCC switch on its diversification policy when it granted Miami, Fla., ch. 7 last January to a combination of Cox-Knight newspaper-radio interests plus Nile Trammell former NBC president? That was the question argued before a Washington federal court last week.

Unsuccessful applicants Sunbeam Television Corp., East Coast Corp. and South Florida Television Corp. charged the FCC with reversing its long-time policy of favoring non-newspaper-owned applicants. The FCC and WCKT (TV) argued that the competing applicants did not have full credit for not being affiliated with other media of communications, but that the Cox-Knight-Trammell group was awarded major preferences in other areas which outweighed its disability on the diversification issues. The WCKT principals own separately the Miami News (Cox) and the Miami Herald (Knight). They own the most widely disseminated national newspapers and the most widely circulated morning newspaper.

The argument was heard by Circuit Judges Wilbur K. Miller, Charles Fahy and George T. Washington.

Kaiser Gets Honolulu Ch. 13; New Mexico Translator Okayed

IN TWO television actions by the FCC last week Kaiser Hawaiian Village Television Inc. was granted ch. 13 in Honolulu, and Triple "S" TV & Radio Clinic, Tucumcari, N. M., was authorized for a translator on ch. 80. The Tucumcari grant, protested by a local community tv cable firm, marked the Commission's first denial of objections by cable interests to translator service.

Still pending are objections to translator applications in Palm Springs, Calif., by a community tv system, and in Lewiston, Idaho, by a booster station.

The Honolulu firm is owned 75% by Henry J. Kaiser, industrialist, and 25% by Hal Lewis, Honolulu advertising representative and disc jockey, who will be executive vice president of the television firm. The new facility will operate with 12.9 kw visual power and cost an estimated $133,653 to put on the air.

Triple "S" will use ch. 80 to rebroadcast ch. 4 KGNC-TV Amarillo, Tex., to an estimated 11,000 population.

Webster to 'Doria' Committee

COMMODORE Edward M. Webster (U. S. Coast Guard, ret.), who retired as a member of the FCC last June, was named last week as one of a four-man committee of experts to aid a congressional committee in its investigation of safety problems raised by the July 25 collision on the high seas between the foreign liners Stockholm and Andrea Doria.

Five Named in Suit

THE Justice Dept. filed an antitrust civil suit last week against five manufacturers of electrical resistance alloys, charging in Newark, N. J., federal court price fixing and restraint of trade. The defendants are Wilbur B. Driver Co., Driver-Harris Co.; Alloy Metal Wire Co.; Hoskins Manufacturing Co. and C. O. Jeliff Manufacturing Corp. Electrical resistance alloy products are used in radio-television receivers and industrial appliances.

N. Y. State Mediator to Hear WNBF-AM-TV, NABET Views

IN AN EFFORT to settle a 10-day-old strike at WNBF-AM-TV Binghamton, N. Y., representatives of management and of Local 26, National Assn. of Broadcast Engineers & Technicians, will meet this week with a member of the New York State Mediation Board.

Thirty-four announcers, engineers and technicians walked off the job Dec. 1 after rejecting an offer for a new three-year contract by management largely over wages and fringe benefits. The stations have maintained their broadcasts since the strike began without interruption through the use of supervisory personnel, according to George Dunham, general manager.

Mr. Dunham said the station had offered wage increases of up to $22 per week, to recognize the union shop and grant certain fringe benefits. He added no sessions have been held with the union since the strike began.

Arthur Ferrare, president of the local and an audio engineer-projectorist at the station, claimed the dispute began when Triangle Publications bought the stations and

PERSONNEL RELATIONS

Court Order Stops Trust Fund Payment

TEMPORARY restraining order was issued last week by Los Angeles Superior Court Judge John J. Ford prohibiting national phonograph recording companies from paying money in excess of the basic recording royalty into the American Federation of Musicians' music performance trust fund.

The court declined to issue a similar restraint with respect to money paid to the trust fund by motion picture producers and television film distributors. The judge, however, ordered all defendants in two major suits brought against AFM by Local 47 musicians in Hollywood to show cause at a hearing Dec. 14 why receivers should not be appointed by the court to take charge of the money and an injunction issued pending formal trial of the two complaints.

A group of 91 musicians in Local 47 filed the first suit against James C. Petrillo’s trust fund policies in the phonograph recording field several weeks ago and asked recovery of $8,587,900 alleged to have been “diverted” by Mr. Petrillo to the trust fund. The suit was in behalf of 6,000 recording musicians throughout the U. S. [B&T, Nov. 26].

A fortnight ago the second pleading was presented to the court. This time 22 members of Local 47 in behalf of 2,400 musicians in the motion picture industry asked the court to recover nearly $4.5 million alleged to have been "diverted" to the trust fund when old motion pictures were "re-scored" and sold for television release [B&T, Dec. 3].

The law suits stem from a revolt against Mr. Petrillo and national AFM policy which developed within Local 47 during the past year. A third suit involving AFM trust fund collections in the new tv field is expected to be filed soon.
Directional antenna equipment (left) and Collins 20V Transmitter equipment that offers AM broadcasters the same forward-thinking design, the same careful engineering, the same quality construction typical of all Collins equipment.

Each Collins directional antenna installation is custom designed and built to satisfy the coverage requirements of the individual broadcaster and the specifications provided by his consulting engineer.

Designed to match the attractive appearance of the Collins line of transmitters, the phasor may also be obtained in a cabinet to match other makes of equipment. Controls for amplitude and phase are recessed front panel counter dials which have accurate reset characteristics for ease of tune-up. Unsurpassed stability and ease of maintenance are additional outstanding features. Antenna tuning units, specially housed in weatherproof cabinets if desired, are an integral part of Collins complete phasing equipment package.

When your plans call for a new or modified directional antenna system, contact your nearest Collins representative for a detailed equipment quotation. There is no obligation.
"eliminated certain benefits that had been in force under the previous management, including an annual bonus and a pension plan." He said that a NABET survey in upstate New York showed that the wage scale at WNBF-AM-TV was "well below average." He also charged that supervisory personnel currently operating the stations are "strike breakers, because they have been recruited from other Triangle stations."

**Settlement Reached in Strike Against WAPI-AM-FM, WABT (TV)**

A STRIKE of International Brotherhood of Electrical Workers technicians (Radio Broadcast Technicians Union, Local 253) against WAPI-AM-FM and the affiliated WABT (TV) Birmingham came to a close last week after a duration of 70 weeks. Joe S. Harmon, union business manager, and Henry P. Johnston, president of the three Alabama Broadcasting System stations, jointly announced that an amiable settlement had been reached, satisfactory to both sides.

Main issues in the long controversy were working of supervisors and requirement that two men be on control board at all times. Wages were not an issue. The stations were picketed during the strike. They are understood to have operated without loss of time. The stations recently asked dismissal of an injunction plea against the union after a three-day court hearing.

**Council Reports U. S. Dollars Going to Communist Film Makers**

A CHARGE that the Communist Party in Europe is getting U. S. dollars invested in foreign motion pictures and possibly some television films was made by the Hollywood AFL Film Council in a warning to all producers that the council will make public the facts of such films when the information becomes available [CLOSED CIRCUIT, Nov. 26].

**NABET, IATSE Resolve Dispute**

NABET has claimed victory over IATSE in the latter's campaign to force non-IATSE unions out of the film business in Hollywood. Both unions signed a settlement agreement before NLRB Hearing Examiner Norman Greer which prevents IATSE from picketing or otherwise "persuading" film rental studios from doing business with firms using NABET crews. Examiner Greer had investigated secondary boycott charges brought by NABET against the other union as the result of picketing in October at certain Hollywood tv studios.

**NABET Wins WNHC Jurisdiction**

A RULING issued Dec. 7 by the National Labor Relations Board specifies that the National Assn. of Broadcast Employees & Technicians (NABET) has been selected by technical employees of WNHC-AM-TV New Haven, Conn., as bargaining agent. NLRB denied a petition by Elm City Broadcasting Corp. protesting conduct of the election. Elm City was sold to Triangle Publications, present operator.

**STATIONS**

WCAU Inc. Takes Over Control of WGBI-TV

WCAU Inc. Philadelphia last week took over controlling interest of WGBI-TV Scranton, Pa., from Scranton Broadcasters Inc. and named Donald W. Thornburgh, president-general manager of WCAU-AM-FM-TV, as president of the newly-acquired station.

Vance L. Eckersley, attorney and consultant to Scranton Broadcasters, was named vice president and general manager of WGBI-TV. and Anton J. (Tony) Moe, former account executive with CBS-TV Spot Sales in New York, was named general sales manager of the tv station.

Other officers of WGBI-TV are Mrs. Marcia Megargee Holcomb, vice president of Scranton Broadcasters, secretary, and Joseph L. Tinney, executive vice president-assistant general manager of the WCAU stations, treasurer.

WGBI-TV board of directors now is composed of Robert McLean, president-publisher of the Philadelphia Evening and Sunday Bulletin; Richard W. Slocum, executive vice president of the Bulletin papers; Mr. Thornburgh; John G. Leitch, vice president in charge of engineering of the WCAU stations; Charles Vanda, vice president in charge of tv for WCAU; Mrs. M. E. Megargee, president-treasurer of Scranton Broadcasters, and Mrs. Holcomb.

**Third Uhf, WMGT (TV), Bought By Lowell Thomas, Associates**

SALE OF ch. 19 WMGT (TV) Pittsfield, Mass., by Leon Podolsky and associates to Hudson Valley Broadcasting Co. for $379,000 was announced last week. Hudson Valley, owned by CBS commentator Lowell Thomas and associates, owns CBS-affiliated ch. 41 WCDA (TV) Albany, N. Y., and satellite ch. 29 WCDB (TV) Hagaman, N. Y.

The Massachusetts outlet will be operated as a second satellite of WCDA. Payment will be $91,000 in cash and the $288,000 remainder in monthly payments over a seven year period. It also was understood that RCA was taking back all WMGT studio equipment, with an adjusted refund, and that General Electric was accepting a reduced price on the ch. 19 transmitter.

WMGT began operating in February 1954. It is affiliated with ABC. In February of this year, the WMGT tower was destroyed.
If you are told that network cables somehow endow a program with a certain indefinable "prestige"—remember this:

*When it comes to film programs, most viewers can't tell non-network from network shows, or mis-identify them.*

That's the highlight finding of a recent study by Qualitative Research, Inc.

The survey makes clear that as far as film programs are concerned, there is no such animal as "network prestige." There can't be. Fact is, most viewers don't know non-network from network shows. Chances are they don't care.

_**People dial for content—not cable.**_

Call or write Katz Sales Development for the complete report, as well as a new study on wholesaler (food and drug) preferences in TV advertising.

**JUST OUT** The latest edition of The Katz Agency's SPOT TV ADVERTISING COST SUMMARY. Contains formulas for estimating Spot TV budgets . . . nighttime, daytime and late night rates for most frequently sought time periods in 235 TV markets. Limited number of copies available.
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-television 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-television field, with 25 years of loyal readership and paid circulation to back it up.

by high winds and the station has been off the air since then, but plans to return to full-time operation Jan 1, 1957.

During the past two years, both WMGT and now-dark WTRI (TV) Albany have fought WCDA's proposal to allocate ch. 10 to Vail Mills, N. Y., a short distance outside of Albany. A federal court earlier this year stayed the FCC's assignment of ch. 10 to Vail Mills. And, in June, the FCC proposed to deintermix the Albany-Schenectady-Troy area by deleting ch. 10 from Vail Mills. WTRI also opposed the sale of what is now WCDA and its am adjunct, WROW, to the Lowell Thomas interests. Mr. Thomas and his associates paid less than $300,000 for the two properties in 1954.

Seven Station Deals Come to $1.5 Million

SALES amounting to an aggregate of over $1.5 million were either announced or filed with the FCC last week.

Largest purchase was that of KELP and ch. 13, ABC-affiliated KILT (TV) El Paso, Tex., by KXLY-AM-TV Spokane, Wash., interests. The sale price was reported at $750,000, with Blackburn-Hamilton Co. as broker. Stations are being sold by McLendon interests—which only recently sold WRJT Milwaukee and WTM Decatur, Ga. KELP is ABC affiliated and operates with 1 kw day, 500 w night on 920 kc. KXLY principals are Joseph Harris, Norman Alexander and Richard E. Jones. Mr. Jones, to be general manager of the Texas properties, is former Storer Broadcasting Co. vice president and former DuMont Television Network o&o station director.

Next largest was the $333,154 transaction whereby Lanford Telecasting Co. was established with T. B. Lanford owning 51% and Bill L. Fox (KFMB-TV executive) 49% (limited voting) of ch. 5 KALB-TV Alexandria, La., which has been operating with all three networks since 1954. This resulted from a merger agreement when the ch. 5 grant was made. Mr. Fox's family owns KSYL Alexandria. KALB-AM-FM-TV balance sheet on Sept. 30 showed earned surplus of $255,156. Mr. Lanford has interests in KRMD Shreveport, KPLC-AM-TV Lake Charles, both La.; WSLI-WJTV (TV) Jackson, Miss., and KRKV Sherman, Tex.

Daytimer KALI Pasadena, Calif., is being sold by Henry Fritzen to Tele-Broadcasters Inc. for close to $400,000 with adjustments to be made following closing. Tele-Broadcasters (H. Scott Killgore) owns WKKL Concord, N. H.; WKXV Knoxville, Tenn.; WPOP Hartford, Conn.; KUDL Kansas City, Mo., and is buying WBBR Brooklyn, N. Y. KALI, operating on 1430 kc with 5 kw, showed an earned surplus of $82,174 in the balance sheet as of July 31, submitted with its application.

WFTC Kinston, N. C., was sold by J. Harold Vester and associates to country music impresario Connie B. Gay for $145,000. Sale also handled by Blackburn-Hamilton. WFTC is ABC affiliated, uses 5 kw day, 1 kw night on 960 kc. Mr. Gay owns WTCR Ashland, Ky., and KLLA Little Rock, Ark.

WHAR Clarksburg, W. Va., was sold to Harrison Corp. for $111,000. Harrison Corp. is owned by George Wilson and George Wilson Jr. and William F. Malo Jr. The 230 w, ABC outlet (on 1340 kc) is being sold by W. A. (Pat) Patterson and Robert K. Richards. Broker is Blackburn-Hamilton Co.

Sale of GWKG Charleston, W. Va., by Kanawha Valley to Jacob A. (Jake) and Walter F. Evans for $90,000 was made known. Jacob A. Evans is a McCann-Erickson executive and former NBC sales official. The NBC-affiliated 250 watt (on 1490 kc) is being sold by its WSAZ Inc. principals because of their purchase of WKNA-AM-FM Charleston for $150,000 (B&T, Nov. 26). Kanawha principals are Lawrence H. Rogers II, 20%; Leroy E. Kilpatrick, 10%; William D. Birke, 25%; E. H. Long, 15%; Eugene Katz, 10%; Walter H. Long, 10%; A. F. Marshall, 10%.

NBC's Radio, TV O&O's Report Strong Sales Gains

BOTH tv and radio sales of NBC owned and operated stations are up this year over 1955, tv by 21% and radio by 17%, it was announced last week by Thomas B. McDadden, vice president of NBC owned stations and NBC Spot Sales.

Mr. McDadden's disclosure was made in advance of the opening today (Monday) of a two-day annual meeting of general managers of the network's owned radio and tv stations. The closed session will be held in the St. Regis Hotel in New York, after which the general managers will proceed to Miami Beach where NBC will be celebrating its 30th anniversary (see story, page 31).

October time sales on NBC's five owned radio outlets rose 28% above billings for October, 1955, has reported, noting that WRCA New York in October had its best month in history and predicting "that record will fall in November." (WRCA has reported its time sales in November will run 33% ahead of that month a year ago.)

The sessions today and tomorrow will cover sales, programming, public service and special projects for next year. The managers also will review summer sales plans which were drawn up some months ago.

Two California Am Permittees Plan 'Newspaper-of-Air' Format

TWO California radio stations issued construction permits and call letters last month will operate on a "newspaper-of-the-air" format, it was announced last week by Ray Lapica, Beverly Hills, Calif., broadcaster-newspaperman, who is licensee of the stations. The stations are KACE Riverside (1570 kc) and KAMP El Centro (1430 kc), both with 1 kw.

Mr. Lapica said that each station "would publish" a complete air edition of a radio newspaper every morning and evening, consisting of a world and national news page, a local news page, feature, sports, entertainment and woman's page.

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While you read this—

**NCS No. 2 reports are influencing the selling and buying of radio and tv schedules!**

Hundreds of radio and tv stations...and time buyers (some of them your competitors) are using NCS No. 2 reports right now to learn new, comprehensive and authoritative station coverage facts.

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**Typical facts provided by NCS No. 2**

- How big is a station's market?
  - number of homes in the area
  - number with radio or tv sets
- How many families listen to the station?
  - daytime...evening; weekly...daily
- Frequency of family listening?
  - station loyalty
- What other stations serve the area?
  - comparable competitive facts

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Broadcasting • Telecasting

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ARL's cumulative rating for June says Milly Sullivan and "Valley Playhouse" reach 36.9% different TV homes weekly over KCRA-TV.

Milly has repeat audience, too. Her average daily rating is 12.4 with 74.4% of this large woman's daytime audience.

From 2 to 5 P.M., Milly's participating double feature leads in all quarter hours over the other three stations on the air.

"Valley Playhouse" is an important part of the programming which attracts Sacramento women to KCRA-TV. This helps make KCRA-TV the highest rated NBC station in the West.

Clipp Named Vice President Of Triangle's Radio-TV Div.

ROGER W. CLIPP, general manager of Triangle Publications' Radio & Television Div., has been elected vice president of the division, it was announced last Wednesday by Walter H. Annenberg, Triangle Publications president.


Mr. Clipp has been associated with the WPIL stations since 1935, as business manager until 1938 and as general manager thereafter. Since its inception in 1935, he has served as general manager of the Radio & Television Div. He currently is secretary and a director of Television Bureau of Advertising, a member of the U.S. Information Agency's Broadcast Advisory Committee and a member of the Radio & Television Committee of the President's People to People Project.

KCCO Founder Logan Dies

WILLIAM A. LOGAN, 44, one of the founders of KCCO Lawton, Okla., died of cancer, Dec. 5, after a long illness.

Mr. Logan, a lawyer, served as state senator for 18 years. He was an unsuccessful candidate for governor in 1954. In October of this year he transferred his interest in KCCO to Russel G. Jones.

Jack Feldmann Appointed General Manager of KRKD

JACK FELDMANN, who formerly had been partner with Frank Oxarart in operation of KDON Salinas, Calif., has been named general manager of KRKD Los Angeles, it was announced last week by Mr. Oxarart, president of Continental Telecasters Inc., licensee of KRKD.

Mr. Feldmann also becomes a member of the board of directors of Intercontinental Telecasting Corp., owner of KVSM San Mateo, Calif., and of the board of Televisio Co. of America, which now is operating KBM1 and KSHO-TV Las Vegas. He also is president of Frank Oxarart Productions Inc., program packaging firm.

WSFA Sale Hits Snag

SALE of WSFA Montgomery, Ala., by WKY Radiophone interests to Charles W. Holt and associates for $175,000 struck a snag last week—the week following FCC approval [BT, Dec. 3]. Hoyt Andries, vice president-station manager, announced the transaction was not completed because of difficulties between the owner of the WSFA antenna property and the prospective new owners. WSFA leases the property. The WKY Oklahoma City interests bought WSFA-AM-TV last year for more than $500,000. WSFA-TV was not involved in the Holt purchase.

KGW-TV Dedication Dec. 15

KGW-TV Portland, Ore., will inaugurate its program service in a special dedicatory program Dec. 15 from the station's Broadcast House studios, it was announced last week. The program has been designed "to express something of the spirit of Portland and its environs and of the station and its personal identification with the area," according to KGW-TV officials.

Suit Against Duggan Dismissed

A SLANDER SUIT filed by an entertainer against ABC and performer Tom (Goss) Duggan, formerly with network's owned and operated WBKB (TV) Chicago, was dismissed Wednesday in Chicago Circuit Court.

The suit had been filed by Philip S. Tucker, charging the TV performer with slanderous remarks about the entertainer's act on his (Duggan's) late evening WBKB commentary and seeking $100,000 in damages. In dismissing the suit Judge Harry M. Fisher upheld the defense's contention that "a public performer lays himself open to fair comment and a critic is privileged in making remarks on his performance." Mr. Duggan currently has a commentary program on KCOO (TV) Los Angeles, Calif.
WSYE-TV TO FEATURE PROGRAM TAPE UNIT

- GE control device set up
- 'Blank screen time' cut

AUTOMATIC program control system designed to assure viewers "more accurate" programming and a minimum of "blank screen time" is scheduled to go into operation at WSYE-TV Elmira, N. Y. (ch. 18), today (Monday). WSYE-TV is a satellite of WSYR-TV Syracuse, N. Y.

A joint announcement by the General Electric Co. and the station claims WSYE-TV will be "the nation's first station" to adopt the system. T. Robert Bolger, general manager of the station, revealed that tests made with GE's recently-developed automatic program control system have resulted in "a smoothness of operation heretofore deemed impossible through manual program control."

The new system, according to GE, automatically schedules all switching necessary for programming slides, films, networks and audios, enabling the normal route of tv station breaks, commercials and succeeding programs to continue without pause or interruption. The operation of the system was explained by GE in this way:

Once the new push-button programmer is set into operation, a strip of punched tape takes over the duties of a station director, starting and stopping the desired station equipment at the exact time. A maximum of seven pieces of equipment can be controlled, such as two motion picture projectors, a slide projector, a station-identification projector, network and audio tape.

The new system includes a tape editor, similar to a typewriter, and a tape-reader control. The editor may be operated by a stenographer to punch holes in the tape. The device contains an automatic counter which counts in seconds, minutes or hours. Thus, the tape is punched at appropriate spaces to synchronize with program timing. For program control, the tape is inserted in the readers where it passes through at the rate of three inches per half hour. The tape, or "brain," is interpreted by the reader, which sets in motion the actions for automatic programming.

GE engineers report that a roll of punched tape three inches in diameter will automatically control split-second programming by both radio and tv stations for a full 24-hour period. And, if desired, punched cards can be substituted for tape control.

Mr. Bolger said the automatic programmer makes possible "greater programming accuracy" and minimizes "the human error factor which often results in short intervals of blank-screen time." He described the new device as "the most practical approach to one-man station operation yet devised."

WSTV-TV's Tri-State Impact Keys New Merchandising Project

WSTV-TV Steubenville, Ohio, has embarked on a merchandising project designed to sell both its advertisers' goods and station's own impact on the tri-state region of Ohio, Pennsylvania and West Virginia. It is also making available a 20-minute, 35 mm. color film presentation, "How to Make Money in the Steel Market," which documents the opportunities that exist for advertisers in the WSTV-TV market. Film is produced by the station and its advertising agency, The Wexton Co., New York, in cooperation with Upper Ohio Valley Development Council.

WSTV-TV's merchandising service includes making available to advertisers a merchandising directory listing chain stores, independent groceries, drugstores, wholesalers, jobbers, etc.; in-store displays, blanket mailings, publicity releases, self-liquidating premiums, and other services. In addition, the station offers an "Index of Advertising Effectiveness," which the advertiser may use to compare his results on WSTV-TV with those on other stations. Copies of the index may be secured from John J. Laux, general manager of the Steubenville station.

WSM-TV SOLVES 'HOT' PROBLEM

A PARTICULARLY "hot" problem that faced engineers and performers at WSM-TV Nashville has been solved in an ingenious and comparatively inexpensive manner.

The veteran radio show Grand Ole Opry made its television debut in Sept. 1955, originating from Ryman Auditorium in Nashville where its radio broadcasts had taken place. During the fall and winter months, the 50 to 60 spot lights necessary for televising the show were not noticeably hot during performances. During spring performances, however, it became obvious, particularly to the tv engineers, that with real summer weather, conditions under the spot lights--some of them as large as two kw--would become unbearable in the barn-like, non-airconditioned auditorium.

Since air conditioning the entire auditorium was deemed financially impractical, engineers began looking around for some kind of cover to reduce the amount of heat coming off the spots without reducing light intensity. The answer turned out to be a pyrex brand infra-red reflecting glass, which reflects radiant heat but transmits more than 75% of the visible light.

Corning Glass Works, Corning, N. Y., manufacturer of the glass, responded to a rush order, and on May 24 the glass, 60 pieces, each 16 by 12 in. and 3/16 in. thick, were shipped. The pieces cost $13.50 each. In order to get the lights ready for the next Grand Ole Opry on June 23, the station's staff of electricians and lighting engineers worked overtime putting frames on the big spots to hold the reflecting glass. The glass was held at an angle of approximately 45 degrees to the light source to achieve reflection of heat toward the ceiling of the auditorium and avoid reflecting heat back into the light fixture itself.

According to WSM-TV officials, Grand Ole Opry was produced throughout the summer without performers being uncomfortable from the heat. Although there was no way to measure precisely the reduction in temperature in the auditorium, the officials believe that at least 50% of the heat from the spotlights was dispersed. So impressed were they that present plans call for installing the panels on all of the lights at the regular WSM-TV studio, which is air-conditioned.

WSM-TV technical workers report that, in addition to cutting the heat, the panels also improve picture quality. George A. Reynolds, vice president-technical director of the station, says that this might have resulted because "cutting out the infra-red portion of the light allowed the image orthicon picture tube to work in a slightly different manner than with the infra-red present."

POSITIONING of the heat-deflecting squares of glass is shown on five of the above ceiling lights as country-music singer Carl Smith performs.

WNEM-TV Using New Tower

WNEM-TV Bay City, Mich., last week began operating with a full power signal of 100 kw from its new 1060-ft. tower. The channel 5 outlet has been on the air since Feb. 16, 1954.

REPRESENTATIVE APPOINTMENTS

WORZ Orlando and WNTM Yermo Beach, Fla., have appointed George P. Hollingbery Co.

WHM-AM-TV Lansing, Mich., has appointed Peters, Griffin, Woodward Inc.

WNEM-TV Bay City (Saginaw, Midland), Mich., has appointed Edward Petry & Co. Inc.

KWBW Hutchinson, Kan., has appointed Devney & Co., N. Y.

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Heard the Latest?

... love that WCBM!
... because CBS radio has gone WCBM in Baltimore!
... this is the kind of news you love to hear.
... because now WCRM is an even better "buy" in Baltimore radio!
... CBS programming plus WCBM's home-grown attractions will hike WCBM's ratings even higher!
... your clients will love you for recommending WCBM ... and they'll love the results!
... the latest surveys prove our point. Get the facts today ... direct or from our representatives.

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

Exclusive National Representatives
THE BOLLING COMPANY, INC.

STATIONS

REPRESENTATIVE PEOPLE

Robert A. Burke, member of the radio sales staff at Adam Young Inc., N. Y., named assistant sales manager.

Robert Spero, former WBBM-TV Chicago staff writer and member of NBC's guest relations staff, named radio promotion writer with NBC Spot Sales' new business and promotion department. Evelyn Chirello, coordinator of station promotion at Kudner Agency, N. Y., added to staff as TV promotion writer. Edward Meizels, NBC management trainee, appointed research analyst with Spot Sales' new business group.

STATION PEOPLE

Henry T. Wilcox, local sales manager of KPOA Honolulu, to WFBL Syracuse as general manager. Mr. Wilcox entered broadcast field in 1950 after leaving military service.

Frank H. Ford Jr., KENT Shreveport, La., commercial manager, named general manager and Bob Shipley, news director, succeeds him as commercial manager.

Collis A. Young, WCOL Columbus, Ohio, appointed manager and Ernest Gudridge, program director of WCOL, to WIZE Springfield, Ohio, as manager.

Richard Beesemyer, Don Lee TV account executive, to KNXT (TV) Hollywood in similar capacity.

Shirley Jasper, WAGA Atlanta, to WAKE, same city, as account executive and Jayne Swain, WQXI Atlanta account executive, to WAKE, as assistant manager. Other changes in personnel at station include: Joe Glosson, Kay Lee Corp., to account executive; Conrad Brabson, WYZE, to continuity department; Fran Himmill, WAKE stenographer, named sales service coordinator and Anne Barron, Thoben Elrod Co., appointed station's traffic manager.

Martin J. O'Fallon, head of Electronics Products Co., Denver, to sales manager of Intermountain Network, same city.

Gene Gaudette, KMGM-TV Minneapolis account executive, to WRAL-TV Raleigh, N. C., as regional sales manager.

Robert P. Housen, WAAM Baltimore traffic department, named traffic manager.

Bob Taber, formerly manager of WKLF Clanton, joins WFKK Pell City, both Ala., as commercial manager.
Stephen Q. Shannon, KPHO-TV Phoenix continuity and production departments, named promotion-publicity manager.

Jack Highberger, staff announcer at WKZO-TV Kalamazoo, Mich., appointed promotion manager of KARD-TV Wichita, Kan.

Jack Sherry, WKY-TV Oklahoma City operations manager, named station promotion manager.

Robert W. Bray, WKNB-TV New Britain, Conn., program director, named program manager.

Ben G. Oman Jr., previously WTAG Worcester, Mass., day news editor, returns to WTAG as director of sales promotion.

Carol A. Johnson, Farnsworth Electronics Co., to WOWO Fort Wayne, Ind., as publicity director. Margaret A. Mattes, continuity-production departments at WKJG-TV Fort Wayne, to continuity department of WOWO.

John Burt, theatrical publicist, to WPAT Paterson, N. J., as publicity-promotion director.

Palmer Payne, announcer, WFEA Manchester, N. H., appointed program director succeeding Al Rock, resigned. Chris Nikitas, WEIM Fitchburg, Mass., named news director for WFEA.

Bob Voss, KGBN New Braunfels, Tex., to KHMO Hannibal, Mo., as news director. He succeeds Bob Dixson, resigned to enter service.

Lutz Winkler, film director at KOMU-TV Columbia, Mo., to KSBS-TV Salinas, Calif., in similar capacity. Ralph Castberg, formerly with KNIS Hanford, Calif., and Glenn Edwards from KIVA-TV Yuma, Ariz., to KSBS-TV announcing staff.

Mrs. Waldo Latham Norris appointed social and civic affairs director for WMBR-TV Jacksonville, Fla.

John Crocker, formerly sales manager of WTV-P-TV Decatur, Ill., to WCKT (TV) Miami sales staff.

John J. Larish, Shaker Heights Auto Sales, Cleveland, to KYW-TV, same city, sales staff.

Dick Ross, Peoples Natural Gas Co., Pittsburgh, joins KQV, same city, sales staff.

John S. Ettelson, announcing-sales staff of KPTV (TV) Portland, Ore., to KGTV, same city, sales staff. Larry Caramella, KKL, announcer to KGTV as operational crew chief, and Konnie G. Worth, KGW, named co-host of KGTV-TV's Telerama.

Bill Beals, KABC Los Angeles, sales department, to KFI, same city, in similar capacity.

Kenneth E. McKorkle to KMAU (TV) Wailuku, Hawaii, satellite of KGMB-TV Honolulu, as transmitter technician.

Rudy Ruzicka, engineer, KKOK St. Louis, father of girl, Karen Marie, Nov. 24.

BROADCASTING • TELECASTING
PRAISE and criticism for the tv networks were coupled in the presentation at a dinner Thursday in New York of Sylvania Television Awards to 29 winning programs and performers.

Two tv plays, "Requiem for a Heavyweight" (Playhouse 90 on CBS-TV) and "A Night to Remember" (Kraft Television Theatre on NBC-TV), shared honors as the "outstanding" tv plays; "Requiem" as an original and "A Night" as an adaptation.

NBC President Robert Sarnoff was honored for "an outstanding contribution to music on television," based on NBC's presentations of the musical, "The Bachelor" and "Opera Theatre." More than 400 persons in tv, motion pictures and on the stage attended the awards ceremonies at the Hotel Plaza. Don Ameche was master of ceremonies, and speakers included Don Mitchell, chairman and president, Sylvania Electric Products, and Deems Taylor, chairman of the judges committee.

The mixed commendation and condemnation came from the awards judges who praised the networks for their coverage of the national political conventions last summer but criticized them for "inadequate attention" given to United Nations discussions on the Middle East fighting and the Hungarian crisis.

Awards for Remembrance:
Outstanding original teleplay — "Requiem for a Heavyweight." (CBS-TV, Playhouse 90).
Outstanding television adaption — "A Night to Remember." (NBC-TV, Kraft Television Theatre).
Outstanding performance by an actor: Jack Palance in "Requiem.", "A Night to Remember." (NBC-TV, Kraft Television Theatre).
Outstanding performance by an actress: Gracie Fields in "Old Lady Shows Her Medals." (CBS-TV, U.S. Steel Hour).
Outstanding performance by a supporting actress: Joan Loring in "The Corn is Green." (NBC-TV, Hallmark series).
Outstanding comedy show — "Ernie Kovacs Show." (NBC-TV).
Outstanding production — "A Night to Remember." (NBC-TV, Kraft Television Theatre).
Outstanding television adaption — "A Night to Remember." (NBC-TV, Kraft Television Theatre).
Outstanding serious musical series — "NBC Opera Theatre.
Outstanding light musical production — "The Bachelor" (NBC-TV).
Special award, for political convention coverage — "A Night to Remember." (NBC-TV).
Outstanding news series — "Kaiser Aluminum Hour." (NBC-TV).
Outstanding dramatic series — "Kraft Television Theatre." (NBC-TV).
Outstanding variety show — "Ed Sullivan Show." (CBS-TV).
Outstanding documentary — "Project XX." (NBC-TV).

Outstanding human interest program — "The Long Way Home." (NBC-TV, Robert Montgomery Presents).
Outstanding network educational series — "Omnibus." (ABC-TV).
Outstanding local educational program — "Journey." (KNXT TV Los Angeles). A special citation was voted to WJNO TV Memphis for "Streamlined Reading.
Outstanding network public service program — "Out of Darkness." (CBS-TV).
Outstanding local public service to — WPXI TV New York for its United Nations coverage over many hours during crucial UN debate on the Middle East. Special citations were voted in this category to WAAM TV Baltimore for "Desegregation." (Baltimore Report), WPXIC TV Miami for "Bumper to Bumper," a traffic study, and to WATC TV Cincinnati for "The Third Side," the effect of a strike on a community.
Outstanding network news and special events — "See It Now." (CBS-TV).
Outstanding local news and special events — "Deadline," KOMO TV Seattle. A special citation to WPXIC TV New York for its coverage of the Andrea Doria sinking.
Outstanding network children's program — "Captain Kangaroo." (CBS-TV).
Outstanding local children's program — "Brother Bob." (WBZ TV Boston). Citation to KTRK TV Houston for "Pheno mena," a study of nature's wonders.
Outstanding network women's show — "Maine Theatre." (NBC-TV).
SANTA'S SUREST WAY

for the ASSOCIATION OF AMERICAN RAILROADS
Edison Awards Made; Lack of Science Hit

SCARCELY of science programs on radio and television networks was stressed by speakers at the annual dinner of the Thomas Alva Edison Foundation Inc. in New York last week, during which 1956 Edison Foundation National Media Awards were presented for television, radio and films.

George E. Probst, executive director of the foundation, announced that no award was made this year for "The Best Science Television Program for Youth" because the Television Committee on Recommendations, "alarmed at the scarcity of network tv science programs, recommended that more would be accomplished for encouraging science materials on television by not giving an award this year but by calling national attention to the dearth of science programming on tv instead."

Similarly, Dr. Joseph W. Barker, trustee of the foundation, told the group that the foundation's Radio Committee on Recommendations had asked him to make a public statement about the "virtual absence" of science material on radio today and to urge radio networks to "remedy this situation because of the need to increase sharply the number of young Americans seeking careers in the sciences and engineering."

The awards in television were made to NBC-TV's Wide World Wide World as "The Television Program Best Portraying America"; ABC-TV's Disneyland as "The Best Children's Television Program"; KRON-TV San Francisco as "The Television Station that Best Served Youth," with specific references to the station's "Science In Action and Explorers of Tomorrow series."

Radio Winners Named

The awards in radio were presented to the CBS Radio Workshop as "The Radio Program Best Portraying America"; ABC Radio's No School Today as "The Best Children's Radio Program" and CBS Radio's Adventure In Science as "The Best Science Radio Program For Youth." WOWO Fort Wayne was named "The Radio Station That Best Served Youth" in 1956. A special citation was made to New York-owned WNYC for its recently-established Annual Science Seminar.

In addition to scrolls, the awards to KRON-TV and WOWO each carried an Edison Scholarship of $1,000 to be presented to a high school senior in each of the communities for use toward his college education.

Stauber Wins WWDC Contest, Free Trip to Inauguration

WILLIAM E. STAUBER, radio timebuyer for the Harvey-Massengale advertising agency, Durham, N. C., has been declared winner of the WWDC Washington "Name the Animals" contest. Mr. Stauber chiselled the Democratic donkey and the Republican elephant "Patience" and "Prowess." Mr. Stauber and his wife will receive an all-expense paid trip to Washington for the President's Inauguration (Jan. 19-21, 1957).

The six runners-up will be consoled by Emerson transistor pocket radios. They are James D. Curran, timebuyer, Ted Bates & Co., New York; Joe Awad, timebuyer, Dave Herman Assoc., Washington; Eunice L. Simpson, timebuyer, Doyle, Dane, Bernbach, New York; Philip Archer, chief timebuyer, Campbell-Mithun, Minneapolis; Lucian Chimene, timebuyer, J. Walter Thompson, New York, and Don Keller, timebuyer, Al Paul Lefon Co., New York.

Husing to Receive SBA Award

SPORTS Broadcasters Assn. announced last week that veteran sportscaster Ted Husing has been selected to receive the association's annual Graham McNamara Memorial Award. Presentation of the award to Mr. Husing, a sportscaster for 30 years and a founder of the association, will be made at SBA's annual dinner on Jan. 31 at the Hotel Roosevelt in New York.

AWARD SHORTS

NBC Maritime Theatre was presented certificate of recognition by L. A. local of AFTRA for its achievements and for "breaking all employment records in tv history during the past year."

Narragansett Brewing Co., Cranston, R. I., received citation from Boston City Council for its "dramatization of true nature and menace of Communism" through its three-year sponsorship of I Led Three Lives.

Louise C. Carlson, general manager of WJBJ New Orleans, received bronze trophy for "meritorious service" from City of Hope local charity project.

ABC-TV's Medical Horizons (Sunday, 4:30-5 p.m. EST) and its sponsor, Ciba Pharmaceutical Co., Summit, N. J., cited in Seattle by American Medical Assn., for having given "the American public new insight into the work and achievement of the American doctor."

WDAS Philadelphia cited by Armstrong Assn. (Negro service organization), same city, for "its many activities on behalf of Phila. Negro community."

Johnnie Linn, KGNC-TV Amarillo, Tex., awarded certificate making him honorary Air Force recruiter. He is credited with increasing number of enlistments through his program, Double Trouble.

Agnes Law, CBS librarian for nearly 30 years, honored at special luncheon of New York chapter of Women in Radio & Television.

John Highlander, assistant program manager, KPIX (TV) San Francisco, received Northern California Industrial Safety Society's 1956 Oscar Award for "outstanding contributions to accident prevention in Bay Area."
*New version, constructed without side tip.*

RCA-6326 and RCA-6326-A, designed for use in TV film and slide cameras—both color and black-and-white—now feature MICRO-MESH.

Micro-Mesh substantially improves the picture quality of TV film cameras—even beyond present-day high-quality performance standards. Under continuous development for more than five years at RCA, Micro-Mesh eliminates mesh pattern in black-and-white or color TV without any need for defocusing.

Examples of RCA's leadership in the design and manufacture of superior-quality tubes for telecasting, these vidicons are available through your RCA Tube Distributor.

For technical information on these and other RCA camera tubes, write:
RCA, Commercial Engineering, Harrison, N. J.
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 & WKGV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

NETWORKS

NBC ACTS TO EXPEDITE DELIVERY OF AMPEX VIDEO TAPE RECORDERS

CLOSE on the heels of CBS-TV’s test use of its new Ampex video tape recorder for west coast rebroadcasting of the Doug Edwards News [CLOSED CIRCUIT, Dec. 3], NBC-TV last week bent every effort to get into operation with the three Ampex machines it also has bought but yet has to receive. Meanwhile, NBC Hollywood engineers and network executives were close by their tv sets each evening to monitor the CBS tape show and on Thursday admitted, “It looks pretty good.”

Tom Sarnoff, director of production and business affairs for NBC Western Division, told BtT that engineer Jack Kennedy was going to the Ampex factory in Redwood City, Calif., Friday to expedite delivery of the three Ampex machines and expressed the hope they could be pressed into network delayed broadcast service by the first of the year, possibly sooner. Two of the machines will be retained at NBC Hollywood and the third will be sent to New York.

Mr. Kennedy explained that if the machines were ready they might be shipped over the weekend and he hoped to have them in Hollywood by tomorrow (Tuesday) at least. He said it is more important, however, for the Ampex engineers to be confident that the units are ready to go and he would be willing to sacrifice several days’ delivery to assure proper factory check-out.

CBS-TV reported last week that Doug Edwards’ show was “the first use of magnetic tape for rebroadcast of a regularly scheduled television program.” The Edwards show, which originates in New York, was received and recorded on tape at the network’s Television City in Hollywood and then fed to west coast affiliates of the Columbia Television Pacific network.

Timetable Not Yet Set

A spokesman reported that no timetable for program sets to be rebroadcast has been set as yet, with technicians at first acquiring a working knowledge of equipment. The path to be followed during the “break-in” period most likely will be graduation from quarter-hour to half-hour shows and eventually to one-hour shows. Current plan is to build up to the rebroadcast-audio-tape of two shows each evening CBS-TV rebroadcasts from East to West, facing the time zone delay, about 18-20 hours weekly. Television City has two Ampex magnetic recording and playback machines installed.

West coast television engineers watching the Doug Edwards tapes last week noted on Monday that about five minutes of the program was marked by fine white lines due to “tape dropout,” but that the condition was less noticeable Tuesday and almost eliminated on the Wednesday show. These fine white tracings were noted by a non-technical observer on the secret test Nov. 30 for the first minute of the program but otherwise the picture quality was far superior to normal film kinescope and to other observers appeared to be as natural as a live local origination on that particular receiver.

Last week’s “tape-casts” were described by engineers to have the quality of the best 35 mm film programs now turned out by top Hollywood producers for network use and in addition had advantages over 35 mm film quality. They explained the contrast range of the tape is far superior to film and very much like tv in that the tape reproduces well the full range from black through the greys to white without the bloom and flare often found in even the finer films.

Tape dropout is caused by the texture of the magnetic material on the tape base, they explained, and is aggravated when the material is not evenly flowed onto the base at the manufacturing level. They reported that Minnesota Mining & Manufacturing, supplier of the video tape, has been given particular attention to this problem and is said to be considering not selling the tape to broadcasters until each reel has been pre-run with program material and found clear.

CBS was the first network to order the Ampex Video Tape Recorder at the time of the NARTB convention last spring and hence was first to receive delivery. NBC came next on the list. It was learned by BtT last week that CBS Hollywood received its Ampex unit four weeks ago but the engineers had considerable difficulty bringing it up to broadcast performance, requiring Ampex technicians to make frequent trips to CBS Television City in Hollywood from the factory.

Meanwhile, NBC representatives last week predicted that black-and-white tape recording will do away with film kinescopes for west coast playback within another year and estimated that RCA’s own color tape recorder development will be perfected and make obsolete the network’s lenticular film development within another two or three years.

These estimates were disclosed at a meeting of the Academy of Television Arts & Sciences at NBC’s Color City in Burbank (see following story).

NBC Coast Color Plans Outlined for ATAS Tour

“FIFTY-FOUR per cent of NBC-TV’s total color programming is done from the West Coast, which is pretty good for a branch office,” Tom Sarnoff, director of production and business affairs for NBC’s west coast operations, last week told more than 600 members of the Academy of Television Arts & Sciences in an orientation program, entitled “Color is Here to Stay” at the network’s color center at Burbank.

The ATAS members toured the NBC color facilities and heard a panel of NBC executives detail the progress of color television on the American scene. Mr. Sarnoff
outlined NBC's west coast color plans as follows:

1. The master plan for enlarging the color facilities in NBC's Burbank Color City calls eventually for 14 complete studios. There presently are four studios in operation.

2. Special color tv recording techniques will not obsolete color film as we know it today for many years.

3. Existing color tape techniques are not ready for use in filming productions as of today, but eventually these techniques will be used for pre-recording "live" color shows.

Jack Kennedy, liaison engineer for NBC's Pacific Coast Div., spoke on the lenticular system of recording color programs. He indicated that the present lenticular system would be obsolete in from two to three years with the perfection of a new RCA color tape process. Current work on black-and-white video tape will do away with existing black-and-white kinescope recording within a year, he stated.

Tom McCray, NBC vice president and general manager of the \( \text{KRCA} \) (TV) Los Angeles, said that his station would convert in part to color after the first of the year. \( \text{KRCA} \) plans call for two color cameras and one film chain at an estimated cost of over \$400,000. He further outlined the gradual conversion of all NBC owned and operated stations to color.

Ole Morby Appointed MBS' Business Mgr.

APPOINTMENT of Ole G. Morby, manager of station relations for CBS Radio, to the newly-created post of business manager of Mutual, effective today (Monday) was to be announced last Saturday by John B. Poor, MBS president.

The creation of the post was said to stem from the integration plans recently instituted by \( \text{RKO Teleradio Pictures} \), under which the various divisions of the company (including MBS) will participate in merchandising—exploitation-promotional efforts for their mutual benefit. As business manager, Mr. Morby will be responsible for the coordination of station clearances and of merchandising and promotional campaigns and also will serve as liaison between Mutual's affiliates and the parent company's sales organization, \( \text{RKO Teleradio Pictures Inc.} \).

Mr. Morby had served CBS for 14 years, holding such posts as station relations director for the western division, national sales manager for the network-owned \( \text{KNX Los Angeles} \) and manager of Spot Sales for the San Francisco and northwest areas. Earlier he had been with the San Francisco office of McCann-Erickson in various research and media posts and as assistant to the general manager.

Here's a real "Participation Show." Every weekday, 9:45-10 a.m. Mid-Ohio homemakers really participate when John Hills' "Slimnastics" takes over the WBNS-TV audience. Specifically, more than 18,000 women viewers are already using "Slimnastics Charts" every day, and the requests keep pouring in.

"Slimnastics" is based on the belief that everyone is interested in looking better, feeling better, and performing life's tasks more efficiently with less fatigue. Audience response has proved Health Director John Hills' belief more than correct.

The tremendous popularity of his "Slimnastics" Show has made John Hills the No. 1 health counsellor in Mid-Ohio, and keeps him busy filling personal appearance requests throughout the area.

Check your Blair TV man now for "Slimnastics" participation availabilities.

\( \text{WBNS-TV} \)

channel 10 • columbus, ohio


REPRESENTED BY BLAIR TV
George Crandall Resigns CBS Radio Press Post

GEORGE CRANDALL, director of press information for CBS Radio, has resigned, effective at the end of the year, after 17 years with the CBS organization.

He was director of press for CBS from Nov. 30, 1942—the title originally was publicity director—until CBS split up its radio and television operations some five years ago, when he became director of press information for CBS Radio.

Mr. Crandall joined CBS in 1939 after service primarily in the music business but also including a period as manager of WIBX Utica, N. Y. His first assignment was to take the New York Philharmonic on tour. In all, he spent the first three and a half years of his tenure “on the road” for CBS, rising to assistant director of publicity two years before he was named director.

He declined to discuss future plans at the present time. His successor has not been selected.

'Playhouse 90' Now SRO

CBS-TV's prestige dramatic series, Playhouse 90 (Thursdays, 9:30-11 p.m. EST) became sold out last week with Philip Morris Inc. sponsorship of 10-10:30 p.m. segment for Marlboro cigarettes, which had been indicated earlier [B&T, Nov. 12]. Leo Burnett is the agency. Other Playhouse sponsors are American Gas Assn., through Lennen & Newell; Ronson Corp., through Norman, Craig & Kummel; Singer Sewing Machine Co., via Young & Rubicam, and Bristol-McCalls, through BBDO.

ABC Radio Reports Signing Pacts Totaling $2.5 Million

SIGNING of three additional year-long contracts by advertisers on ABC Radio is being announced today (Monday) by George Comtois, national sales manager of ABC Radio. He reported that five such 52-week pacts have been signed by the network in the past four days, totaling more than $2.5 million in business for 1957.

Advertisers renewing sponsorship for 1957 of Don McNeil's Breakfast Club (Mon.-Fri., 9-10 a.m. EST) are Bristol-Myers Co. (Buffet), New York, through Young & Rubicam, New York, for the Monday and Friday, 9:40-9:45 a.m. EST portions and the Wednesday, 9:35-9:40 a.m. period, and General Foods Corp. (Calumet Baking Powder), White Plains, N. Y., for the Tuesday, 9:25-9:30 a.m. segment.

The third 52-week contract renewal was signed by the Assemblies of God, Springfield, Mo., for Revival Time (Sun., 10:30-11 p.m. EST). The agency is Walter F. Bennett & Co., Chicago.

Other recent signers of 52-week contracts on ABC Radio have been the Allstate Insurance Co. and Dow Chemical Co.

NBC To Cover 'Roses' Parade In Black-and-White and Color

TELEVISION coverage of the 68th Tournament of Roses parade in Pasadena, Calif., will be presented by NBC-TV for the sixth consecutive year on Jan. 1, it was announced last Thursday by Alan W. Livingston, vice president in charge of television network programs for NBC's Pacific division. Minute Maid Corp. through Ted Bates & Co. and Florists' Telegraph Delivery Assoc. through Grant Adv. will sponsor the two-hour show.

During the early minutes of the telecast, Jimmy Wallington, veteran Rose Parade announcer, will interview celebrities and parade personnel in the formation area on Pasadena's Orange Grove Ave. This portion of the program, a new feature of parade coverage, will be seen in black-and-white only. When the parade reaches Colorado Street, Anne Jeffreys and Robert Sterling will handle the commentary and the network will begin telecasting in both black-and-white and color.

NBC has assigned technical coverage of the event to two parade-wise production experts. William Kayden will produce the program and William Bennington will direct, marking their fifth year as a team at Pasadena. Mr. Kayden will direct four color cameras for the parade, linked to NBC's mobile color units (two 20-ton trucks). For spot interviews with celebrities, Mr. Kayden will use the ultra-portable "creepie peepie" tv camera used to give viewers intimate glances at floor activities during the recent political conventions.

CBS-TV Slates Three Hours For Yearend News Programs

A THREE-HOUR block of time will be devoted on Dec. 30 by CBS-TV to a special review of the year's most important news events and science stories.

The Sunday afternoon year-end programming plan was announced Wednesday by Sig Mickelson, CBS vice president in charge of news and public affairs. Each show will be an hour long and titled separately: The New Frontier (3-4 p.m.), The Big News of '56 (4-5 p.m.) and Years of Crisis: 1956 (5-6 p.m.) Years of Crisis has been an annual CBS year-end event for the past seven years.
Paul Kesten Dies After Long Illness

PRIVATE funeral services for Paul W. Kesten, 58, radio-tv pioneer and former executive vice president and vice chairman of the board of directors of CBS, was held in Great Barrington, Mass., last week. Mr. Kesten died Tuesday in Great Barrington after a long illness.

He joined CBS in 1930 as director of sales promotion and was elected a vice president in 1934. In 1937 he became a member of the CBS board and in 1942, he was advanced to CBS vice president and general manager. In October 1943 Mr. Kesten was elected executive vice president of CBS and in January 1946 was appointed vice chairman of the company's board of directors. He resigned from CBS because of ill health in August 1946, continuing with the network as a consultant until his death.

During World War II, Mr. Kesten was a co-founder and director of the War Advertising Council, which later became the Advertising Council. From 1942-44 he was a director of the National Assn. of Broadcasters. Mr. Kesten also was chairman of the executive committee of Cinerama Productions from 1952 to 1954 and until his death was a director of Cinerama Inc. and of the Free Europe Committee Inc.

Mr. Kesten was credited with having played a large part in the early growth of radio and, subsequently, in the development of tv. He was an active participant in the original development and introduction of the first major system of color tv, according to a CBS spokesman. Mr. Kesten also is credited with having brought Dr. Peter Goldmark, now CBS Labs president, into the Columbia organization.

Before joining CBS, Mr. Kesten had been in advertising in Chicago and Milwaukee.

He is survived by his wife, Mrs. Joanne Kendall Gardner Kesten of New York.

KARD-TV to Become NBC Basic

KARD-TV Wichita, Kan., will become a basic must buy affiliate of NBC-TV on Jan. 1, 1957, according to William J. Moyer, executive vice president and general manager of the station. The ch. 3 outlet has recently completed a new $1 million physical plant equipped for live color casting and color film processing. KARD-TV initially affiliated with NBC-TV last spring.

'Tonight' Plans Format Change With Departure of Steve Allen

A CHANGE in the format of NBC-TV's Tonight show is planned for mid-January. This will be in line with Steve Allen's leaving the show in which he has starred for the past two years. Mr. Allen will devote his
GE Expects to Pass RCA in TV Unit Sales

GENERAL ELECTRIC Co.'s aggressive sales climb in the tv receiver business this year was underscored last week by Philip D. Reed, GE's board chairman.

In a new conference in Chicago last week, Mr. Reed, who was on a field trip, confirmed that GE expects this year to top RCA as the leader in unit sales of tv sets (but not in dollar volume).

RCA, which has led the industry in unit and dollar sales in tv receivers since sets have been mass produced, maintained a discreet silence on Mr. Reed's claim.

RCA, however, privately concedes GE have moved up this year. But it still thinks it holds the leadership in unit sales. RCA realized about a $1.04 billion volume in the electronics field last year and expects to be over that mark this year.

General Electric's tv set line includes portables of 9-inch, 14-inch and 17-inch screen size; 21-inch table models and consoles and 24-inch consoles. In color, GE has a line of 21-inch tables and consoles. Much of the impetus to GE's sales has come from its portables.

GE's spurt in sales has been measured by company sources as being tremendous since 1952. Actual percentages vary, some spokesmen placing the industry unit volume increase since that year at 17%, with GE's at 135%, while GE sales officials reportedly have been telling store executives of a 192% rise compared to an industry-wide 13% increase.

At the news conference, Mr. Reed made no claim as to increases over past years.

17% Greater Contrast Shown In New Westinghouse Tube Gun

WESTINGHOUSE ELECTRIC Corp. has developed a new tv picture tube gun which it claims has a 17% improvement in contrast over conventional black-and-white.

According to R. T. Orth, vice president and general manager of Westinghouse's electronic tube division at Elmira, N. Y., the new development—called "low G2 gun"—permits designers to use grid 2 voltages of about 110 volts, instead of the normal 300 volts now required, with "no additional complications to set design." The new development will not increase the tube's cost and should be in production sometime after the first of the year, according to Mr. Orth.

Westerhouse intends to incorporate the design in 14-in., 17-in. and 21-in. screen sizes.

Sylvania to Unveil 1957 Models

THE radio and television division of Sylvania Electric Products Inc. will hold two distributor meetings during December to introduce the company's new radio, television and high fidelity models. The first meetings will be held this Thursday and Friday in Phoenix with the second sessions Dec. 17-18 in Miami Beach.
Closed Circuit Servicing Plan Announced by General Electric

THE $6 MILLION closed-circuit tv industry, which by the end of 1966 is expected to be a $75 million industry, according to General Electric Co., will soon have its own nation-wide service force. That's the word from Frank P. Barnes, General Electric Co. manager of marketing for industrial television, who announced last Monday that his firm will fill the need for "a network of experts trained for immediate, on-the-spot service."

According to Mr. Barnes' plans, the servicemen—some 300 of them—will be GE-trained, but will be employed by independent service stations. They will fill warranties on GE equipment, will maintain a preventive maintenance program, and in many cases, will make initial installations.

General Electric manufactures both black-and-white and color closed circuit tv systems known as Intratel which run from $3,500 (b&w) to $25,000 (color).

GE Sets up New Department For Communication Products

ESTABLISHMENT of a new electric communication products department "to meet the demands of a constantly expanding communications market" has been announced by the General Electric Co. The new department will absorb functions previously handled by GE's communication equipment section, and will produce mobile radios, microwave relay radio equipment, radio traffic coordination units, power link carrier and terminal equipment and other communication systems.

Harrison Van Aken Jr., former head of the communication equipment section, will be general manager of the new department, reporting to Harold A. Strickland Jr., general manager of GE's Industrial Electronics Div., Electronics Park, Syracuse, N. Y.

MANUFACTURING PEOPLE

Hal Dietz, vice president-sales, Emerson Radio & Phonograph Corp., promoted to vice president in charge of both marketing and sales. Edward Kantrowitz, former assistant to vice president for marketing, appointed advertising and sales promotion director.

Jack M. Ferren, Zenith Radio Corp., Chicago, industrial relations, named vice president.

Stanley Paige, formerly general manager of electronic distributor in Midwest, to Audic Div. of Ampex Corp., Redwood City, Calif., as Great Lakes district manager.


Meyer Leifer, engineering manager of Sylvania's Electronic Defense Lab, named assistant director.

Henry Hirsch, formerly in executive development program, BBDO, N. Y., joins Electronic Product Sales Dept. of Sylvania Electric Products Inc., N. Y., and will be responsible for assisting in all pricing and administrative functions in department.

8,079 Farmers Wrote to WIBW in One Week

In response to a Safety Week program on WIBW, 8,079 farm homes in Kansas, Missouri, Iowa, and Oklahoma wrote us requesting safety flags for their trucks . . . just one more in a long series of proofs that WIBW DELIVERS THE FARM MARKET.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka

Rep: Capper Publications, Inc.

Our 30th Year

United Press Facsimile Newspictures and United Press Movietone Newsfilm Build Ratings

December 10, 1956 • Page 101
**WHAT 93 AGENCIES BILLED ON CBS-TV**

B•T tabulations for January 1955-June 1956. NBC-TV's agency totals will appear Dec. 17.

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<th>Agency &amp; Client</th>
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<td>Secret Storm</td>
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<td>Wanted, Quiz Kids</td>
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<td>U. S. Steel Hour</td>
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**Agency & Client** | Program          | 1955     | Jan.-June 1956 |
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<td>General Foods</td>
<td>December Bride</td>
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<td>Omnibus</td>
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<td>Three for Tonight</td>
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*American Home Products divided five programs in Jan.-June 1956 between Biow, Beirn & Toigo and Ted Bates: Love of Life ($1,248,000); Secret Storm ($1,228,500); Doug Edwards & News ($1,608,750); Name That Tune ($77,125); Wanted, Quiz Kids ($254,700).
*General Electric Co. divided Ray Milland ($665,309) in 1955 between BBDO and Maxon Inc.
*Revlon divided $64,000 Question ($1,107,600) in Jan.-June 1956 between Norman, Craig & Kummel and BBDO. Revlon divided $64,000 Challenge and Appointment With Adventure ($506,480) in Jan.-June 1956 between Norman, Craig & Kummel and C. J. LaRoche & Co.
*Zenith Radio Corp. divided Omnibus ($130,000) in 1955 between Young & Rubicam and Benton & Bowles.
<table>
<thead>
<tr>
<th>Agency &amp; Client</th>
<th>Program</th>
<th>1955</th>
<th>Jan.-June 1956</th>
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<tr>
<td><strong>BENTON &amp; BOWLES (CONT'D)</strong></td>
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<td>General Foods</td>
<td>Mighty Mouse</td>
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<td>General Foods</td>
<td>Circus</td>
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<td>Panorama Pacific</td>
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<td>Robert Q. Lewis</td>
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<td></td>
<td>Maybelline</td>
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<td>Jack Paar</td>
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<td>1,074,242</td>
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<td>1 Love Lucy; Whiting Girls</td>
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<td>Search for Tomorrow</td>
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<td>Lanolin Plus</td>
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<td>Biow-Beirn-Toigo</td>
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<td>1 Love Lucy</td>
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<td>Public Defender</td>
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<td>635,075</td>
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*American Home Products divided five programs in Jan.-June 1956 between Biow, Beirn & Toigo and Ted Bates: Love of Life ($1,248,000); Secret Storm ($1,228,500); Doug Edwards & News ($1,608,750); Name That Tune ($577,125); Wanted, Quiz Kids ($254,700).*  
*Toni Co. (Gillette) divided Talent Scouts ($236,775) in 1955 between Weiss & Geller and North Adv.; Godfrey & Friends ($1,656,600) between Weiss & Geller and North Adv. (includes Frankie Laine); Valiant Lady ($495,656) between Leo Burnett, Weiss & Geller and North Adv.; Garry Moore ($166,400) between Leo Burnett and North Adv.; Bob Crosby ($292,500) between Weiss & Geller and North Adv.*  
*Sylvania Electric Co. divided Beat the Clock ($1,687,361) in 1955 between Cecil & Presbrey and J. Walter Thompson Co.*
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<th>Agency &amp; Client</th>
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<td>Foote, Cone &amp; Belding</td>
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*S. C. Johnson & Son divided Red Skelton, Life With Father and Spotlight Playhouse ($938,600) in 1955 among Needham, Louis & Brorby; Foote, Cone & Belding, and Robert Otto (KGMV-TV, KTFV); sponsor divided Red Skelton ($497,040) in 1956 (Jan.-June) among Foote, Cone & Belding; W. H. Male Ltd. (KGMV-TV) and Robert Otto (KTFV, KTVF).
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<th>Agency &amp; Client</th>
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<th>Jan.-June 1956</th>
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<td>Do You Trust Your Wife?</td>
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<td>American Cone &amp; Pretzel Co. Panorama Pacific</td>
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<td>Lennen &amp; Newell</td>
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<td>3,262,842</td>
<td>1,542,692</td>
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<tr>
<td>*P. Lorillard Co.</td>
<td>Two for the Money</td>
<td>1,490,370</td>
<td>879,417</td>
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<td>Colgate-Palmolive</td>
<td>My Friend Flicka</td>
<td>1,772,472</td>
<td>656,775</td>
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<td>American Meat Institute</td>
<td>Panorama Pacific</td>
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<td>6,500</td>
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<td>Edward L. Ketter Adv.</td>
<td>Magia Prods.</td>
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<td>Earle Ludgin &amp; Co.</td>
<td>Panorama Pacific</td>
<td>2,602,558</td>
<td>599,683</td>
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<td>Bendix Div. of Avco</td>
<td>Doug Edwards &amp; the News</td>
<td>683,348</td>
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<tr>
<td>Jules Montenier</td>
<td>What's My Line</td>
<td>910,874</td>
<td>524,443</td>
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</table>

*Revol divided $64,000 Question ($1,107,600) in Jan.-June 1956 between Norman, Craig & Kummel and BBDO. Revlon divided $64,000 Challenge and Appointment With Adventure ($506,480) in Jan.-June 1956 between Norman, Craig & Kummel and C. J. LaRoche & Co.

*P. Lorillard places Two for the Money (Jan.-June 1956) through Lennen & Newell, except on WQAK which is placed through Young & Rubicam.

*Schiltz Brewing Co. divided Playhouse of Stars ($1,005,485) in Jan.-June 1956 (between Lennen & Newell and J. Walter Thompson Co.

<table>
<thead>
<tr>
<th>Agency &amp; Client (cont’d)</th>
<th>Program</th>
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<th>Jan.-June 1956</th>
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<tbody>
<tr>
<td>McCann-Erickson (cont’d)</td>
<td>Sun. Lucy Show</td>
<td>376,320</td>
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<tr>
<td>Leh &amp; Fink</td>
<td>Godfrey Morning Show</td>
<td>209,950</td>
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<td>Lever Bros.</td>
<td>Damon Runyon Theatre</td>
<td>260,300</td>
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<td>Mennen Co.</td>
<td>Damon Runyon Theatre</td>
<td>8,500</td>
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<td>Mennen Co.</td>
<td>Lon Ranger</td>
<td>31,256</td>
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<td>Nestle Co.</td>
<td>House Party</td>
<td>61,398</td>
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<td>Swift &amp; Co.</td>
<td>Game of the Week</td>
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<td>American Safety Razor Co.</td>
<td>Capt. Kangaroo</td>
<td>23,200</td>
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<td>Nestle Co.</td>
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<td>C. L. Miller</td>
<td>Robert Q. Lewis</td>
<td>805,384</td>
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<td>Corn Prods.</td>
<td>Godfrey Time</td>
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<td>Corn Prods.</td>
<td>Tales of Texas Rangers</td>
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<td>Curtis Candy Co.</td>
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<td>255,645</td>
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<td>Needham, Louis &amp; Brorby</td>
<td>Red Skelton, Life With Father, Spotlight Playhouse</td>
<td>1,257,236</td>
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<td>*S. C. Johnson &amp; Son</td>
<td>Robert Q. Lewis</td>
<td>319,480</td>
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<td>State Farm Mutual Ins. Co.</td>
<td>Red Barber’s Corner</td>
<td>167,971</td>
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<td>Monsanto Chem.</td>
<td>Morning Show</td>
<td>693,000</td>
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<td>Panorama Pacific</td>
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<td>Morton Salt Co.</td>
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<td>3,900</td>
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<td>Monsanto Chem.</td>
<td>Winky Dink &amp; You</td>
<td>64,800</td>
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<td>Norman, Craig &amp; Kummel</td>
<td>Danger, $64,000 Question</td>
<td>3,455,420</td>
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<td>Revlon Inc.</td>
<td>Appt. With Adventure</td>
<td>1,316,700</td>
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<tr>
<td>Revlon Inc.</td>
<td>Johnny Carson, Public Defender</td>
<td>186,400</td>
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<td>Ronson</td>
<td>Doug Edwards &amp; News</td>
<td>382,720</td>
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<td>*Revlon Inc.</td>
<td>$64,000 Challenge, Appt. With Adventure</td>
<td>1,569,600</td>
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<td>*Revlon Inc.</td>
<td>$64,000 Question</td>
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<tr>
<td>North Adv.</td>
<td>Talent Scouts</td>
<td>14,550</td>
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<tr>
<td>*Toni Co.</td>
<td>Godfrey &amp; Friends, Frankie Laine</td>
<td>1,925,760</td>
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<tr>
<td>*Toni Co.</td>
<td>Valiant Lady</td>
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<tr>
<td>Toni Co.</td>
<td>Bob Crosby</td>
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<td>Toni Co.</td>
<td>Garry Moore</td>
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<td>Godfrey &amp; Friends</td>
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<td>Toni Co.</td>
<td>Arthur Murray Party</td>
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<td>Toni Co.</td>
<td>Person to Person</td>
<td>140,760</td>
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<td>Olian &amp; Bronner</td>
<td>Panorama Pacific</td>
<td>3,500</td>
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<td>Beltone-Hearing Aid</td>
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<tr>
<td>Robert Otto</td>
<td>Red Skelton, Life With Father, Spotlight Playhouse</td>
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<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Agency &amp; Client</th>
<th>Program</th>
<th>1955</th>
<th>Jan.-June 1956</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patten-Gille-Beltra</td>
<td>Panorama Pacific</td>
<td>3,600</td>
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<td>Brooklyn Products</td>
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<td>Ruthrauff &amp; Ryan</td>
<td>Gene Autry</td>
<td>1,019,934</td>
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<td>Wrigley</td>
<td>652,509</td>
<td>349,245</td>
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<td>A. E. Staley</td>
<td>Garry Moore</td>
<td>305,425</td>
<td>185,535</td>
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<td>Lewis-Howe</td>
<td>Swaps-Nashua Race</td>
<td>62,000</td>
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<td>Kentile</td>
<td>Panorama Pacific</td>
<td>3,378</td>
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<td>Schwab &amp; Beaty</td>
<td>Reader’s Digest</td>
<td>1,135</td>
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<td>Panorama Pacific</td>
<td>1,135</td>
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<td>Russel M. Seeds Co.</td>
<td>Two for the Money</td>
<td>1,284,012</td>
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<td>W. A. Sheaffer Pen Co.</td>
<td>558,720</td>
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<td>W. A. Sheaffer Pen Co.</td>
<td>Star Time Playhouse, Navy Log</td>
<td>493,620</td>
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<td>W. A. Sheaffer Pen Co.</td>
<td>Jackie Gleason</td>
<td>292,496</td>
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<td>W. A. Sheaffer Pen Co.</td>
<td>Robert Q. Lewis</td>
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<td>Smalley, Levitt &amp; Smith</td>
<td>Lyon Van &amp; Storage</td>
<td>58,536</td>
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<td>25,650</td>
<td>25,650</td>
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<tr>
<td>Raymond Spector</td>
<td>Revlon divided</td>
<td>621,406</td>
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<td>Bob Crosby</td>
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<td>621,406</td>
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<td>Hazel Bishop</td>
<td>Bob Crosby</td>
<td>125,693</td>
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<td>Hazel Bishop</td>
<td>Garry Moore</td>
<td>94,944</td>
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<td>Hazel Bishop</td>
<td>Garry Moore</td>
<td>78,451</td>
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<td>Hazel Bishop</td>
<td>Arthur Murray Party</td>
<td>252,356</td>
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<tr>
<td>John Sullivan Adv.</td>
<td>Wesson Houseware</td>
<td>2,100</td>
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<td>Panorama Pacific</td>
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<td>Sullivan, Stauffer, Colwell &amp; Bayles</td>
<td>Carter Products</td>
<td>3,173,205</td>
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<td></td>
<td>Meet Millie</td>
<td>678,600</td>
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<td>900,475</td>
<td>205,200</td>
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<td>Simoniz Co.</td>
<td>Bob Crosby</td>
<td>372,240</td>
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<td>Noxema Chemical Co.</td>
<td>Person to Person</td>
<td>357,440</td>
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<td>American Home Products</td>
<td>Name That Tune</td>
<td>150,750</td>
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<td>American Tobacco Co.</td>
<td>Doug Edwards &amp; News</td>
<td>1,392,300</td>
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<td></td>
<td>Panorama Pacific</td>
<td>471,900</td>
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</tbody>
</table>

*S. C. Johnson & Son divided Red Skelton, Life With Father and Spotlight Playhouse ($938,600) in 1955 among Needham, Louis & Brorby; Foote, Cone & Beling, and Robert Otto (KGBM-TV, KTVA, KTVF); sponsor divided Red Skelton ($292,500) in 1956 (Jan.-June) among Foote, Cone & Beling, W. H. Male Ltd. (KGBM-TV) and Robert Otto (KTVF). Revlon divided $64,000 Question ($1,107,600) in Jan.-June 1956 between Norman, Craig & Kummel and BBDO. Revlon divided $64,000 Challenge and Appointment With Adventure ($506,480) in Jan.-June 1956 between Norman, Craig & Kummel and C. J. LaRoche & Co.

*Toni Co. (Gillette) divided Talent Scouts ($236,775) in 1955 between Weiss & Geller and North Adv.; Godfrey & Friends ($1,656,600) between Weiss & Geller and North Adv. (includes Frankie Laine); Valiant Lady ($495,656) between Leo Burnett, Weiss & Geller and North Adv.; Garry Moore ($166,400) between Leo Burnett and North Adv.: Bob Crosby ($292,500) between Weiss & Geller and North Adv.
It was 1-2-3 IDECO towers...

With station after station it has been the same story of SATISFACTION in Ideco. Satisfaction with the service during planning, erection and inspection of every Ideco tower. Satisfaction with perfect tower performance resulting from Ideco's sound engineering and exacting fabrication. Satisfaction from the long service life and low maintenance cost recorded by Ideco towers.

That's a reputation of dependability you can trust! So, for your next tower, call on Ideco... your complete satisfaction is assured. Write Ideco, or contact your nearest RCA Broadcast Equipment representative.

GROWTH OF A STATION
JOB DATA:
Station WISH began operation in 1941 with two 470-ft. Ideco radio towers. Ideco converted one of these towers for a TV antenna in 1954. In May 1955, Ideco completed the new 1,000-ft. tower from which WISH-TV now operates.

DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO
Branch: 5909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short... for TV, Microwave, AM, FM... IDECO Tower "Know-How" keeps you on the air

Broadcasting • Telecasting

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<thead>
<tr>
<th>Agency &amp; Client</th>
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<th>1955</th>
<th>Jan.-June 1956</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tatham-Laird</td>
<td>Tales of the Texas Rangers</td>
<td>1,242,529</td>
<td>394,325</td>
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<tr>
<td>General Mills</td>
<td>Captain Midnight</td>
<td>167,440</td>
<td>167,700</td>
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<tr>
<td>Simoniz Co.</td>
<td>Garry Moore Show</td>
<td>161,280</td>
<td>162,746</td>
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<td>Wander Co.</td>
<td>Captain Midnight</td>
<td>224,035</td>
<td>226,625</td>
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<tr>
<td>C. Swanson &amp; Sons</td>
<td>Robert Q. Lewis</td>
<td>142,222</td>
<td>142,222</td>
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<td>C. Swanson &amp; Sons</td>
<td>Bob Crosby</td>
<td>136,890</td>
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<tr>
<td>J. Walter Thompson</td>
<td>Ford Star Jubilee</td>
<td>3,337,385</td>
<td>3,582,124</td>
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### Agency & Client

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<thead>
<tr>
<th>Program</th>
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<tbody>
<tr>
<td>Wesley Assoc.</td>
<td>Shulton</td>
<td>See it Now</td>
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<tr>
<td>Shulton</td>
<td>Victor Borge</td>
<td>157,400</td>
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<tr>
<td>Wherry, Baker &amp; Tilden</td>
<td>Quaker Oats</td>
<td>Contest Carnival</td>
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<td>Quaker Oats</td>
<td>Sgt. Preston of the Yukon</td>
<td>554,795</td>
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<td>Wyse Adv.</td>
<td>Bonne Bell Inc.</td>
<td>Panorama Pacific</td>
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### Young & Rubicam

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<td>Fathers Knows Best; Appointment With Adventure</td>
<td>P. Lorillard Co.</td>
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<tr>
<td>Appointment With Adventure; $64,000 Challenge</td>
<td>Singer Sewing Machine Co.</td>
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<tr>
<td>Four Star Playhouse</td>
<td>Lever Bros.</td>
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<tr>
<td>Talent Scouts</td>
<td>Procter &amp; Gamble</td>
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<tr>
<td>Brighter Day</td>
<td>Bristol-McNab</td>
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<tr>
<td>The Line Up; Undercurrent</td>
<td>Procter &amp; Gamble</td>
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<tr>
<td>Favorite Husband</td>
<td>Bristol-McNab</td>
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<tr>
<td>Godfrey Time</td>
<td>Bristol-McNab</td>
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<tr>
<td>Godfrey Time; Stage Seven</td>
<td>Bristol-McNab</td>
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<tr>
<td>Alfred Hitchcock</td>
<td>Johnson &amp; Johnson</td>
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<td>Robin Hood</td>
<td>Remington Rand</td>
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<td>What's My Line</td>
<td>American Home Products</td>
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<td>Godfrey Time</td>
<td>General Electric Co.</td>
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<td>20th Century Fox</td>
<td>General Foods</td>
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<td>Johnny Carson</td>
<td>General Foods</td>
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<tr>
<td>Porita Face &amp; Life</td>
<td>General Foods</td>
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<td>I Love Lucy</td>
<td>General Foods</td>
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<td>Our Miss Brooks</td>
<td>General Foods</td>
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<tr>
<td>Plymouth Sport</td>
<td>General Foods</td>
</tr>
</tbody>
</table>

* Sylvania Electric Co. divided Beat the Clock ($1,687,361) in 1955 between Cecil & Presbrey and J. Walter Thompson Co.
* Toni Co. (Gillette) divided Talent Scouts ($236,775) in 1955 between Weiss & Geller and North Adv.; Godfrey & Friends ($1,656,600) between Weiss & Geller and North Adv. (includes Frankie Laine); Valiant Lady ($495,656) between Leo Burnett, Weiss & Geller and North Adv.; Garry Moore ($166,400) between Leo Burnett and North Adv.; Bob Crosby ($292,500) between Weiss & Geller and North Adv.
* Zenith Radio Corp. divided Omnibus ($130,000) in 1955 between Young & Rubicam and Benton & Bowles.
* P. Lorillard places Two for the Money (Jan.-June 1956) through Lennen & Newell, except on WKAQ which is placed through Young & Rubicam.
"Clear, sharp image reproduction...that's why we use G-E image orthicons in our own-design TV cameras!"

* * *

Says Earl Lewis, Chief Engineer, WTVJ, Miami.

"Our purpose in developing our own studio cameras at WTVJ was to give Miami viewers a picture with the highest possible quality. Audience enthusiasm proves we came up with superior equipment.

"To get the best camera results, we specify the best components. G-E image orthicons fit our quality specifications to a 't.' Their image resolution has plenty of detail—the picture is uniform in depth and shading—tube efficiency stays high through long hours of service.

"I'm told that really big resources of skill, manpower, and equipment were drawn on by General Electric to develop their Broadcast-Designed image orthicons. The tube's fine overall performance in our studio cameras certainly bears out this information!"

* * *

Your General Electric tube distributor has Broadcast-Designed image orthicons. For top-rating picture quality, for full-measure efficient tube life that means replacement dollars saved...

"Phone your local G-E distributor today!
Tube Department, General Electric Company, Schenectady 5, New York.

Progress is our Most Important Product

GENERAL ELECTRIC
TELEPROMPTER BUYS SHERATON TV INC.

ACQUISITION by TelePrompTer Corp., New York, of Sheraton Closed-Circuit Television Inc. from Sheraton Corp. of America, New York, was announced jointly last week by Irving B. Kahn, TelePrompTer president, and Ernest Henderson, Sheraton Corp. president. Financial terms of the transaction were not disclosed.

In the move, Mr. Kahn said, TelePrompTer acquires the services and personnel of Sheraton Tv, which will operate as a division under the name of Group Communications. He added that William P. Rosensohn, executive vice president of Sheraton Closed Circuit Television, will join the new company as director of closed-circuit activities and that Robert M. Rosencrans, a vice president of the Sheraton closed-circuit subsidiary, also will become an executive of the Group Communications Div.

In commenting upon TelePrompTer's entry into closed-circuit, Mr. Kahn said:

"Closed circuit has made remarkable progress to date, even though it has been in the developmental stage. It has lacked two essential components for full success, however. First, picture quality has not been up to the standards established by the motion picture industry, and second, it has been promoted as an interconnection service only.

"Manufacturers have answered the questions concerning quality. They have produced a picture that meets exacting standards. We believe that TelePrompTer, through its extensive and unique experience in group communications, can add another required dimension - professional service in staging the complete show; not only the interconnection but a full complement of equipment and supervision required for professional performance, including lighting, effects, staging and script control, providing a supervisory service at each local outlet."

Mr. Kahn also pointed out that TelePrompTer's recent association with the Western Union Telegraph Co. provides the company "with electronic and electro-mechanical personnel throughout the country" and will enable the Group Communications Div. of TelePrompTer "eventually to provide nationwide total service in depth in the field of group communications."

He said the new division immediately will launch a program designed to expand and improve the Sheraton closed-circuit activities through the acquisition of new modern equipment recently developed for large screen projection. The engineering aspects will be supervised by H. J. Schlaffy Jr., TelePrompTer engineering vice president.

Sheraton Corp. entered the closed-circuit field two and a half years ago.

Storz Stations Engage Krick

THE FIVE Storz Broadcasting Co. radio stations have engaged Dr. Irving P. Krick Assoc., Denver, as weather consultants, effective Dec. 3. The Storz stations are KOWH Omaha, WDGY Minneapolis, WHB

Kansas' City, WTX New Orleans and WQAM Miami.

Two other stations, KRLD Dallas and WCAU Philadelphia, have been signed to carry Krickcasts, the firm's weather service for clients.

Closed-Circuit Firm Organized in New York

FORMATION of a firm specializing in closed-circuit tv, Closed-Circuit Telecasting System Inc., New York, was announced last week by Fanshawe Lindsley, president of the new firm and former advertising executive of Fortune magazine. Other officers of the firm are Arthur O. Choate Jr., board chairman; William Rockefeller, secretary, and Charles B. Pearson, assistant to the president.

CCTS, with offices at 237 W. 54th St., New York (and with branches planned in Chicago and Detroit), plans to begin operating within the next two weeks and by January will be offering prospective clients big-screen color on a multi-city coast-to-coast mobile network basis. CCTS has ordered $250,000 worth of closed-circuit projector equipment from RCA, which will arrive in time for CCTS' first all-color hookup next month. The firm also is acquiring black-and-white equipment which will allow it to combine color and monochrome in a 90-city hookup. RCA Service Co. will handle this new equipment in the field, both in operating and in servicing.

30,000 Salesmen Due Pointers Via Closed-Circuit Tv Sessions

BY MEANS of closed-circuit television, about 30,000 salesmen will view two "Tele-Sell Spectaculars" on Feb. 26 and March 5, 1957, during which top sales executives will discuss and demonstrate the most modern and effective selling methods. The event will be sponsored in 25 cities in cooperation with local sales executive clubs.

Each closed-circuit program will last 90 minutes and originate from New York. Facilities are being arranged by Sheraton Closed-Circuit Television, which was sold last week to TelePrompTer Corp. (see story this page). Production will be under the direction of Walter Wanger, motion picture producer and president of Sheraton TV, and Jim Handy, creator of sales development and training programs.

CBS Newsfilm's Year-End Reports

CBS NEWSFILM, through its distributing organization, CBS Television Film Sales Inc., will offer as an extra service to its member stations two special 30-minute year-end reports on or about Dec. 15, it was announced last week by CBS Newsfilm Manager Howard L. Kany.

PROGRAM SERVICES PEOPLE

Jerome Medford, project director, W. R. Simmons, to Advertise Research Inc., N. Y., in similar capacity. Michael Sandler and Virginia Davis have also joined company as assistant project directors and Jessie Lynes appointed national field supervisor.

Broadcasting * Telecasting
TEAM UP WITH TRUSCON for all types of towers...

Our staff of highly skilled engineers can offer you unmatched experience in tower design and construction. They're responsible for many hundreds of towers that today are standing tall and strong in all parts of the world... on all types of topography... many in areas where extreme winds and weather conditions prevail. On the East Coast, for example, where hurricanes caused considerable destruction, every Truscon Tower remained proudly erect, with no damage reported... a tribute to Truscon's technical "know-how" and craftsmanship.

Add to this Truscon's modern and efficient manufacturing facilities, and you have a team that can produce exactly the tower you need... whether it be tall or small... guyed or self-supporting... tapered or uniform in cross section... for AM, FM, TV or Microwave Transmission.

To get your tower program started, just write or call your nearest Truscon® district office or "tower headquarters" in Youngstown. Our experts will be glad to discuss your problems or help in any way they can.
CBC Governors Board To Meet in Vancouver

POWER INCREASES for radio and television stations and applications for two new radio stations will be heard by the board of governors of the Canadian Broadcasting Corp. at its 103rd meeting Jan. 4 in the studios of CBU Vancouver, B. C. This marks one of the few meetings of the CBC board ever held in western Canada.

New radio stations are being requested at Amherst, N. S., by Amherst Broadcasting Co. Ltd. for 250 w on 1400 kc, and by Soo Line Broadcasting Co. Ltd., at Weyburn, Sask., for 250 w on 1340 kc.

Power increases will be asked by CHED Edmonton, Alta., from 1 kw on 1080 kc to 10 kw day and 1 kw night on same frequency; by CJVI Victoria, B. C., from 5 kw on 900 kc to 10 kw on same frequency; by CFOR Okinawa, Ont., from 5 kw day and 1 kw night on 1070 kc frequency; by CKPR Fort William, Ont., from 1 kw on 580 kc to 5 kw day and 1 kw night on present 1570 kc frequency; by CHUM Montreal, Que., from 10 kw day and 5 kw night on 730 kc to 50 kw on same frequency; and by CKBI Prince Albert, Sask., from 5 kw to 10 kw on 900 kc.

A change in frequency only is being asked by CKDM Dauphin, Man., from 1050 kc to 730 kc, keeping present power of 1 kw daytime and 250 w nighttime.

Six British Columbia stations are requesting a change in frequency to 1130 kc, five of them with power increases to 10 kw. CHWK Chilliwack wants to move to 1130 kc from 1270 kc and increase power from 1 kw to 10 kw; CKOV Kelowna, is requesting same power increase and shift from 630 kc; CHUB Nanaimo from 1570 kc with 1 kw; CKNW New Westminster, from 1320 kc with 5 kw; and CKLG North Vancouver, from 1070 kc with 1 kw. CKWX Vancouver, is asking for the frequency shift from 980 kc and power increase from 5 kw to 50 kw.

CJOB Winnipeg, Man., is requesting an increase from 250 w on 1340 kc to 10 kw on 730 kc. The station has been authorized to move to 680 kc with 5 kw daytime and 2.5 kw nighttime, but has not implemented this authorization.

CFPA-TV Port Arthur, Ont., has asked for an increase in power on ch. 2 from 5.1 kw video and 2.55 kw audio to 28 kw video and 15 kw audio. CFPA-TV also has asked for a change in ownership from Ralph H. Parker Ltd. to Thunder Bay Electronics Ltd.

Twenty stations are to present requests for share transfers at the Vancouver meeting.

Progressive-Conservative Party Charges CBC with Discrimination

CHARGES THAT the Canadian Broadcasting Corp. plans discrimination against the Progressive-Conservative Party’s leadership convention at Ottawa Dec. 12-14 have been made. The Progressive-Conservative Party, Canada’s official opposition party, is electing a new leader to succeed George Drew, who retired because of ill health. CBC will cover the three-day convention, but will not televise the keynote speech by Nova Scotia Premier Stanfield Dec. 12 at 9 p.m., when Kraft Theatre is on the tv network, though it will carry the speech on its radio network.

The political party stated that CBC carried all U. S. network political party conventions in detail, as well as the elections, at a loss of sponsored time. CBC claims that its coverage was settled with the party’s officials a month ago; that it is telecasting three afternoon sessions and the evening session Dec. 13, and cannot now change its evening schedule to take care of the keynote address.

Aussie 1954-55 Radio Revenue Reaches Record $18.7 Million

TOTAL revenue of Australia’s 106 commercial radio stations during the 1954-55 financial year was £6,686,924 ($18,723,387.20), an increase of £1 million over the previous year according to the annual report of Australia’s Control Board. Of the 106 stations, 95 made a profit, the report shows.

Although only four commercial stations have been started since the 1951 financial year, the industry’s total revenue since that year (approximately $10 million) has nearly doubled, according to the board’s figures. The board attributed last year’s increase in revenue to both higher rates and an increase in the use of radio as an advertising medium,
Tunnel to Outer Space

World’s most powerful wind tunnel, lashing tomorrow’s spacecraft with winds many times the speed of sound...

World’s largest outdoor turbine, producing electricity for Atomic Energy Works at Paducah, Kentucky...

World’s most completely automated plant, manufacturing automobile engines...

First successful diamond-making machine, with pressures up to 1,500,000 pounds per square inch...

These new challenges to man’s lubrication know-how all have this one thing in common, SOCONY MOBIL’s master touch in oil. It guards one of every six industrial wheels turning in the Free World, including more than half of all the big turbines (5,000 kilowatts and over).

Good reason! Men who depend on machinery depend on SOCONY MOBIL as a partner in its protection.

* * *

Wherever there’s progress in motion—in your car, your plane, your farm, your factory, your boat, your home—you, too, can look to the leader for lubrication.
Polish Government Suspends Jamming of Voice of America

THE Polish Government has suspended its jamming of Voice of America broadcasts after "frank discussion of the subject in the Polish Parliament," according to Abbott Washburn, deputy director of the U. S. Information Agency, VOA parent organization.

Addressing members of Sigma Delta Chi, national honorary journalistic fraternity, at the SDX convention's annual banquet in Louisville (Nov. 30), Mr. Washburn said a Warsaw newspaper announced ending of the jamming Nov. 23. Jamming in Poland cost the government $17 million, almost the same amount as the total VOA budget for its world broadcasts in the current fiscal year, Mr. Washburn said.

VOA had noticed a gradual diminishing of the jamming for several weeks, he said, adding that although members of the Polish Parliament are considered to be pawns of the Communist Government, "some of the deputies had the intestinal fortitude to rise on the floor of their Congress and declare against jamming."

He said that before the Polish cessation of jamming, the sum of $113,490,000 was being spent yearly on VOA jamming in the Soviet Union, Poland, Hungary, Czechoslovakia, Rumania and Bulgaria. There is no question that right in now in Hungary, he said, "undoubtedly as a result of the current dislocation there."

He felt all this money was wasted because despite jamming in some localities, "the broadcasts still get through."

New Canadian Network Provides Link in National Microwave Chain

ANOTHER section of the national Canadian microwave network came into being Dec. 2 when the Maritime Telephone & Telegraph Co. and the New Brunswick Telephone Co. opened their network connecting stations in Canada's Atlantic Coast provinces.

Stations which now have their own regional microwave network are CBHT (TV) Halifax, N. S., CKCW-TV Moncton, N. B., CHSJ-TV St. John, N. B., and CICB-TV Sydney, N. S. These four stations will be linked with the national Canadian microwave network operated by the Trans-Canada Telephone System late next year when the microwave system will be completed between St. John, N. B., and Quebec City, Que. This will connect the Atlantic Coast stations all the way to Winnipeg, Man., and add CFCY-TV Charlottetown, Prince Edward Island, to the Atlantic Coast network as well.

VOA Director Larson Denies Charge of Inciting Hungarians

DENIAL that the Voice of America incited the Hungarian people to revolt against the Communists was made last Monday by Arthur Larson, newly-appointed director of the parent U. S. Information Agency, in an address before the Pittsburgh Chamber of Commerce.

Meanwhile, some 500 Hungarian-language tape recordings of broadcasts by Radio Free Europe's Munich station have been under study by the West German government since Nov. 12 in efforts to determine whether the private enterprise-supported station urged Hungarians to rebellion or helped prolong fighting there. A government spokesman said last week the study will be completed in 10 more days and that nothing so far has been found to support charges against RFE.

In his speech last week, Mr. Larson said charges that VOA incited Hungarians to revolt and promised military aid are being circulated in Hungary and elsewhere by the communist "propaganda machine" to "create distrust of America."

"The true fact," Mr. Larson said, "is that there was no such incitement." All Voice of America scripts are preserved, he said, and show that VOA "aimed only to present the facts of what was going on in the world, and to keep alive a spirit of freedom and hope."

During the uprising, Mr. Larson told the group, the Voice went on a 24-hour schedule, adding 39 live broadcasts in 14 languages to the satellites and the USSR. Reports worked on 18-hour stretches, going home only for brief rests and then returning to studios.

RFE Says East German Station Promised Rebels Western Aid

IN an announcement representing a new denial that it incited the Hungarian rebellion, Radio Free Europe stated that a communist radio station had identified itself as RFE and told the Hungarian anti-communists that western forces were coming to aid them.

RFE stated "it has become apparent that the Hungarian language broadcasts of several radio stations operating outside Hungary have been confused with Radio Europe transmissions to Hungary during the period of the uprising. Hungarian language broadcasts reporting the massing of western forces to come to the aid of Hungary were beamed to that country by the communist radio located in East Germany," it added.

CBC's Matthew Halton Dies

MATTHEW H. HALTON, 52, chief European correspondent of the Canadian Broadcasting Corp. since 1945, died Dec. 3 in London, Eng., after an illness of several months. Prior to joining CBC he had been European and Washington correspondent of the Toronto Daily Star.

His first radio work was in 1938 when he reported on Munich in a trans-Atlantic broadcast to U. S. and Canadian networks. He joined CBC in 1943 as a war correspondent covering the European campaigns. He is survived by his wife and two children.
Newer and more "dramatic" metals have lately taken the spotlight from prosaic yet versatile lead. But this heaviest of common metals is experiencing increasingly heavy demand. And lead is one of the many non-ferrous metals which Anaconda has long produced. Anaconda's lead output last year was more than 67,000,000 pounds.

Main factor in the rising demand for lead is its special importance in storage batteries, essential in the trend to motorization on land and sea throughout the world. Other ever-growing uses for lead are in high-octane gasoline and the solders increasingly needed in the automotive and the electrical fields.

High construction activity also calls for more lead for paints, porcelain enamels and for sheathing power cables. A newer and rapidly growing use is in nuclear energy generation and radiation products demanding lead shielding or protective glass with up to 60% lead content. For all these applications and many more, lead is the preferred metal.

To keep pace with this growing demand, Anaconda is continuing to develop its lead resources and metallurgical research, along with its broadening activity in copper, aluminum, zinc, uranium oxide, a large number of by-product non-ferrous metals and fabricated mill products.
**MILESTONES**

**NBC Adds 18 to 25-Year Club Bringing Total Members to 149**

CEREMONIES were conducted Wednesday at New York’s Waldorf-Astoria Hotel for 18 NBC employees, a number that boosts the network’s 25-Year Club membership to 149.

The new 25-Year Club additions are:

- Jack Anderson, sound effects technician; Alfred W. Gamman, staff writer; press department; Francis G. Connolly, construction man in engineering; Albert W. Frey, supervisor of traffic operations; Thomas P. Gannon, copyright specialist; James Haupt, associate director; William S. Hedges, vice president of integrated services; Frank R. Heitmann, chief electrician, and Edward M. Lowell, manager of facilities administration.

- Walter L. Roe, master control engineer; Wilfred Snow, chief painter; Charles Townsend, manager of film-kine technical operations; Edna Turner, music lyric editor; George Voutsas, director; Edith C. Walmsley, copyright assistant; Hilda Watson, public service programs coordinator; Alfred E. Jackson, WBUF (TV) Buffalo, operations, and Carleton D. Smith, WRC-AM-TV Washington vice president and general manager.

- WJBW New Orleans celebrated 30th anniversary.

- ROGER WAYNE, WHLI Hempstead, N. Y., celebrated 31st year in broadcasting.

- ROGER BAKER, WGR-TV Buffalo, celebrated 29th anniversary in broadcasting.

- GEORGE WATSON, personality, WBBM Chicago, celebrated 20th anniversary with station.

- BILL BALANCE, KFWB Hollywood, celebrated 20th anniversary in broadcasting.

**WITV (TV) Bloomington, Ind.,** celebrated its seventh birthday with a special two-hour telecast. Original staff members presented owner Sarkes Tarzian with a plaque commemorating the seven years. On the birthday set are original staffers (l to r) Robert Petranoff, program manager; Robert Lemon, station manager; Carl Oaken, chief engineer; Mr. Tarzian, Susan Sherman, copy and traffic director, and Biagio Presti, broadcast equipment division. Other first staffers not pictured during the festivities Nov. 11, are Glenn Van Horn, Mort Weigel, Charles Haines, Bob Young, Wendell Fuller and George Morel.
The Cream Always Comes To The Top

FOR MANY YEARS railroad spokesmen have vigorously contended that trucks "skim off the cream" of traffic. Just recently a widely distributed publication of a major rail line said: "Highway carriers skim off the cream. The fact that the average ton-mile revenue of highway carriers is approximately four times that of the railroads indicates the extent to which these carriers seek the higher rate type of traffic between important terminal points."

Does it?
Or does it, rather, indicate that the inherent qualities of truck transport—door-to-door delivery, dispatch, and lower loss and damage, among others—make truck service ideal for certain kinds of traffic which is basically high-rated?

Take less-carload business, for example. It carries the highest rates. Railroads are not geared to handle it physically, and historically they have lost money attempting to compete for this business—total annual losses running into millions of dollars out of pocket many years. Trucks physically are best able to handle this kind of traffic. Maybe you could call this "cream" for trucks but it is sour milk for railroads.

Or take coal, or any one of a dozen low-rated commodities. Railroads, again for inherent reasons, can haul this traffic and do very well indeed on the profit side. For them it would be "cream." Trucks, except in special situations, aren't as closely tailored to this kind of hauling as are the rails, and such traffic would not be "cream" for trucks.

Whether traffic is "cream" or not "cream" depends upon the shipper's needs and the carrier's ability to meet them efficiently and economically, not whether it is high-rate or low-rate traffic.

Moreover, each carrier's "cream" tends to rise to the top—carriers generally get that business which they can do the best job of handling.
WMAL-TV Installs Bowling Lanes

WMAL-TV Washington is planning to carry a live duck pin bowling show. The bowling alleys are being installed in the station's studios. The two lanes will be equipped with automatic pin-setting machines and will cost approximately $25,000. Production plans call for three cameras, one mounted on a platform behind the bowlers, another mid-way down the alleys and the third at the positions taken by the official scorer and the announcer. The live telecasts will feature matches between the top bowlers in the metropolitan area. The station also plans on nationally known bowling champions for guest appearances.

Holds Elvis Presley Contest

RAY BRIEM and Paul Coburn, KLUB Salt Lake City, Utah, disc jockeys, featured a contest recently asking whether or not listeners liked Elvis Presley. Mr. Briem fought against the singer and Mr. Coburn was for him. They asked the listeners to send in their votes which were counted on the stage of a local theatre carrying Love Me Tender. It was reported that over 5,000 votes were counted and that Presley won by 35 votes. The losing disc jockey agreed to wear purple side burns for one week. A hound dog and a pair of blue suede shoes were presented to the listeners who had sent in the best letters as to why they liked Elvis Presley.

Transcribes French Programs

AN HOUR of French programming designed for students of that language has been initiated on WNIB (FM) Chicago, with emphasis on French culture and celebrities. The hour comprises Paris Star Time, a transcribed program from the French Broadcasting System, and The French Scrapbook, featuring novel tunes from France and celebrity interviews. Latter is conducted by Jacques Amram, instructor with Div. of Social Center, Chicago Board of Education and Berlitz School of Languages. Music and items of interest are announced in both English and French.

WSAI Signs for 1957 Football

WSAI Cincinnati and the U. of Cincinnati signed a contract covering radio broadcast rights for the 1957 U. C. football season. This marks the third consecutive year that WSAI has exclusive rights to the games and the sixth year that the broadcasts will be carried over the station. Sports Director Dick Baker will do the play-by-play, also for the sixth straight year.

‘MISS KISSABLE’

NATIONAL publicity came the way of WARL Arlington, Va., via its “Miss Kissable of 1956” contest, originated by Washington news correspondent Jock Laurence. United Press and International News Service both circulated wirephotos of “Miss Kissable,” Jean Linck, to subscribers over the U. S. and UP’s Harmon W. Nichols did a feature story on the contest.

Miss Linck’s lips were selected as most kissable from over 5,000 lips—prints mailed to the station.

Following several requests from other stations for permission to run their own contests, WARL is formulating plans to conduct a nationwide contest next year with the national finals in Washington.

Mr. Laurence first held a variation of the “Miss Kissable” contest in 1943 in Miami, Fla., but all rights now belong exclusively to WARL. The station has requested a copyright on the idea.

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Broadcasts from Jail Cell

IN ORDER to plug safe driving, KDAY Hollywood, made arrangements to do a day’s broadcasting from a jail cell in the Beverly Hills police station. In addition to its regular features, KDAY invited music and motion picture personalities to make guest appearances on its shows to help plug the safe driving campaign.
Barney Hitchcock as an engineer at Western Electric for the past 20 years has had many important assignments ... on production engineering, time and motion study, cost reduction.

That latter objective—cost reduction—is particularly meaningful to you and the people in your community. For through it, Barney and hundreds of other Western engineers like him concentrate time and efforts on finding ways to make Bell telephone equipment at lower cost.

Just what effect does this have in your town? Simply this. Because we are a part of the Bell System—its manufacturing and supply unit—savings we make in our operations are reflected in the cost of furnishing telephone service. Such savings help keep down the cost of equipment your Bell telephone company buys from us.

It's one more reason why the cost of your local Bell telephone service has gone up so much less than most other things you buy.
WTRC Holds Open House

WTRC Elkhart, Ind., held open house last month for all its sponsors and listeners in celebration of the station's 25th anniversary. Over 7,500 persons attended, touring the station and its affiliate WSVI-TV. Morgan Beatty was present to meet the visitors and also took part in several special memorial programs.

ABC Radio Programming Changes

THE Bobby Hammack Show, a new across-the-board musical weekday series on ABC Radio, will premiere Dec. 31. The time period is still to be scheduled. In announcing the new show, ABC also listed Jack Paar Show (currently aired Mon.-Fri., 11:15-11:30 a.m.) among its new program changes. The show will be heard 15 minutes earlier, effective Dec. 31. This move puts the You and Your Marriage program with Dr. Paul Popenoe in the 11:15-11:30 a.m. slot. The Popenoe program is currently heard weekdays at 11:35-11:45 a.m.

WOL Music Format Boosts Sales

CHANGE to a serious music format after 9 p.m. has taken WOL Washington into a sold-out status for the daily three-hour programming, according to Charles Dillon, WOL vice president. The seven-night-a-week Good Music Time, with Paul Hume, Washington Post & Times-Herald editor, achieved this record in a little over a month. The hours now yield three times their previous revenue. WOL adopted the good music format after WGMS Washington was taken over by General Teleradio, with a revision of the former musical schedule.

Distributes Toll TV Booklet

A NEW booklet claiming to present a cross-section of views favoring subscription tv is being distributed to trade by Zenith Radio Corp. The booklet includes an accompanying letter by Ted Leitzell, assistant to the president of Zenith, and purports to include reproductions of letters sent to the FCC and opinions of various individuals and organizations, as well as newspaper clippings, favorable to toll tv. In the letter, Mr. Leitzell notes that this "vital public interest issue" is still to be decided in the wake of the recent political elections.

Offers Record Premiums

MOTOROLA Inc. has announced a new phonograph sales promotion campaign involving record packages for tie-in premiums. Four separate packages will be offered to distributors for use with phonograph sales. They include such recording labels as Mercury, Decca, Columbia and London. One package consists of 30 records on 15 45 rpm discs shipped in plain carrying case with handle and gold hardware, while another (the largest) has 100 recordings on 50 discs. Another has recordings on 78 rpm discs. All packages are provided to distributors at a price allowing inclusion of records as tie-ins with phonograph merchandise or permitting dealers to work out package deals.

WIP Covers Brooklyn Explosion

AS SOON as word was received of a tanker explosion on Pier 37 at 34th St. in Brooklyn, WIP Philadelphia special events director, Sam Serota, had the Coast Guard duty officer give a detailed report of the disaster. Following this, WIP interviewed, by beeper phone, the owner of a hardware store one block from the explosion. The accident caused windows eleven blocks away to be shattered and sent debris flying on an eight block area. Minutes after these interviews telephone lines were reportedly knocked out of service in the area.

Silver Tongue

HOW does the Italian-speaking population of New York's metropolitan area responded to offers programmed in that tongue? WOV, a foreign language station, airing 101/2 hours of Italian daily, has an answer. General Manager Ralph N. Well points to the following WOV results:

Gem Paking Co., which earlier in the year offered purchasers of Gemma Oil a special premium consisting of a modest string of rosary beads, expected at best 700 requests, following an insert of but six simple mentions on its regularly sponsored show. Most recent mail count: 8,105 pieces.

Buitoni Macaroni Co. conducted a special promotion March through July that required contestants to submit inserts found only in Buitoni packages. The client, a 14-year old sponsor of a quarter-hour daily program, reported that during the contest's 17 weeks, more than $161,280 was spent by consumers on 768,000 packages.

Progresso Brand food products, sponsor since 1949 of WOV's One Big Family program, asked listeners to participate in a contest requiring the purchase of at least $12 worth of Progresso products. Close to 11,000 listeners took part, sending in coupons representing well over $130,000 in purchases.
"I scan Ad Age in the office and read it thoroughly at home"

says JOHN P. CUNNINGHAM
President
Cunningham & Walsh Inc.

"Advertising Age is the one paper in the field that gives me a chance to get a complete and contemporary picture of the many-sided and fast-moving business of advertising. I think it is one of the most vital magazines in the field, and after scanning it in the office, I always take it home and read it thoroughly every weekend."

For most of the important people in advertising and marketing today, Advertising Age is the editorial eye that gives 3-d perspective to this many-sided and fast-moving business. More than just a trade newspaper, Ad Age gives insight, shape and substance to advertising-marketing news, trends and developments—not only to those who activate, but to those who shape important market and media decisions.

Cunningham & Walsh, for example, rated among the top 17 agencies in broadcast advertising last year with a radio-ivv billing of $17,000,000* (total billing—$47,800,000). Among its clients are such important broadcast advertisers as American Telephone and Telegraph Co., J. A. Folger & Co., and Sunshine Biscuit, Inc. During the first six months of 1956, these three advertisers alone placed a total expenditure of $3,385,100 in just spot tv.**

Every week, 58 paid subscription copies of Ad Age get read in the homes and offices of important C. & W. executives. Further, each of the three advertisers mentioned above are paid-subscribers to AA, with numerous subscription copies getting read, routed and discussed among their advertising and other management executives.

Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 131,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

*Broadcasting-Telecasting's 1955 report
**N. C. Kasebough Co. for Television Bureau of Advertising

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

Broadcasting • Telecasting

December 10, 1956 • Page 121
ABC Offers Mood Music Record
ABC-PARAMOUNT, recording division of American Broadcasting-Paramount Theatres Inc., and the Mennen Co., Morristown, N. J., have effected a tie-in whereby the former will release a new mood music record, "Music for Expectant Mothers." A four-color photograph that appears on the record will be used in a special Mennen Baby Products print advertising campaign with the copy to be seen in Life, Good Housekeeping, True Story and Modern Romances. Grey Adv., Mennen's agency, is planning a heavy mail-order promotion campaign with disc jockeys and women editors. To aid in selling the record, Mennen, which will join S. C. Johnson & Son as co-sponsor of the Robert Montgomery Presents program on NBC-TV next January, will feature special color commercials built around the photograph.

WCKR-WCKT (TV) Momento
A SILVER colored key chain was the momento of the dedication of Biscayne TV Corp.'s WCKR and WCKT (TV) in Miami. The front has an artist's engraving of the studios and the back gives the station's call letters.

ABC Promotes 'Color Radio'
"COLOR RADIO" is here . . . and ABC's got it! At least that's the story contained in a pink tinted brochure issued last week by ABC Radio's promotion department on behalf of Park & Tilford (Tintex), the sponsors of ABC Radio's When a Girl Marries and Whispering Streets. According to the promotion piece, the two ABC Radio daytime serials show "ten shades of stirring, colorful . . . drama to emphasize the emotional power" of the two programs. Concludes ABC: "color radio beams it . . . and puts it across."

CFAC Holds Music Discussion
CFAC Calgary, Alta., has a discussion show on new records from a local music shop. The program, Turn Table Round Table, is aired every Saturday morning and has a panel recruited from listeners who ask to be on it. The panel, which changes every week, gives its candid opinions on new record releases played at the music shop during the program.

RADIO TURNS TRICK
HOW radio moved hardware in Fresno, Calif., is told by Ed Ohanian, owner of Palm & Shields Variety and Hardware Store there, in his report to Dave Maxwell, manager of KBIF Fresno. Mr. Ohanian bought 85 one minute and 30-second spots on KBIF for $271 to promote a two-week sale. No other advertising was used. Result: "We realized a gross of over $8,000. This was the biggest sale we have ever had."

But radio's impact is emphasized by the store owner's notation that the previous year he had spent $2,800 in a local newspaper "with no apparent results. For the sale immediately preceding our last one, we spent $1,800 in Fresno newspapers. This sale extended for three weeks and we realized only $4,000 gross."

KWG's 'Pearl of Wisdom'
AS AN introduction to KWG Stockton, Calif., and its new owners, all major retail stores in the city were visited by models giving gift boxes to the owners or advertising managers. A simulated pearl and a "pearl of wisdom" testimonial by one of the station's advertisers, a local jewelry firm, were contained in the boxes. The businessmen were also presented with a certificate of introduction to KWG which entitled the holder to 10 spot announcements free if an order for five or more spots was purchased at the regular rate.

Magnavox Gives Christmas Record
AN I.p. recording of Christmas carols by the Magnavox Chorus is being distributed to dealers. It is to be given to the purchasers of Magnavox hi-fi phonographs. The group, made up of company employees and their families, holds several first places in musical contests. Included with the record is a booklet telling about hi-fi, the chorus and the history of the selections on the record. Among the carols chosen for the record are "Silent Night," "Jolly Old Saint Nicholas" and "Joy to the World." Record contains 11 carols in all.
Houses Mobile Unit in Bus
CKY Winnipeg, Man., has a complete mobile studio which is housed in a bus. The station has four cars and a station wagon as part of its mobile fleet, in addition to its "studio on wheels," to bring local community event programs to its listeners. The mobile studio is equipped with a shortwave transmitter to carry the program broadcast from the unit to the CKY transmitter or downtown studios.

Santa Claus Comes to Town
In a special Christmas promotion, radio station WTOB arranged for Santa Claus to fly into the Winston-Salem, N. C., area via the station's "North Pole Special" plane. It was reported that a crowd of 3,000 gathered to welcome him. WTOB's mobile studio was on hand at the airport for the event.

WRCA's Radio Portfolio
WRCA New York has distributed copies of the WRCA Radio Portfolio to agencies and advertisers. The portfolio is made up of charcoal sketches of the station's personalities who are described as "some of the finest salesmen in N. Y." The promotion piece contains drawings of Bill Cullen, Tex and Jinx McCrary, Ken Banghart, Al "Jazbo" Collins, Johnny Andrews, Bob Wilson, Ben Grauer and Jimmy Powers, among others and were drawn by Tom Allen.

Ziv Records Theme Music
ZIV Television Programs, N. Y., has announced that the theme music of its Highway Patrol film series has been recorded by Cyril Stapleton for London Label, marking the first tie-in between Ziv TV and a major recording company for a theme promotion.

WMT-TV Promotes New Tower
WMT-TV Cedar Rapids, Iowa, is distributing a ball of twine with an automatic dispenser to promote its new tower. On the top of the dispenser it says, "This string is 1450"...more than one quarter mile...in length. It's as long as our new tower is tall. (The tower is one of the three highest in the world.)" The sides of the dispenser give the call letters, mailing address and national representatives.

Better Balanced Music Programming
Merle Kimball, Prog. Dir. of KTOY-FM, Tacoma, Wash., writes:
"The SESAC Library and its bridges, moods and themes help give our radio service to the Puget Sound Area the distinctiveness and atmosphere of good taste we strive to have listeners associate with our type of program structure.

"And...the quality of the SESAC discs is outstanding."
The SESAC Transcribed Library in spectacular sound costs as little as $1.50 a day for the complete library...or...may now be leased in sections at most nominal costs.

You, too, will definitely find it possible to obtain better balanced, top quality programming at low cost with the SESAC Transcribed Library
Write today for audition discs.

If you have 2 secretaries, a direct wire to New York, and a complete reference library...

You Don't Really Need the Broadcasting Yearbook—Marketbook
Otherwise you do (if you want to know the who, what, when, why, where, etc. of radio).
(Sneaky thought: Aforementioned item is also the sine qua non, the tour ensemble and the e pluribus unum for advertisers, which it's a pretty good idea for you to be one of. Publication date: Jan. 1, 1958. Deadline: Dec. 17, 1957.)
Station Authorizations, Applications
(As Compiled by B•T)
November 29 through December 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine operations.

Abbreviations:
                             CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency; uhf—ultrahigh frequency.  Box—area. SMART—analog, sur.—sural, vis.—visual, kw—kilowatts. w.—watt. mc—megacycles. D.—Day. N.—night. LS—local sunset. md.—modification. trans.—transmitter. un.—unlimited. hrs.—hours. k.—kilometers. ECA—electronic communications authority. SSA—special service authority. STA—special temporary authorization.

Am-Fm Summary through Dec. 5

<table>
<thead>
<tr>
<th></th>
<th>Appts</th>
<th>Licensed Cps</th>
<th>Pending</th>
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<td>Am</td>
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<tr>
<td>Fm</td>
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FCC Commercial Station Authorizations as of October 31, 1956

<table>
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<tr>
<th></th>
<th>Am Fm Tv</th>
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<tbody>
<tr>
<td>Licensed</td>
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<tr>
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<tr>
<td>air</td>
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<tr>
<td>Cps</td>
<td>2,940</td>
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<tr>
<td>not on air</td>
<td>233</td>
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<tr>
<td>Total</td>
<td>3,173</td>
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<tr>
<td>Authorized</td>
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<tr>
<td>Applications in hearings</td>
<td>183</td>
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<tr>
<td>New station requests</td>
<td>52</td>
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<tr>
<td>New station bids for hearing</td>
<td>111</td>
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<tr>
<td>Facilities change requests</td>
<td>156</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>442</td>
</tr>
<tr>
<td>Licenses issued in October</td>
<td>0</td>
</tr>
<tr>
<td>Cps issued in October</td>
<td>0</td>
</tr>
</tbody>
</table>

Based on official FCC monthly reports. These are not always exactly correct since the FCC must await formal notification of stations going on the air, closing operations, surrendering licenses or grants. These figures do not include noncommercial, educational and public stations. For current status of sim and fms stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

New Tv Stations...

ACTION BY FCC

Birmingham, Ala. — Birmingham Television Corp. granted uhf ch. 45 (638-644 mc): ERP 18.6 kw, 5.81 kw sur; ant. height above average terrain 770 ft., above ground 895.25 ft. Estimated construction cost $304,000, first year operating cost $300,000. Revenue $650,000. P. O. address 285 Marjace Ave., Idaho Falls, Idaho. Station to be located.owners are unknown.

APPLICTIONS

Butte, Mont.—Arthur W. Schwieder, vhf ch. 6 (624-646 mc): ERP 64 kw vis., 1.2 kw sur; ant. height above average terrain 3,170 ft., above ground 90 ft. Estimated construction cost $161,061, first year operating cost $175,000, revenue $150,000. P. O. address 285 Marjace Ave., Idaho Falls, Idaho. Station to be located.owners are unknown.

R. C. CRISLER & COMPANY, INC.
R. C. CRISLER — PAUL E. WAGNER
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BROADCASTING • TELECASTING
S. D., mod. of cp to change type and make other equipment changes. Announced Dec. 4.

APPLICATIONS

WPTV (TV) West Palm Beach, Fla.—Seeks mod. of cp to change corporate name to John H. Pipes Bestg. Stations Inc. Announced Dec. 3.

KTVH (TV) Hutchinson, Kan.—Seeks cp to change ERP to 316 kw vis., 158 kw aur., change type and install new vis. and aur. amplifiers. Announced Dec. 5.

WHZI-TV Zanesville, Ohio—Seeks mod. of cp to change ERP to 1482 kw vis., 814 kw aur., install new vis. and aur. equipment changes. Announced Dec. 5.

WHPL-TV Johnson City, Tenn.—Seeks mod. of cp (which authorized new tv) to change ERP to 25 kw vis., 158 kw aur., make new vis. and aur. equip. changes. Announced Nov. 29.

APPLICATIONS AMENDED

WXTV (TV) Youngstown, Ohio—Application seeking mod. of cp amended to change frequency from ch. 53 (634-00 mc) to ch. 65 (656-662 mc) and to furnish additional ant. data. Announced Dec. 5.

KBDL-TV Florence, S. D.—Application seeking license canceled; seeks to change studio location to trans. site, 0.5 mi. N. of Garden City, S. D., and presentWalker of Sec. 2, 413 of rules. Announced Dec. 5.

WMTV (TV) Madison, Wis.—Application seeking license to cover cp amended in response to the Commission's order. Deny ERP as 158 kw vis., 50.1 kw aur., specify DA and other equipment changes. (Contingent on filing and grant of mod. of cp to cover changes in facilities specified above.) Announced Dec. 5.

Allocations . . .

ACTIONS BY FCC

Deintermixture petitions denied—By memorandum orders and opinions of Nov. 28. Commission denied following petitions associated to outstanding proposed rule-making in respective deintermixture proceedings, with Comr. Doerfer dissenting.

Hartford, Conn.—Providence, R. I.—By travelers in B, 237, 337. Conditional grantee of ch. 3 WITC-TV Hartford to reconsider proposal in Hartford- Providence proceeding in Docket 11768; denial is without prejudice to Commission's right to consider contents in instant petition in connection with comments in this proceeding. (Outstanding, rule-making would make Hartford all-uhf by deleting only vhf ch. 3 and giving it to Providence, transferring only ch. 51 at Easthampton, Mass., to Hartford, and deleting only ch. 31 for purposes of Peoria, Rock Island, Ill.—By WITL Television Co. (conditional grantee of ch. 8 WITL-TV Peoria, Ill.) and request of Commission proceeding in Docket 11768; denial is without prejudice to Commission's right to consider contents in instant petition in connection with comments in this proceeding; also denied WITL request for extension of time to file comments. Delay ERP as 158 kw vis., 50.1 kw aur., specify DA and other equipment changes. (Contingent on filing and grant of mod. of cp to cover changes in facilities specified above.) Announced Dec. 5.

In Cincinnati—Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER

But WCKY . . . INVESTIGATE TODAY

BROADCASTING • TELECASTING

AMCI TYPE 1046

Channels 7 through 13

Shown above is the five-bay array recently installed for Station WTVL, Channel 7, in Washington, North Carolina. With a gain of 19.4', a single 6-1/4" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type 1 null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEM COMPONENTS
AIR NAVIGATION AIDS INSTRUMENTS

ALFORD Manufacturing Co. Inc.

December 10, 1956 • Page 125
extension of time to file comments in rule-making proceedings, by Van Curler Bros. Corp. in Al-bany-Schenectady-Troy and Vail Mills Docket 1751, by California Inland Steamship Corp. in Fresno-Santa Barbara Docket 11739, and by Rear & Kennedy in Dockets 11747-59 and 11799. Announced Nov. 29.

PETITIONS
Lamar, Colo.—KLML Lamar requests amendment of Sec. 306 by instituting rule-making to add ch. 12 to Lamar. Announced Nov. 20.
Guilford, Miss.—E. K. Corkin Jr. d/b/a State Telecasting Co. requests amendment of Sec. 306 (b) by instituting rule-making to make ch. 12 in Bilenki, Miss. available for use cost of a noncommercial educational broadcast station and ch. 44 available for commercial broadcast use. Announced Nov. 30.

Translators
ACTION BY FCC
Winnebago, Nev.—Winnebago Lions Club granted ch. 76 (482-854 mc) to rebroadcast ch. 8 KGO-TV Rose, with transmitter outside of ERP to community, 53.6 w. P. O. address Box 732, Winnebago, Winnebago. Estimated population to be served 5,000. Estimated construction cost $4,232, first year operating cost $174. Announced Nov. 29.

APPLICATIONS
Salmon, Idaho—Lemhi Television Corp. seeks chs. 70 (806-815 mc) and 72 (808-818 mc) to rebroadcast ch. 3 KID-IV Idaho Falls, Idaho. P. O. address Salmon, Idaho, 83467. ERP to community, 55.7 w. P. O. address Box 53, Salmon, Salmon. Estimated population to be served 5,000. Estimated construction cost $4,232, first year operating cost $1,896. Announced Dec. 2.
Butte, Mont.—City of Butte ch. 76 (806-818 mc) to rebroadcast ch. KVGO (TV) Missoula, Mont. P. O. address 987 J. Sullivan, Mayor, City Hall, Butte, Missoula 14 w, in ERP to community 80 w. Estimated population to be served 35,000. Estimated cost $20,000. First year cost $950. Announced Dec. 3.

APPLICATION AMENDED
Palm Springs, Calif.—Applications of Palm Springs Translator Stations Inc., seeking chs. 70 and 72 to rebroadcast KNXT (TV) and KFRC (TV), both Los Angeles, are amended to make changes in corporate structure. Announced Nov. 26.

New Am Stations . . .
APPLICATIONS
Quincy, Calif.—Application of James E. Doyle seeking for new am on 540 kc. 1 kw D. dismissed. (Request of attorney.) Announced Dec. 1.
Albuquerque, N. M.—Application of Western Bist. Co. seeking for new am on 1380 kc. 1 kw D. returned. (Request of attorney.) Announced Nov. 20.
Franklin, Ga.—Macon County Bist. Co. granted 1590 kc. 500 w D. P. O. address 6 Henry G. Barrier Jr., Franklin, N. C. Estimated construction cost $12,917, first year operating cost $20,000, revenue first year $35,000. Owners Graves Taylor, stockholder; W. D. Lederer, owner, Lederer & Taylor; W. E. Dollar, owner, Dollar & Taylor; and John E. Boyd. Announced Nov. 25.

Athens, Ohio—Champion Transmitter Corp. granted 1400 w unii. P. O. address Athens. Estimated construction cost $7,930, first year operating cost $3,000. Station is for non-commercial purposes. Ohio Univ. owns and operates WOU (FM) Athens. Announced Nov. 29.
Midland, Tex.—Great Western Radio Co. granted 1590 kc. 1 kw D. P. O. address 3320 22nd St., Lubbock, Tex. Estimated construction cost $12,555, first year operating cost $38,000, revenue $140,000. Owners: George E. Hefn, insurance-realt estate interests, and Elvin Jos Roberts, motion picture part-owner. Announced Nov. 29.

Nellisville, W. Va.—Application seeking for new am on 1260 kc. 1 kw D. returned. (Dated incorrectly.) Announced Dec. 5.

APPLICATIONS
Douglas, Ariz.—William H. B. Barlow and Isabel B. Har- man d/b/a as Copper State Enterprises, 590 kc. 1 kw D. P. O. address Mr. Barlow, Box 5592, Phoenix, Ariz. Estimated construction cost $2,415, first year operating cost $19,900, revenue $40,000. Barlow is in solicit for Phoenix am and former station manager, R. B. G. Glendening, Ariz. Announced Nov. 30.

St. Helen, Mich.—Paul A. Brandt, 1900 kc. 500 w D. P. address 901 N. Pleasant Ave., St. Helen, Mich. Estimated construction cost $2,800, first year operating cost $40,000, revenue $45,000. Berndt is licensed to operate as WCEN Mount Pleasant and WRPC Fremont, Mich. Announced Dec. 5.

Windom, Minn.—Paul C. Lund and Eugene H. Fisk d/b/a as Northland Trans. Co., 500 kc. 600 w 1 kw 15,651 unii. DA-2. P. O. address 1418 Ave. S., Hopkins, Minn. Estimated construction cost $77,000, first year operating cost $39,000, revenue $48,000. Principals, as former students of Gustavus Adolphus College, seek license on staff of college’s educational am. MGAC St. Peter. Principals are equal partners. George S. Lund is pres. of applicant. Announced Dec. 3.

Meridian, Miss.—Alexander Lloyd Royal, 1350 kc 5 kw D. remote control trans. P. O. address 2100 Fillmore St., Meridian. Estimated construction cost $3,279, first year operating cost $36,000, revenue $45,000. Applicants are equal partners. Announced Dec. 4.


Toledo, O.—Robert G. Beattie and R. L. Bartley d/b/a as Toledo Bist. Co., 1350 kc, 1 kw D. P. O. address 4475 Hance, Toledo, Ohio. Estimated construction cost $15,000, first year operating cost $23,000, revenue $35,000. Mr. Beattie is 50% owner. Coast Combo Inc., Waub. and Crook et al. are 50% owners. Announced Nov. 30.

Gulfport, Miss.—Robert H. Pearson d/b/a as WFFQ, Gulport, Miss. Estimated construction cost $2,400, first year operating cost $12,000, revenue $40,000. Pearson is sole owner. Announced Dec. 3.

APPLICATIONS AMENDED
Rockford, Ill.—Application of Town & Country Broadcasting Co. d/b/a as WQJW, Rockford, Ill. First year operating cost $25,000, revenue $50,000. Announced Dec. 15.

Western Radio & Television
$1,400,000.00

VHF with major network. AM and TV highly profitable with excellent assets and valuable combination real estate. Good growth market with rich agriculture, booming industrial, mining and tourist economy. Over one-half billion dollar annual income in market. Confidential prospectus available to financially qualified buyers.

Negotiations • Financing • Appraisals
BLACKBURN - HAMILTON COMPANY
RADIO-TV/NEWSPAPER BROKERS
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2000 F St., N. W.
Washington, D. C. 20006

CHICAGO
Ray H. Hamilton
100 N. Wabash Ave.
Chicago, Illinois 60603

ATLANTA
Clifford B. Marshall
William T. Stibbeldieff
75 West Peachtree St.
Atlanta, Georgia 30309

SAN FRANCISCO
111 Market St.
San Francisco, California 94105

Broadcasting • Teletaking
Radio Inc. seeking new am on 1150 kc, 1 kw DA-D, amended to decrease power to 500 w and make changes in DA pattern. Announced Nov. 29.

WDTM Pequot, Conn., M4—Application seeking cp to increase power from 500 w to 1 kw to be installed in DA-D and make changes in ground system. Announced Nov. 29.

Millington, Tenn.—Application of W. Daly and Rebecca A. Cross for Millington Best. Co. seeking cp for new am on 1220 kc, 250 w, remote control trans., amended to change name to Earl W. Daly tr/ps Millington Best. Co. and specify remote control plant as "same as studio." Announced Nov. 29.

Dana, Ill.—Application of S. L. Goodman seeking cp for new am on 970 kc, 500 w, amended to change frequency to 1550 kc. Announced Dec. 5.

Rocky Mount, Va.—Application of S. L. Goodman seeking new am on 1220 kc, 1 kw, D, amended to change frequency to 1550 kc, power to 500 w and change type trans. Announced Nov. 29.

Honolulu, Hawaii—Application of James T. Oway seeking cp for new am on 1270 kc to 5 kw unrl., amended to change ant.-trans. site 500 ft. from present location and decrease ant. height. Announced Nov. 29.

Existing Am Stations . . .

APPLICATIONS AMENDED

KEVT Tucson, Ariz.—Application seeking cp to change frequency from 650 kc to 1000 kc, change hours from D to 24.6.5.6., power from 500 w to 5 kw, change from Class D to Class C, change name to KICX Best. Co. Announced Dec. 5.

WJMC-AM Nashville, Tenn.—Application seeking cp to change frequency from 1570 kc to 1560 kc, change hours from D to 24 h. w., power from 500 w to 5 kw, change from Class D to Class C, change name to KJQ Best. Co. Announced Dec. 5.

KLON (FM) Long Beach, Calif.—Seeks cp to change frequency from 1200 kc to 1260 kc, change name to KLON Best. Co., change ant., decrease height, above average terrain as 343 ft, and change type trans. Applicant is non-commercial, educational fm station. Announced Nov. 30.

KCBH (FM) Los Angeles, Calif.—Seeks cp to change frequency from 1260 kc to 1200 kc, change name to KCBH Best. Co., change ant., decrease height, above average terrain as 157 ft, and change type trans. Applicant is non-commercial, educational fm station. Announced Nov. 30.

Give the Gift you’d like to get yourself...

ARMCHAIR SHOPPING SERVICE

Hennessey is available everywhere, but you can now send Hennessey as a gift to friends and business associates in 30 states. For information, write or phone: Beverage Gift Service, Dept. H., City National Bank Bldg., Beverly Hills, California. Creastview 6-2868

HENNESSY
The World’s Preferred COGNAC BRANDY

84 Proof • Schieffelin & Co., New York

December 10, 1956 • Page 127

"It's a bit of home decoration I heard about over KRIZ Phoenix."
Charles W. Holt, Connie L. Holt and Robert N. Robinson for proposed assignee, are majority owners, WXYZ Broadcasters, L.L.C., WXYZ Broadcasting, L.L.C., and WHNT McComb, Miss. Mr. Holt also owns Air Enterprises Inc., Pittsburgh, brokerage. Mr. Robinson proposed 20% owner, is 25.5% owner, WXYZ. Announced Nov. 25.

KEDN Denver, Colo.—Granted assignment of license from Frank E. Keppke and Frank E. Amode Jr. 6/2 by KEDN Bestco, Co. to KEDN Bestco, Co. Corporation change from Mr. Keppke and Mr. Amode remain equal partners. Announced Dec. 4.

KFEL Pueblo, Colo.—Granted gift of license from W. M. Foster to KFEL. Mr. Hall will exchange license for 50% ownership of corporation. Announced Dec. 4.

WAAG Adel, Ga.—Granted assignment of license from W. M. Foster to Robert A. Davis and M. E. Shepherd d/b a as Cook County Bestco. Co. to W. M. Foster and M. E. Shepherd d/b a as Cook County Bestco. Co., for $7,500. Announced Dec. 4.

RVM Boise, Idaho—Granted acquisition of positive control by Roger L. Harradon (pres.-gen.-mgr.-present 50% partner) through purchase of 50% stock from Richard K. and Virginia L. Mooney for $50. Announced Dec. 4.

WANE Fort Wayne, Ind.—Granted assignment of license from Radio Fort Wayne Inc. to Universal Bestco. Co. Radio Fort Wayne is owned by Universal, which proposes to consolidate broadcast holdings. Announced Dec. 4.


KXLE Ottumwa, Iowa—Granted transfer of control to J. William O'Connor (owner, WPPA Pennsylvania) and Jesse E. Lester for $52,500. Announced Nov. 26.

WTTO-Cambridge, Ky.—Granted transfer of control from B. F. Thompson, M. M. Hall and Ray Smith to Luther Wheat and 19 others through stock transactions. Announced Nov. 26.

WLOC Munfordville, Ky.—Granted transfer of control from H. C. Amore to M. Hall and 10 others through stock transactions. Announced Nov. 26.

JEKI Leonards, Md.—Granted acquisition of negative control by each of William C. Redd and James L. Bittner through purchase of five shares of stock by licensee corporation from Charles J. Springer for $2,500. Announced Dec. 4.

WSPR Springfield, Mass.—Granted acquisition of negative control by past, D. Tindal and Alan C. Tindal as family group (50%) and Helen B. Solberg and R. J. Solberg (50%) through purchase of stock from Edmund A. Lauch, and Mr. Tindal will buy 12% for $3,764. (Barbara B. Tindal is present 82% owner) and Mr. Solberg presents 24% owner, will buy 24% for $1,720. (Helen Solberg owns 23.4%) Announced Dec. 4.

WCMR Brunswick, Me.—Granted acquisition of positive control by Glenn C. Hinle through corporate reorganization, Mr. Hilmer, present 50% owner, will own 60% after retirement of 5 decess. debt owing him by licensee corporation. Announced Dec. 4.

KBMJ Henderson, KSCH-TV Las Vegas, both Nev.—Granted assignment of license from Monica Zenoff to Television Co. of America Inc. for approx. $200,000. Equal partners in Television Co. of America are Frank O'Farrell pre-30%, R. KK-AM-FM Los Angeles and KITO San Ber-


KRLA-AM-FM Haytown, Tex.—Granted transfer of control from J. E. B. Raye to M. O. Reden, W. J. Dove, James E. Reese, Bruce H. Gresham and James H. Gresham Jr., 40% and assumption of obligations. Mr. Reden, who owns WHW Beene-

ville, Calif., and hold interest in WUTP Tepotac, Miss., WAZF Tazoo City, Miss., WSUW Oxford, Miss., and WMFA Aberden, Mass., will own 15%. Mr. Gresham, general manager of WAZF, will hold 50%. Mr. Reese, who holds interest in WUTP, WAZW, WSUW, and WMFA, will hold 25%. Mr. Reese, will hold 12%. Mr. Reden, assistant manager of WUTP, will hold 15%. Announced Nov. 26.

KRHI Tyler, Tex.—Granted assignment of cp from Thomas R. Moseley d/b a as Tyler Bestco. Co. in Edward McLemore, for $2,500 and expenses. Mr. McLemore is wrestling promoter, owner of Texas Rasseling, film production firm, and 50%, KKEZ Weatherford, Tex. Announced Nov. 25.

APPLIANCES

KDWR-TV Tucson, Ariz.—Seeks assignment of cp from D. W. Ingram and Kathleen Ingram d/b a as Tucson Television Co. to Tucson Television Co. Inc. for $506,350 and 5% of stock in proposed assignment. H. L. Garrett, See. Longview, Tex, oil and tool interests, is chmn. of bd.-60% owner of corporation. Others: Tom E. Foster (10%), 50%, KDET Center, Tex., and 11-station East Coast Network. (Request of proposed assignee.) Announced Nov. 26.

WLLJ and Elmwood Park, Ill.—Seeks assignment of license and cp from Elmwood Park Broadcasting Co. to M. E. Shankoff, for $25,500. Mr. Shankoff is Detroit, Mich., teacher and officer in Detroit, Mich., bookbinding and reality holding firms. Announced Dec. 4.

KCKN Kansas City, Kan.—Announced as license from KCKN Bestco. Co. to BYNUM-TELECASTING CORP. for $130,000. Mr. Blumenthal is pre-major stockholder. Others: Tom E. Foster, 30%, KKKW Longview, Tex., owner, WCMS Norfolk, Va., and 20% stockholder of WCMS Norfolk, Va. Announced Nov. 26.

CALV-AM-TV Alexandria, La.—Seeks assignment of license and cp from TOWACO Television Co. Inc. to Lancaster Telecasting Co. for $353,155. T. B. Lanford, pres.-89.5% owner of Alexander Bestco, is pres.-89.5% owner of proposed assignee and also owns KKRD-AM-FM Shreveport, La.; 96%, KRHH Sherman, Tex.; 1%, KPLC-AM-TV Lake Charles, La., and 13.8%, WSLF and WJTV (TV) Jackson, Miss., Bill L. Fox, 49%, Lancaster Telecasting, is general sales manager of KFMB-TV San Diego, Calif. (Request of proposed assignee.) Announced Dec. 4.


WINK-AM-FM Binghamton, N. Y.—Seeks assignment of license and tv cp from Southern "Continues on page 134."
**CLASSIFIED ADVERTISEMENTS**

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word. $2.00 minimum • Help Wanted 25¢ per word. $2.00 minimum.

All other classifications 30¢ per word. $4.00 minimum • Display ads $15.00 per inch.

No charge for blind box number. Send box reply to:

**BROADCASTING • TELECASTING**


**ANNOUNCEMENT**

If transcriptions or bulk packages submitted, $1.00 charge for mailing. Forward remittance separately, please. All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting • Telecasting expressly repudiates any liability or responsibility for their custody or return.

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**RADIO**

**Help Wanted**

**Managerial**

**Local sales manager wanted by central Illinois radio station, city over 100,000.** Reply Box 596C, B.T.

Unusual opportunity for hard hitting sales manager or station manager in metropolitan area. Box 671C, B.T.

Wanted: Salesman-manager for Texas independent station market. Must have proven sales ability and good references. Permanent position. Good money for right man. Box 653C, B.T.

**Experienced radio salesman, immediate opening—top station in Number 1 midwest market. Salary plus commission. Send full information, photo, and references to Box 662C, B.T.**

Aggressive salesman with established agency contact in New York wanted by group owning four top market stations. If you can make agency presentations that result in sales your earnings will be unlimited. Write giving experience, details to Box 662C, B.T. All replies will be answered.

---

**1st Phone Combo Men**

**Wanted immediately at top rated station in Michigan’s second market. Top disc jockey quality. No maintenance. Excellent wages. Wire collect immediately.**

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**WTAC**

**The Big Station**

**Flint, Michigan**

**Owens 4-4146**

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**RADIO**

**Help Wanted—(Cont’d)**

**Managerial**

Somewhere there’s a program director or chief announcer who wants to step into management. He’s young, aggressive, married, owns a car, is willing to start as assistant manager, wants to settle permanently in a multiple station organization at extremely good pay. He has a good announcing background and is willing to work hard to prove worthy of manager’s post, probably within a year. He has a thorough knowledge of all phases of independent station operation and can report to work before the end of the year. Send tape, resume and photo to Box 675C, B.T.

**Experienced salesmen-announcer with ambition, ideas, personality, ready to earn more as assistant manager. Interview required. XBUD, Athens, Texas.**

Salesmen—top-notch salesman for South Florida high power independent. Send complete details, references, first letter. Excellent compensation for proven producer. Box 685C, B.T.


**Top salesman, liberal salary, commission, car allowance. Send full particulars and photo to Bob Murray, KWG, Stockton, California.**

Salesman...this close-knit organization demands high type personality. Dignity, honesty and respectability essential. Minimum wages apply. Willing to play against draw. Excellent opportunity for the right man. Send complete resume and photo. Box 686C, B.T.

**Have opening for enterprising, energetic salesman in good radio market. Excellent opportunity for high person interested in making better than average income. Prefer someone now employed in Michigan. Rush photos and details to R. W. Phillips, KGOM, 900 Mason Building, Saginaw, Michigan.**

**Announcers**


Florida coast station needs good pop DJ. Send short tape of low commercials, news, $100 a week to start. Box 459C, B.T.

**Girl disc Jockey, age 21 to 25, attractive with good voice. Send recent picture. Box 471C, B.T.**

Announcer with first class ticket. Southwest daytime music-news station. Opportunity with expanding organization. Send resume, tape to Box 551C, B.T. All tapes returned immediately.

Southern station needs first ticket-announcer and straight announcer. Permanent. Pay good. Box 589C, B.T.

**Lang established station located Carolinas needs good announcer holding first class license. Minimum salary over $400 monthly plus benefits. Box 683C, B.T.**

**Solid staff man for small market station in Pennsylvania. Desire a man who knows and likes small town radio and small town life. Above scale pay plus genuine opportunity for advancement for the right man. Include photo. Taped with more than just a news cast on it and a good tape experience with your reply. Box 689C, B.T.**

---

**RADIO**

**Help Wanted**

**Managerial**

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start, 40 hour week, overtime pay, vacations, etc. Must have car. Good client opportunities for advancement within chain. Send tape, resume and photo. Box 673C, B.T.

Opportunity for good married staff announcer. Send resume. ABC Network, KTFO, Longview, Texas.

Help wanted-announcer, News-deejay, immediate addition to staff. Must be able to cover local news beat, write and announce news and double on bright morning deejay show. Same clear channel top station. Don’t apply unless in first class. Pay $25-45,000 to start. Rush tape including news, personality deejay and ad lib. Include full background, picture, references, personal data. Bob Brabson, Program Director, KGDM, Stockton, California.

**Experienced announcer, who can handle ad lib, run a top DJ night show, and opportunity to send tape, resume, and photo. Picture.**

**Kerm Kith, KGOS, Torrington, Wyoming.**

Come west to hunting-fishing paradise! Radio station in CBS affiliate market. Minimum two years experience, live tv opportunity. Send tape, resume, ad lib to Bob Higham, Program Director, KID, Idaho Falls, Idaho.

**Wanted: experienced announcer, network station, Contact Radio Station WJIC, Dr. F. P. Cerniglia, Monroe, Louisiana.**


**Need an announcer immediately. Some experience desired, will train if you have potential. Only reply by telephone. Call or write PD KXGG, Fort Madison, Iowa.**

**Announcer wanted. Good opportunity for advancement. Experience preferred but not necessary. Send full information, photo and references to WARK, Hagerstown, Maryland.**

Immediate opening for experienced announcer, news and rewrite talent. Send audition, photo, background information to Station WPFD, Flint, Michigan.


**Wanted: good announcer. Interested in personality man but not rock-n-roll addict. Should be strong on news and commercials for morning wake-up program. Board experience essential. Permanent position for right person. Salary in line with capability and economy of central New England city.**

**WHEB, Portsmouth, New Hampshire.**

Immediate opening for experienced commercial announcer for staff job on radio. Opportunity for talent work on tv. Contact Bill Frosh, WISH, Indianapolis.

**Announcer**

...must be ambitious; willing and dependable. Stepping-stone announcing going on to major markets. Send tape, snapshot and resume to Jackary desired. J. L. Roach, WKYB, Muskegon, Mich.

**Combino Men with first class ticket for daytime station. Excellent condition, routine maintenance, immediate. No experience required. Send complete resume, photo and tape immediately.**

**Kerrh WKBZ, Kalamazoo, Michigan.**

**Experienced combo man. Must be capable announcer and have knowledge of technical maintenance with first class ticket. Contact Bill Stewart, WPBC, Minneapolis, Minn.**

**Announcer—versatile, with respect for radio. Immediate opening at 500 watt daytime independent. Send resume, photo and salary to WHMN, Elgin, Illinois.**

---

**1st Phone Combo Men**

**wanted immediately at top rated station in Michigan’s second market. Top disc jockey quality. No maintenance. Excellent wages. Wire collect immediately.**

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**BROADCASTING • TELECASTING**
Help Wanted—(Cont’d)

Announcers

Manager—excellent management and sales record. Employed same top regional affiliate. Finest local and network facilities. Excellent references. Confidential. Box 615C, B-T.


Manager/sales manager—Solid; experienced; genuine quality; successful administrative and sales reputation; includes two top local stations. A major market executive rated among the best. Owns property located in association negotiation. If you seek a capable and qualified executive I’d like to present my credentials. Box 630C, B-T.

Manager/sales manager—Solid; experienced; genuine quality; successful administrative and sales reputation; includes two top local stations. A major market executive rated among the best. Owns property located in association negotiation. If you seek a capable and qualified executive I’d like to present my credentials. Box 630C, B-T.

Manager—sales manager—Solid; experienced; genuine quality; successful administrative and sales reputation; includes two top local stations. A major market executive rated among the best. Owns property located in association negotiation. If you seek a capable and qualified executive I’d like to present my credentials. Box 630C, B-T.

Announcers


Announcing school graduate with 1st phone de- sires first position, directional, $75 minimum, no car. Berkshire 7-9271, Walter Pleasce, 2211 N. Parkside, Chicago.

Looking for help? Write us! We have the “right” person for the “right” position! Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Announcing.


Programmer/Production, Others

Young lady, attractive and experienced wants radio work. Preferably In or around Virginia. Box 696C, B-T.

Report—newspaper...3 years newspaper, radio, television experience. Left two with same organization. 39, married, veteran, college. Looking for permanent position with aggressive, professional news operation. Box 532C, B-T.


Geronimo...Top local newsmen...highly recommended. Available immediately. Lombard, Illinois 340-M.


TELEVISION

Help Wanted

Salesman

CBS affiliate N.E. needs experienced television salesman. Salary plus commission. On-the-air assignments plus active field sales—this is an exceptional opportunity. Box 694C, B-T.

PROMOTION MANAGER

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.

Box 671C, B-T.

(Continued on next page)
TELEVISION

Help Wanted—(Cont’d)

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 Richard Lewis, Vice
President and General Manager, KTRE-TV, Channel 5, NBC-TV, Lufkin, Texas. (Prefer man
from southwest but will consider others.)

Technical

Experienced tv transmitter operator for station in medium midwest market. Scale depends upon
experience. Box 626C, B-T.

Tv studio engineer at midwest vhf, fine oppor-
tunity for man with some experience in tv or
compatible electronic background. State experi-
ence, reference, and recent snapshot. Box 667C, B-T.

Vacancy for tv switcher with lat class license.
KAVE-TV, Carlsbad, New Mexico.

Immediate opening for technically minded studio
engineer with first class license and at least two
years experience. Send resume of experience, ed-
ucation and recent photo to Engineering De-
partment, WNBF-AM-FM-TV, Binghamton, New
York.

Top-notch maintenance or studio engineer for
Chicago area. State full particulars first letter.
Salary commensurate with ability and experi-
ence. Contact Chief Engineer, WTTW, 1631 East
Museum Drive, Chicago, Ill., Illinois.

Engineer, first class license, for network vhf af-
filiate, studio and transmitter. Contact Chief
Engineer, WXEE-TV, Petersburg, Virginia.

Experienced studio maintenance man for Florida
basic CBS station. One familiar with 3v color
equipment preferred. State experience and mini-
mum starting salary first letter. Engineering
Dept., P. O. Box 1158, Tampa, Florida.

TELEVISION

Help Wanted—(Cont’d)

Programming-Production, Others

Experienced film editor for top market inde-
pendent. Box 641C, B-T.

Director-switcher or switcher-camera-raman wanted
immediately by midwest vhf. Resume and
salary requirements in first letter. Box 693C, B-T.

Situations Wanted

Salesmen

Salesman-announcer, 3 years radio, one tv. Prefer
sports announcing-sales combination. Best
references, 27, college grad, hard worker. Box
677C, B-T.

Programming-Production, Others

Film director of large eastern station would like
position in midwest or west. Eight years tv film
experience. Film experience—production, direc-
tion, etc., twenty year Illness in family necessi-
tates move. Box 680C, B-T.

Producer-director, operations and studio super-
vvisor midwest station. 6 years experience from
bottom up. Knowledge all phases station
operation. Wants position with new challenges
in production and management. Box 694C, B-T.

Tv station film supervisor, 6 years experience
in present station. Can assume higher responsi-
bilities and personal management. Excellent
references. Married, age 39. Desire West Coast.
Box 695C, B-T.

Experienced in production, technical operations
ty. Good cameraman, 2 years southwest vhf.
Knowledge all phases of studio, remote opera-
tions. Young, able, single. Desire to relocate
and settle. Interested, directing and sales. Will
send photo, resume. Box 694C, B-T.

TELEVISION

Situations Wanted—(Cont’d)

Programming-Production, Others

Producer-director. Experienced, capable, crea-
tive, young, married, exempt, ready, willing.
Box 656C, B-T.

FOR SALE

Stations

For sale: Prosperous, Texas, 250 watt with good
gross. Prospects for next year good. Box 595C, B-T.

For sale—1kw midwest independent daytimer
located in heart of one of the richest agricultural
regions in the nation. Outstanding record of
earnings. Price: $220,000 cash includes real estate.
Only bona fide inquiries will be answered. Will
sell only to responsible, experienced broadcaster
who will maintain station's excellent reputation
or to investor who will provide sound manage-
ment. Box 696C, B-T.

Carollas medium market station, $100,000, half
financed. Paul H. Chapman Company, 84 Peach-
tree, Atlanta.

The Norman Company, 510 Security Bldg., Daven-
port, Iowa. Sales, purchases, appraisals, handled
with care and discretion, based on operating our
own stations.

Write now for our free bulletin of outstanding
radio and tv buys throughout the United States.
Jack L. Stoll & Associates, 6381 Hollywood Blvd.,
Los Angeles, Calif.

Equipment

Western Electric 10 kw fm transmitter. Recently
completed overhaul and in top class condi-
tion. Includes Gates remote control and set FCC
spares. Write or wire Box 664A, 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 Hollywood and Chicago Television Production class are
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

1721 N. W. 21st Avenue
Portland, Oregon • CA-3746

Page 132 • December 10, 1956
FOR SALE

Equipment

Dunmore dual image orthicon camera chain with all accessories including sync generator for studio or portable use, brand new and uncrated; big bargain! Box 552C, B*T.

For sale—One Radiotron G 40 transmitter 500 watt. Phone, CW or MOW, 230 volts 50-60 cycles single phases. 660 to 2 1/2 mcs and 2.5 to 21 mcs. Suitable small broadcast or communications. Inquiries invited to Box 607C, B*T.

5000 watt am transmitter with enough spare equipment to practically build a second transmitter. This a Western Electric 5-C which has been converted. All formerly used rotary generators and motors in good condition when taken out of use. Service tubes, spare high voltage transformer. One brand new 320-B Ampere transformer in final and two 320-B used in finals. Final tubes worth more than price of everything. Just $1,000 as is. Space needed badly. Call or write KCLC, Flagstaff, Arizona. Get into power for practically nothing. Act fast.

For sale Western Electric model 333E-1 one kw transmitter with spare tubes, $300.00 full price. Ideal for auxiliary or Contelrad transmitter. KCFAI, 7737 Wilshire Blvd., Los Angeles, California.

For sale: Gates remote control RCM-14 unit with metering system. Just taken out of service due to move to transmitter. WCYS, Springfield, Illinois.

WANTED TO BUY

Stations

Desire to purchase radio station in medium to large size northeastern market. Send particulars. Box 648C, B*T.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby or cash. Send details and price. Box 5907A, B*T.

320 foot tower in good condition. Prefer guyed but will consider self-supporting. State price, whether erected, condition. Box 281C, B*T.

Ampex 456 tape play-back unit or other make 8 hour play-back machines. Box 496C, B*T.

3 kw fm transmitter and frequency and modulation monitor, long line equalizers, repeat coils. Box 655C, B*T.

Immediate cash for used 3 kw fm transmitter and related equipment. Box 665C, B*T.

Wanted one fm transmitter capable of delivering 22.5 kw's to an RCA Pylon type antennas. Transmitter must register remote controlled, stable, in good condition and fairly new. Write WGH, Radio, P. O. Box 96, Newport News, Virginia.

Fm antenna—low end, also tower 150-200 ft., also small console. WMHIC, 4065 W. Banercroft, Toledo, Ohio.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Dept. B, 1560 N. Western Avenue, Hollywood 27, California.


FOR SALE

RADIOS

Help Wanted

Announcers

NEGRO DJ—PERSONALITIES WANTED

For all—Negro mid-south radio outlet. Need good showman who can talk his own commercial from fact sheet, operate board, no newscasts.

Top opportunity for right men. Send tape to Laury Associates, Room 454, 527 Lexington Avenue, New York, New York.

Situations Wanted

Announcers

SPORTS ANNOUNCER

10 years major market experience. Audition tape or personal interview. Box 652C, B*T

TELEVISION

Help Wanted

Salesmen

ACCOUNT EXECUTIVE

WAAM, Baltimore, Maryland, has an opening for television time salesman on salary plus commission basis. This is an excellent opportunity for a man with proven record of ability in local sales. Experience in radio or television sales a must. Please send complete resume, sales record and photo to

Pel Schmidt
Commercial Manager
Television Station WAAM
Baltimore, Maryland

FOR SALE

Stations

TEXAS AM STATIONS

Quality Broadcast properties North Texas and South Texas

Ralph J. Erwin, Broker

1443 S. Trenton

Tulsa, Okla.

Equipment

FOR SALE


GO TO HIGH POWER AT LESS THAN 40 PERCENT OF ORIGINAL COST

General Electric TF-4-A 20 KW High Channel VFH amplifier Available for immediate shipment.

Box 552C, B*T

WANTED TO BUY

Stations

WANTED TO BUY RADIO STATION

Experienced, properly financed radio man wishes to purchase desirable radio station. Location Eastern part of United States with approximate gross annual billing of $15,000 to $100,000. All replies held in strict confidence. 672C, B*T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS

WILLIAM B. OGDEN—10th Year

1150 W. Olive Ave.

Burbank, Calif.

Reservations Necessary—All Classes—Over 1700 Successful Students

SERVICES

ANNOUNCERS—D.J.'S

Record Your Auditions at R.C.A.

We Know What Stations Want

Not just recording, but expert coaching help, too! Guaranteed lowest rates anywhere.

Broadcast Coaching Associates

1733 Broadway, N. Y. C.

JU 6-1918
To The Station Manager Who Can't Get To Madison Ave. As Often As He Should

Personalized Sales Service

Use our Madison Avenue address and phone number as New York office. Our company is here to set as your Sales Manager and will work with your Regional Slt. Salesmen individually. We get your sales story before New York and Chicago agencies, insuring more business for your station. We operate on a retailing and commission basis and have had 20 years experience in this field.

For further information write Box 674C, BtT

EMPLOYMENT SERVICES

PLAN AHEAD

You never know when you’ll need a new copywriter, announcer, sales or technical advisor but he or she is always in the field. All references checked—Call on Barney— the matchmaker.

BERNARD EMPLOYMENT

Mail Man, over 1116
202 S, State Chicago, 2-2306

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Free Copies Discontinued

BEGINNING Jan. 11, FCC major decisions, initial decisions, memorandum opinions and orders and other significant rulings will be made available on a weekly basis from the Superintendent of Documents, Government Printing Office, Washington, D.C., the FCC has announced. The printed, weekly pamphlets, Federal Communications Commission Report, to be published each Friday, will sell for $6.75 yearly, or about 15 cents per copy. Foreign mailing will cost $2 additional.

The Commission announced that after Jan. 11 it will discontinue furnishing the public and the bar with mimeographed copies of its decisions. However, copies of decisions will be immediately served on each party to the proceeding, posted in the Commission’s Office of Reports and Information, and made available to the press regularly carrying FCC information.

The 1957 report has been assigned Vol. No. 22. Annual bound volumes of FCC decisions are available at the present time to June 30, 1950. Volumes 15-21 will contain decisions through 1956 and will be printed as funds become available.

The decisions will still be announced when made, the Commission said.

Yakima, XXBO Aberdeen, Wash.; KGAL Lebanon, KJBM La Grande, KSBV Ontario, all Ore.; KFPB Everett, KAYE Puyallup, and KUJ Walla Walla, all Wash.

UPCOMING

January
Jan. 4: Canadian Broadcasting Corp., board of governors meeting. Studio A, CBU Vancouver, B. C.
Jan. 17: Canadian Assn. of Radio & Television Broadcasters, TV Clinic, Boulevard Club, Toronto.
Jan. 18-20: Midwinter conference Advertising Assn. of the West, Miramar Hotel, Santa Barbara, Calif.
Jan. 19-21: Atlanta Chapter, American Women In Radio & Television, Baronne Inn, Hotel, Atlanta.
March

### BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

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December 10, 1956 • Page 135
Antitrust Explosion

We don't understand the antitrust laws, a condition which seems also to afflic numerous lawyers in and outside of government. So we won't presume to judge whether there is sound legal basis for the government's suit against RCA and NBC.

The suit, which comes as a grotesque 30th birthday gift to NBC, is the first dealing with the relationship of networks to their affiliates. Its importance cannot be overestimated because a decision sustaining the government's contention would affect the whole broadcast economy. It is not a suit against NBC alone, because all network-affiliate relationships would be affected.

We must leave to the lawyers the discussion of the legal merits. RCA-NBC contends that the conflict is between two government agencies—the FCC and the Dept. of Justice—because the Philadelphia-Cleveland station exchange had been approved by the FCC as the responsible authority.

At least one ethical question was raised by the NBC-Westinghouse station exchange which was the root cause of the suit. The question is simply: Was a big guy bullying a little guy?

This question would be easier to answer if NBC, a manifestly successful subsidiary of one of America's strongest corporations, had forced a station proprietor with no other resources to accept a deal the proprietor did not want. In such circumstances the weight of moral judgment would be overwhelmingly opposed to NBC.

But Westinghouse Broadcasting Co. also is a manifestly successful subsidiary of another strong corporation, Westinghouse Electric Corp. The contrast in size is not enough to equate NBC with the bully and Westinghouse with the runt. It is difficult to make a moral judgment on this question.

The question will arise whether the FCC should have held a full-dress hearing on the transfer, particularly in the light of the rumors and innuendos that Westinghouse was not a willing trader. The FCC majority held that since all essential facts had been presented on paper a hearing would have served no useful purpose and would simply have delayed what to them would have been an obviously favorable decision.

Trading in television properties has reached a high level in recent months. The factor of network affiliation is the most important single consideration next to acquisition of the license itself, running in excess of the value placed upon equipment and real estate.

If a test must be had, it is perhaps better to have the rules known now rather than at a time when the stakes will be infinitely greater, and the public interest as well as the private interest of licensees would be more severely affected.

Jimmy Faces the Music

The revolt that is bound to beset every despot—whether international aggressor or tin-horn union político—has engulfed the dynasty of James Caesar Petrillo, self-perpetuating president of the American Federation of Musicians. The move he feared most—court review of his conduct—has hit twice in recent weeks through suits filed by members of Local 47 of Los Angeles, seeking some $13 million in damages, growing out of the Petrillo "make-work" program.

More than that, some 32 million people who read the Reader's Digest last week got the Petrillo story in one piece in an enlightened article by Lester Velic, under the fetching headline "The Union That Fights Its Workers." The article brings out that 75% of AFM's 250,000 members make their living in occupations outside music, but get the benefits of the relief and welfare fund, largely derived from royalties paid by recording and film companies into the Music Performance Trust Funds.

Since the advent of television, Jimmy Petrillo has been content to leave broadcasters pretty much alone. He has been getting his bonus income largely from recording fees and latterly, the windfall he diverted from Local 47 members to the AFM trust fund derived from reruns of old movies released in great volume for TV in recent months.

Because a dictator cannot stand still, it is hard to tell where Jimmy would move next if the money flow did not increase. Hence, the tests in the Superior Court of Los Angeles, taken by Local 47, are to be watched with interest by all victims of Petrillo aggressions.

If the court should hold that the performing musicians, and not the AFM trust funds, are entitled to the royalties, the Petrillo structure is bound to crumble, because there would be no further inducement for non-performing musicians to continue as card-carrying members. If the legality of the trust funds should, perchance, be upheld, then Congress—which has dealt harshly in the past with Petrillo's efforts to control the economics of broadcasting—will doubtless step in again.

Meanwhile, Jimmy will probably play a muted trumpet.

Long Caught Short

Gov. Earl Long, emulating the power politics of his late brother Huey, set out to take news broadcasters on a Louisiana hayride last Tuesday but quickly discovered he didn't have enough horses. By flatly barring electronic reporters from any participation in a news conference, he started a flow of protests that forced him to back up a few hours later.

It isn't the first time a public official has interpreted the Bill of Rights in the light of his own fancy and it won't be the last, but there are few instances in the last two decades where broadcast newsmen haven't been allowed at least the right to report with pencil and pad on an equality with print-media reporters.

The big battle for broadcast equality has only begun. In Louisiana, Gov. Long retreated from his silly barricade by allowing radio- and television admission to his conferences, but he still maintains a ban against use of the tools of their trade—microphone, recorder and camera. In this adamantine attitude he has distinguished, if befuddled, company in many of the federal and local courts as well as Speaker Sam Rayburn of the House of Representatives.

Gov. Long's little coup quickly failed. He's reputed to nurse a grudge against radio and TV because he is not photogenic and his salty language at legislative sessions presents him to the public in an unfavorable way.

Towne, TASO, and Taxes

In Prof. George R. Towne, the Television Allocations Study Organization, formed under the aegis of the FCC by five groups interested in full utilization of the TV spectrum, procures the services of a well-backgrounded engineer to coordinate the research program. The program is to be financed entirely by private funds and the goal is to determine, by sound engineering means, the place of uhf in television allocations.

There is no way of determining how fast TASO will be able to move. It will be Prof. Towne's task to see that all areas of exploration and measurement are carried forward promptly and that the results will be fed to the FCC as soon as possible.

Meanwhile, we iterate our plea of last week. The first essential step toward relief of the TV allocations problem is non-technical. It is an all-out effort to have Congress remove the 10% excise tax on all-band TV receivers to make it economically feasible for manufacturers to produce such sets instead of uhf-only.
KSTP-TV SCORES UNPRECEDENTED DOUBLE VICTORY IN NEWS COMPETITION

For the first time in history, a single TV station has scored a clean sweep in the annual Radio-Television News Directors Association competition.

Here are the results for 1956:

**OUTSTANDING TV NEWS OPERATION First place, KSTP-TV**

**OUTSTANDING NEWS STORY TELEVISED First place, KSTP-TV**

Since 1948, when it became the Northwest’s first television station, KSTP-TV has maintained one of the largest, most complete news-gathering-and-reporting operations in the nation.

We are proud that KSTP-TV’s first entry in RTNDA competition has brought these awards to the vital Northwest market which KSTP-TV serves.
Buy the "Right Time" for Your Audience

KMBC-TV has a top-rated show for any audience you want!

KMBC-TV OF KANSAS CITY provides a top-rated selection for any type of audience you seek. These latest (Aug. 1956) Telepulse rankings show how your sales message reaches more of the right people more of the time on Channel 9.

TOP-RATED NEWSCAST (General Family Audience)
"The 10 O'Clock News," by Lionel Schwan, highest-rated news show, network or local, in the market. Ranks No. 2 in the Telepulse listing of Top Ten Kansas City multi-weekly shows.

TOP-RATED LOCAL WOMEN'S SHOW (Housewives)
Bea Johnson's "Happy Home," 1:30-2:00 p.m., Monday through Friday. Consistently the top show in its field in this three-station market.

TOP-RATED EVENING MOVIE (General Family Audience)
"Premiere Playhouse," 10:15 p.m. to sign-off, Monday through Friday. An ideal vehicle for low-cost, high impact selling with Jim Lantz as host and salesman.

TOP-RATED KID SHOWS "Whizzo's Wonderland," with Frank Wiziarde as "Whizzo, the Clown," 11:00 a.m. to noon, Monday through Friday. "Mickey Mouse Club," 5:00 to 6:00 p.m., Monday through Friday, highest-rated multi-weekly show in the market!

TOP-RATED LOCAL DAYTIME VARIETY SHOW (Housewives)
"Noon," 12:00 to 1:00 p.m., Monday through Friday. This biggest local production in Kansas City television features Rev Mullins and a cast of top entertainers plus famous guest stars.

TOP-RATED SPORTS SHOW (Men)
"Sam Molen's Sports," 10:08 p.m., Monday through Friday. Beats all network and local sport show competition!

From the above, you can see why you're money ahead when you select your audience from the top-rated line-up on KMBC-TV. So right now, select your nearest phone and contact your Colonel from Peters, Griffin, Woodward, Inc. for availabilities.

See Peters, Griffin, Woodward, Inc. for availabilities.

the SWING is to KMBC-TV

Kansas City's Most Popular and Most Powerful TV Station
Basic ABC-TV Affiliate

...and in Radio, it's KMBC of Kansas City—KFRM for the State of Kansas